

Measurement Scale & Questionnaire Development

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Agenda

- Levels of Measurement
- Types of Scales
- Questionnaire Designing

Concept

A generalized idea about a class of
objects, attributes, occurrences, or
processes

Operational Definition

Specifies what the researcher must do
to measure the concept under
investigation

Media Skepticism

conceptual definition

- Media skepticism - the degree to which individuals are skeptical toward the reality presented in the mass media. Media skepticism varies across individuals, from those who are mildly skeptical and accept most of what they see and hear in the media to those who completely discount and disbelieve the facts, values, and portrayal of reality in the media.

Media Skepticism

Operational Definition

Please tell me how true each statement is about the media. Is it very true, not very true, or not at all true?

- 1. The program was not very accurate in its portrayal of the problem.
- 2. Most of the story was staged for entertainment purposes.
- 3. The presentation was slanted and unfair.

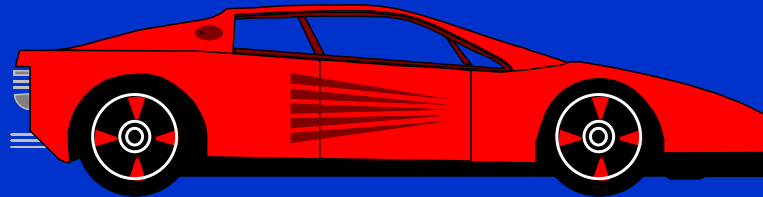
Scale

- Series of items arranged according to value for the purpose of quantification
- A continuous spectrum

