

H. Measurement

Prerequisites

none

1. [Levels of Measurement](#)
2. [Measurement Demonstration](#)
3. [Basics of Data Collection](#)

Measurement is basic to data analysis. After all, you cannot have data without measuring something. This chapter has three sections on measurement. The first is about levels of measurement. This is a topic that has been the subject of considerable controversy. The issues are very difficult, so do not be discouraged if it is rough going. The second section is an interactive demonstration that lets you explore aspects of this controversy yourself. The final section discusses several practical issues in the collection of data.