

Scales

- *Nominal Scale:*
A scale that has no numeric properties. The categories or values on the scale differ by name only (e.g., male-female, history major- business major).
- *Ordinal Scale:*
Values on the scale are meaningful in terms of a rank order of some quantity (e.g., high, medium, and low popularity).
- *Interval Scale:*
The values on the scale reflect intervals that are equal in terms of size (e.g., a rating of readability of text on a 1 to 10 scale). There is no absolute zero point on the scale.
- *Ratio Scale:*
Intervals are equal *and* there is a true zero point (e.g., number of errors on a proofreading task during a 10-minute period).
- *The type of measurement scale determines the appropriate statistic when analyzing data.*