



Concepts of Variables



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Levels of Measurement

- ✦ When we observe and record a variable, it has characteristics that influence the type of statistical analysis that we can perform on it
 - ✦ These characteristics are referred to as the *level of measurement* of the variable
- ✦ The first step in any statistical analysis is to determine the level of measurement; it tells us what statistical tests can and cannot be performed

The Four Levels of Measurement

- ✚ There are four levels of measurement:
 - ✚ Nominal
 - ✚ Ordinal
 - ✚ Interval
 - ✚ Ratio
- ✚ Each successive level of measurement has all the properties of the lower level of measurement, and more
- ✚ NOIR = black or dark in French