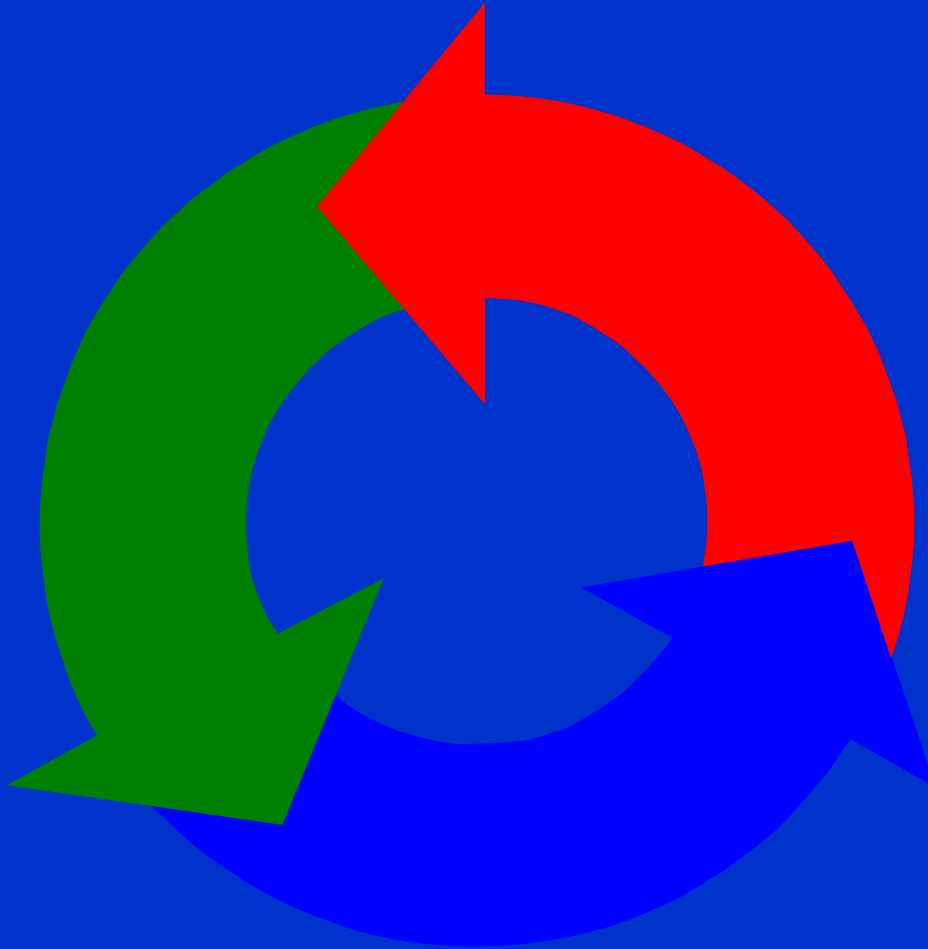
Nominal Scale



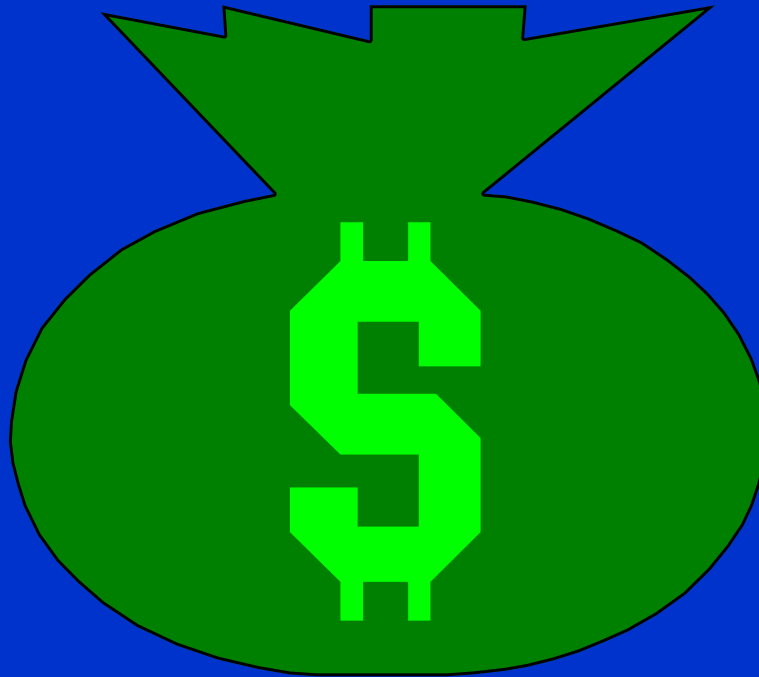
Ordinal Scale



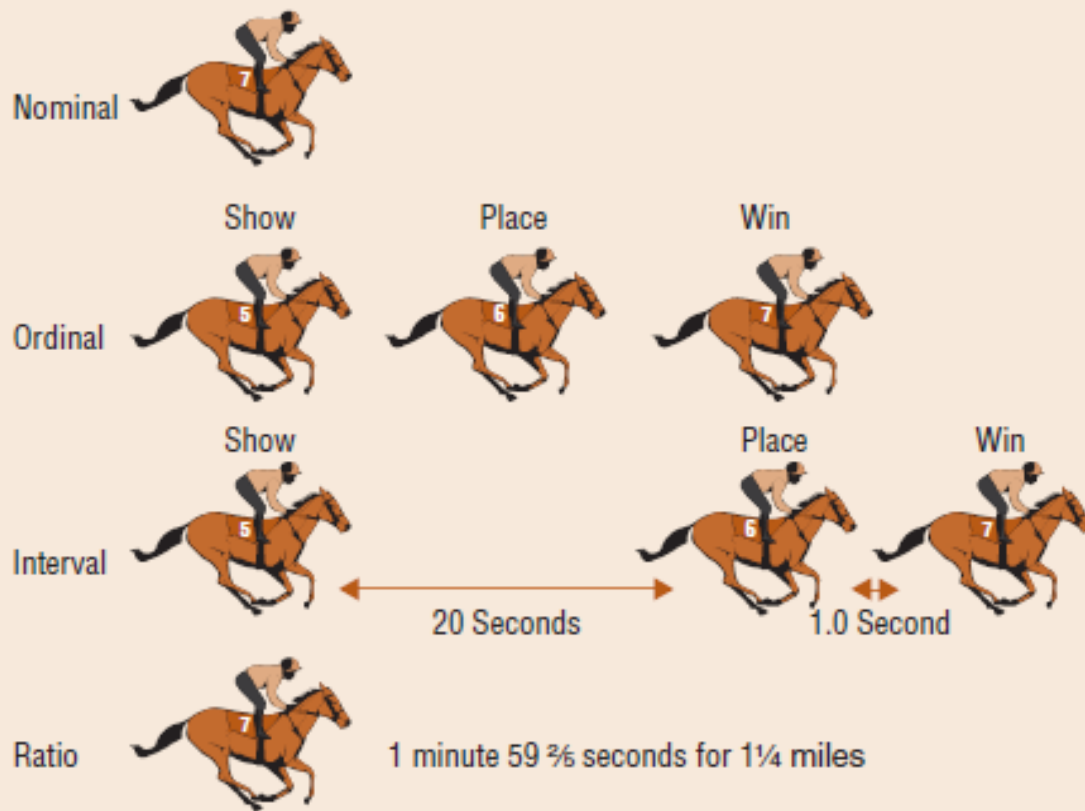
Interval Scale



Ratio Scale



Levels of Measurement



Nominal Scale Properties

- Uniquely classifies
 - Sachin Tendulkar# 10
 - M.S. Dhoni # 07

Ordinal Scale Properties

- Uniquely classifies
- Preserves order
- Win, place, & show

Interval Scale Properties

- Uniquely classifies
- Preserves order
- Equal intervals
 - Fahrenheit temperature
 - Grades in the class

Ratio Scale Properties

- Uniquely classifies
- Preserves order
- Equal intervals
 - Natural zero
 - Weight and distance