

Business Research Methods

Chapter 13. MEASUREMENT AND SCALING CONCEPTS

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What Do I Measure?

- **Measurement** is the process of describing some property of a phenomenon of interest, usually by assigning numbers in a reliable and valid way.
- The numbers convey information about the property being measured.
- When numbers are used, the researcher must have a rule for assigning a number to an observation in a way that provides an accurate description.

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John H. Zenger, Joseph Folkman



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