*Levels of Measurement*

Quantitative data may be collected in many different forms- in different levels of measurement:

**1) Nominal Level Data**

The data is in separate ***categories***.

Example: Grouping your class into one of three categories - People who are tall, medium or short.

**Other examples:**

**2) Ordinal Level data**

Data can be ***ordered*** in some way. Although the real ‘difference’ between each Ps data is not known, it is possible to identify the position they hold within the group

Example: Lining up the class in order of height to see the position they hold, i.e. second tallest.

**Other examples:**

**3) Interval and Ratio Level Data**

Data are measured using units of equal ***intervals***. Each unit has an agreed value – they are ‘public units of information’ such as minutes, kilograms or centimetres. With ***ratio*** level data, there is a *true zero* point i.e. it is not possible to get a negative value.

Example: Recording your classmates’ heights in centimetres.

**Other examples:**