CHAPTER 5 Measurement 83

CHAPTER CHECKLIST 83

MEASUREMENT PRINCIPLES 84

LEVELS OF MEASUREMENT IN COMMUNICATION RESEARCH 86

Discrete Data 86 Continuous Level Data 88 Ordinal Data 89 Interval Data 90 Likert-Type Scales 90 Semantic Differential Scales 90 Ratio Data 92

ISSUES OF VALIDITY AND RELIABILITY 93 Validity 93

Face Validity 94 Content Validity 94 Criterion-Related Validity 94 Construct Validity 95 *Reliability 96* Internal Reliability 97 Test–Retest Reliability 98 Improving Reliability 99 The Relationship Between Validity and Reliability 99Threats to Validity and Reliability 100Issues of Data Collection 100Issues of Sample Representativeness 101Summary of Threats 102

ISSUES OF DATA INTERPRETATION 103 SUMMARY 104 KEY TERMS 105

BOXED FEATURES AN ETHICAL ISSUE: What Am I Willing to Reveal About Myself? 88 TRY THIS! Changing Levels of Measurement 91 DESIGN CHECK: Questioning Measurement Techniques 92 DESIGN CHECK: Will These Results Apply to Me? 101