

Levels of measurement (n=4)

- ✓ Nominal: categorical responses
- ✓ Ordinal: rank-ordered responses
- ✓ Interval: standard interval between responses
- ✓ Ratio: interval responses with true zero point

Guidelines for developing questions

- Exhaustive & mutually exclusive
- Open- vs. closed-ended
- Brief and clear
- No double-barrelled
- Relevance
- No negative items
- No biased items
- No socially desirable questions

Reliability and validity

(evaluating the adequacy of indicators)

Reliability:

- ✓ how consistent is the indicator?

Validity:

- ✓ does indicator measure concept?