The Elements of data

Nominal

Data in name only. Categories. (i.e. Democrat, Republican, Libertarian, Green Party).

Examples of Nominal Scales	
What is your gender?	What is your hair colou
⊙ M- Male	I- Brown
O F- Female	O 2- Black
	O 3- Blonde
	O 4- Gray
	O 5- Other

Ordinal

Data with ordered levels. Ranks. (i.e. 1st place, 2nd place, 3rd place).



Interval

Data with equal space among levels. Equivalent distance between. (i.e. Temperature, yards rushing). The numbers don't count. