

Scales of Measurement

What is a *nominal scale*? A scale that categorizes items

What is an *ordinal scale*? A scale that categorizes and rank orders items

What is an *interval scale*? A scale that categorizes and rank orders items, and has equal intervals

What is a *ratio scale*? A scale that categorizes and rank orders items, has equal intervals, and a zero that means the absence or none of the thing being measured



