



LEVELS OF MEASUREMENT



Nominal



simplest type of attribute



Anonymous - Name, letters, numbers?

► Question: what kind of mathematical operations can you apply to

Nominal data ?



Ordinal



Value that have a natural order/rank



What math operations can you use?

LEVELS OF MEASUREMENT

▶ Nominal

- ▶ Simplest type of attribute
- ▶ An identifier value - Name, letters, colors, numbers ?
- ▶ Question: what kind of mathematical operations can you apply to Nominal data ?

▶ Ordinal

- ▶ Values that have a natural order/rank
 - ▶ What math operations can you use?

LEVELS OF MEASUREMENT