Level of measurement

COMM 420 Research Methods in Advertising and PR

How are you feeling today?

CatPeoplePress.com

Review

Reasons why we use interview/focus group
Advantages and disadvantages of interview/focus group
Saturation
Chaining

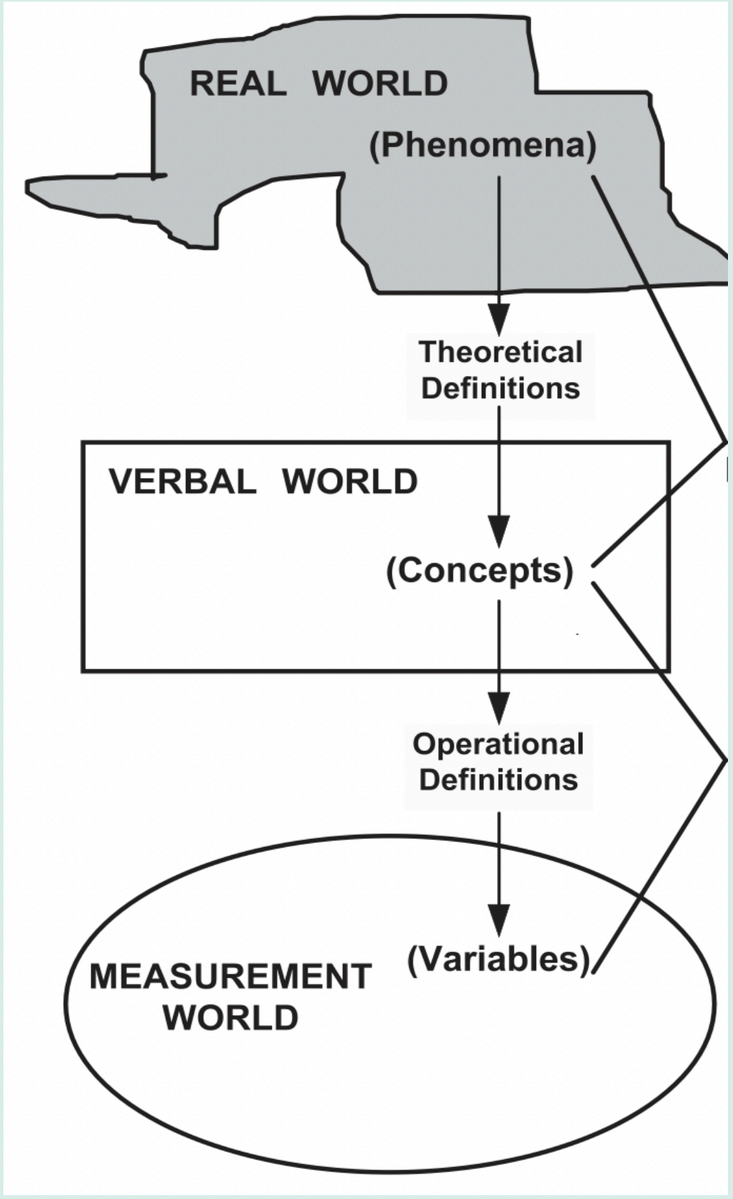
Interview protocol

Recruit participant with with influencer marketing experience

Be familiar with the questions

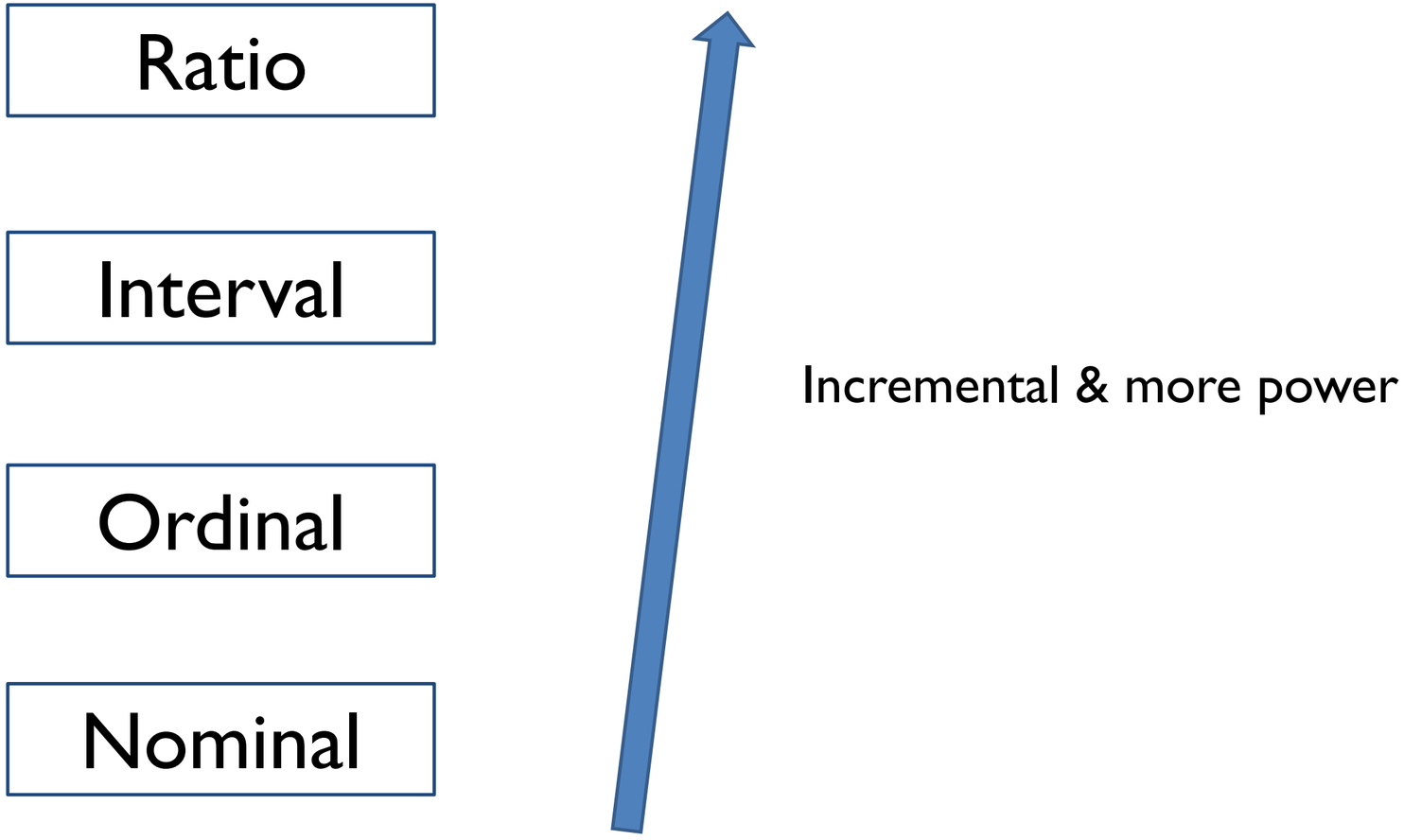
Try to ask follow up questions (e.g., can you expand on…, what do you mean by…)

Check peer experiences/tips on Teams (“Discussion – interview”)



Research Methods for Communication Science
James H. Watt and Sjef A. van den Berg 2002, p.18

Levels of Measurement



Levels of Measurement: **Nominal**

- Nominal (categorical) variables: List of different attributes Male/female/transgender/non-binary etc.;
  - Democrat/Republican/Independent etc.; Lawyer/astronaut/plumber
  - No logical order
  - No real meaning
  - All categories must be exhaustive and mutually exclusive What about Yes/No?

Levels of Measurement: **Ordinal**

- Ordinal variables: Attributes can be arranged in a logical, ranked order
  - High/medium/low stress jobs;
  - very liberal, liberal, moderate, conservative, very conservative
  - No fixed “space” between the units
  - Comparison without precision

