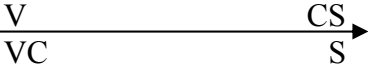
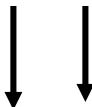


MEASUREMENT SCALES

Scale Name	Definition	Example	Drawback
NOMINAL	Classification. Arbitrary assignment of numbers to categories	Gender 1 = male 2 = female	What does 1.5 mean?
ORDINAL	Ranking relative to some criterion	Preference for ice cream flavors: Strawberry > Chocolate > Vanilla	No information captured about the <i>magnitude</i> of difference: No distinction between 
INTERVAL	Rating relative to an arbitrary zero	Preference for ice cream flavors: Strawberry = 9 Chocolate = 8 Vanilla = 1 Temperature	Ratio (“twice as hot”) is meaningless $100F / 50F = 2$  $37.8C / 10C = 3.78$
RATIO	Measurement based on a scale with an absolute zero Preserves ratios regardless of unit of measurement	Money ($\$10/\$5 = 2$) Length/Area/Volume ($10'/5' = 2$) Time ($10H/5H = 2$)	This is the <i>most rigorous</i> scale of measurement