

CHAPTER FIVE

Measurement

Chapter Checklist

After reading this chapter, you should be able to:

1. Understand that measurement is a process.
 2. Explain the principle that numbers have no inherent meaning until the researcher assigns or imposes meaning.
 3. Develop categories for nominal data that are mutually exclusive, exhaustive, and equivalent.
 4. Distinguish among the three types of continuous level data—ordinal, interval, and ratio—and use them appropriately.
 5. Develop effective and appropriate Likert-type scales.
 6. Understand the basic principles of validity and reliability and how they affect research results.
 7. Understand the relationship between validity and reliability.
 8. Consider research design issues that may threaten validity and reliability.
 9. Collect, report, and interpret data accurately, ethically, and responsibly.
 10. Question the measurement procedures and data interpretations reported by researchers.
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