Levels of Measurement: **Interval**

Interval variables: Allow for precise measurement of distance between variables, but lacking a genuine 0 point

- Assumes equal differences between the positions of the objects on the scale
- IQ is the most common in social science – a score of zero doesn’t indicate a complete lack of intelligence
- Most common in physical sciences: Celsius and Fahrenheit scales

Levels of Measurement: **Ratio**

Ratio variables: Allow for precise measurement of distance between variables, with a true 0 point

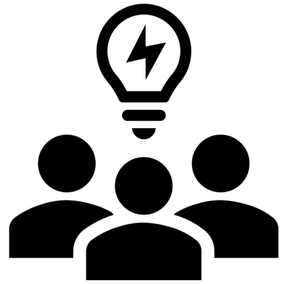
- Number of words in a book, time spent watching TV, number of products purchased from your advertisement

“Add Power to Your Dataset”

- It’s always better to measure a variable at the most precise level possible – ratio data can later be made into ordinal or nominal data!
  - Age: 53 (ratio)
  - Age: 20-40, 40-60, 60+ (ordinal)
  - Age: Old enough to know better, not old enough to know better (nominal)

Group discussion

- Pick one phenomenon
- Come up the definition
- How to measure it
  - Scales (nominal, ordinal, interval, ratio)
  - Likert, simple rating, semantic differential



Reminders

- Quiz 4 released after class TODAY
- Interview protocol available on Canvas
  - Conduct 1 interview

Questions?

Concerns?