To-Do List

Complete Readings

This week you will explore the role of measurement in research. In this unit, you will read Chapter 5 from your book. In this chapter, you will explore the topic of measurement and how it influences the research process. Specifically, you will learn about the importance of both reliability and validity, the various categories of measurement, the different scales of measure, and how all of these topics connect and influence the research process.

Participate in Both Discussion Threads

Discussion Thread 1 of 2:
Share your research question and hypothesis with the class, and describe whether or not your question is qualitative, quantitative, or a bit of both (this is what researchers refer to as a mixed question). Discuss how the type of question that you ask (qualitative, quantitative, or mixed) influences the type of measures that you use (behavioral, self-report, physiological, implicit, etc.). If your study is quantitative, how could you revise it to be qualitative, and vice versa? Any preference for qualitative or quantitative research? Why?

Discussion Thread 2 of 2:
So far we have learned about the different types of research questions and the categories or types of variables that researchers can use (behavioral, self-report, implicit, and physiological). To take it one step further, scientists also differentiate among different scales of measurement (nominal, ordinal, interval, and ratio).

Using the different scales of measurement (nominal, ordinal, interval, or ratio), think of some examples of variables that you could use in your hypothetical research study. Do your best to make use of all the different scales of measurement when selecting a measure (i.e., nominal, ordinal, interval, and ratio). Discuss how the scale of measure that you select impacts upon the information yielded, the statistics that you can use, and the ecological validity of your study. What could you do to improve upon both the reliability and validity of the different measures that you selected?
Attend Seminar

Come to the seminar prepared to discuss the following:

- Discuss the possibility of reactivity in the measures that you selected to use in your hypothetical research study and how you might work around or minimize these issues. How would the problem of reactivity influence the reliability and validity of your data?

- Discuss the issues of range restriction, sensitivity, and the characteristics of the participants themselves when selecting an appropriate dependent measure for your study. How can these issues influence the reliability and validity of your data? Any ideas about how to work around these potential problems?