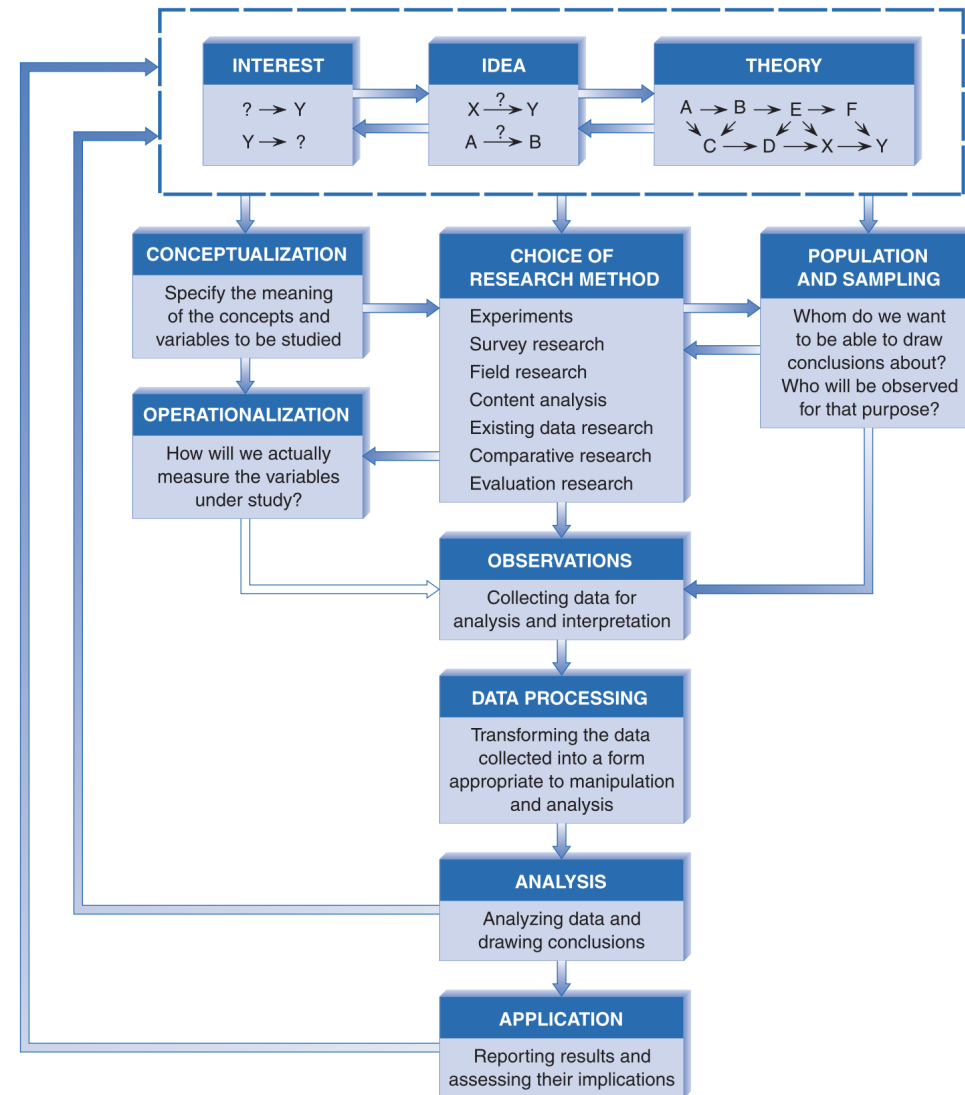


Charting Social Science Methodology: A Bird's-Eye View of the Qualitative and Quantitative Paradigms and Their Branches

