

22-9-20

STATISTIC Thursday

→ Measurement Scale:

A scale is a tool by which individuals distinguished as to how they differ from one another on the variables of interests to our study.

Four types:

1. Nominal Scale .
2. Ordinal Scale .
3. Interval Scale .
4. Ratio Scale .

1. Nominal Scale:

Used to classify (objects, individuals, groups)-
ex: Gender, Country, Religion, Eye color.

2. Ordinal Scale:

Allow for (categorization) or (labelling), also used for (ranking).

ex: Rate for destinations how much you like to visit from one to five.

- (1) Peshawar. (2) Karachi (3) Lahore (4) Islamabad
(5) RWP.

→ Also used to rank the "preference."

3. Interval Scale:

Used for measuring the (distance).

ex: Temperature, IQ score.

→ Interval scale is more powerful than Nominal or Ordinal scale.

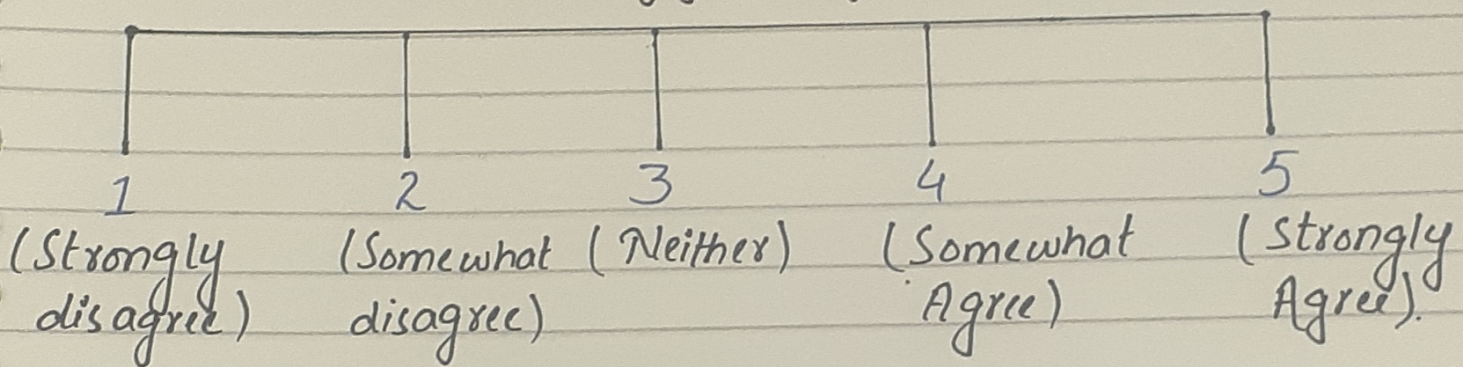
4. Ratio Scale:

In which the measurement has a true zero point as its origin.

ex: Weight, volume, length, distance and money.

⇒ 3 Interval Scale:

- Added a benefit of (magnitude of ranking).
- Have equal distances between the point of (1 to 5) means "Strongly Agree".
1) means "Strongly Disagree".



3 interval Scale