





Designing a Measure




- ## Types of _____
- Categorical
 - Yes or No
 - Discrete
 - Ranges from High to Low
 - Set increments (e.g., 1, 2, 3, 4, 5)
 - Continuous
 - Ranges from High to Low
 - Infinite increments
 - All analyses involve defining variables as either categorical or continuous
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- ## Types of _____
- 




_____ Scale

- Number assigned to characteristics
– aka. _____
- Gender, race




_____ Scale

- Rank-ordering
- Best performance, second best, etc.




_____ Scale

- Continuous scale with no zero point
- Ex. Stress




_____ Scale

- Continuous scale with a zero point
- Ex. Weight, temperature




- Questionnaires
- Interviews
- Rate statements or answer questions about oneself




Self-Report

- Specific
- Simple
- Relevant to sample
- Proper and consistent response format
- Need some reverse-coded items
- Example = Rosenberg Self-Esteem Scale




- Friendly atmosphere
- Conceal personal reactions
- Ask questions EXACTLY as worded
- Do NOT lead the interviewee



Problems in

- Social desirability
- Leading questions
- Double-barreled questions
- Response sets
- Length



Things to consider

- Don't "reinvent the wheel"
- Pretest your measure before you use it