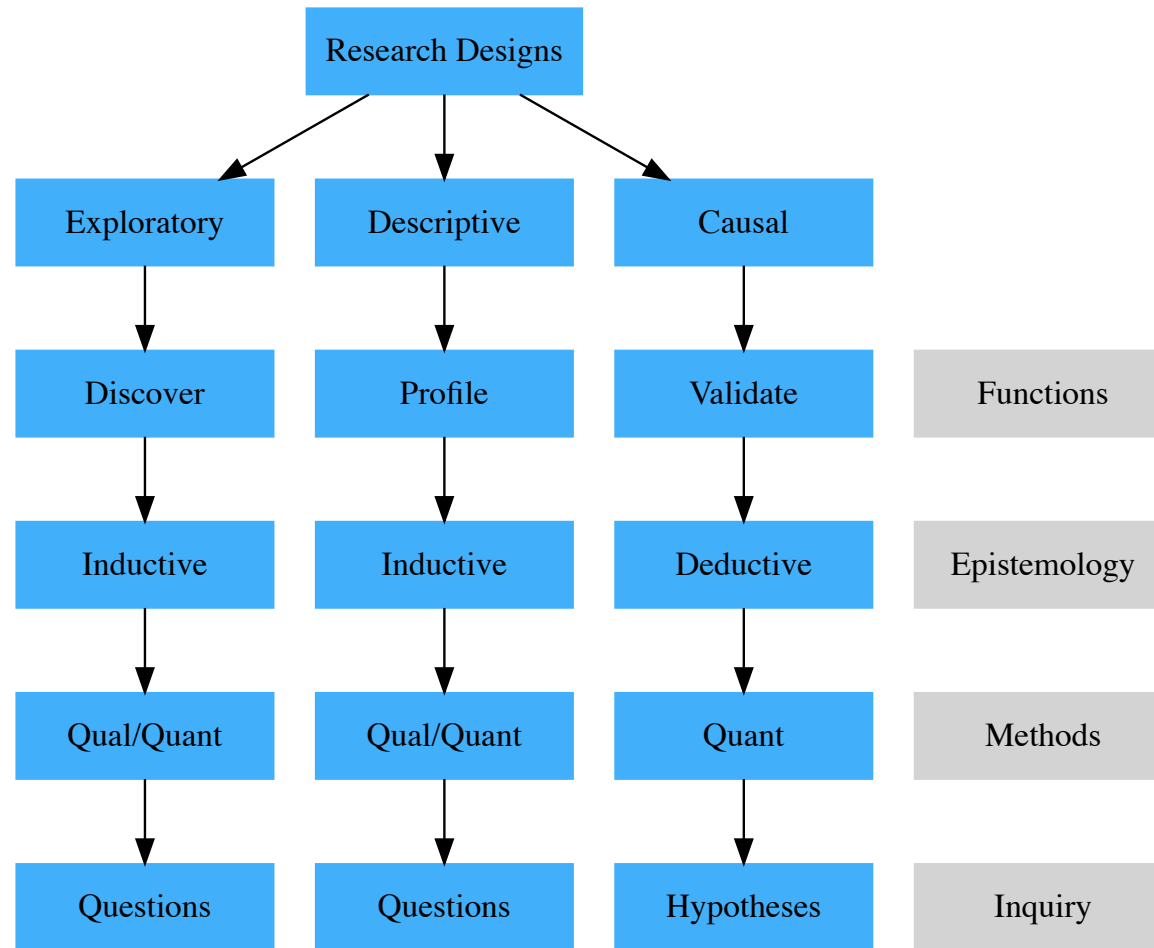
Nicola Righetti

The Research Process

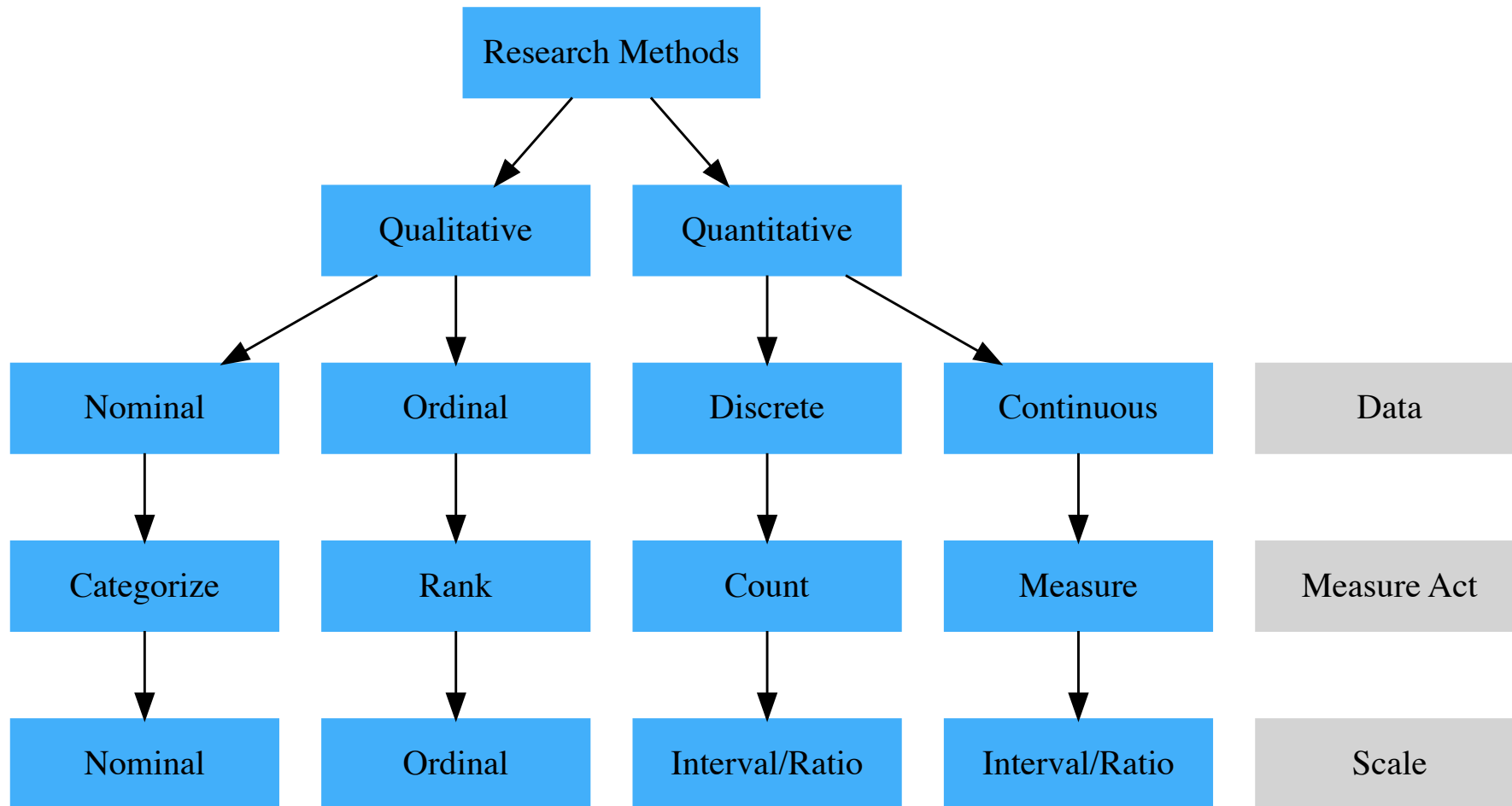


Babbie (2009) *The Practice of Social Research*, p. 103

Overview of Research Designs



Methods and Data



Measurement Scale

Scale	True Zero	Equal Intervals	Order	Category	Summary Stats	Example
Nominal				✓	Mode (none)	Gender, Ethnicity
Ordinal			✓	✓	Median, Mode (IQR)	Customer satisfaction
Interval		✓	✓	✓	Mean, Median, Mode (Range, Var, SD, IQR)	IQ, Temperature
Ratio	✓	✓	✓	✓	Mean, Median, Mode (Range, Var, SD, IQR)	Age, Height

Data Collection Methods

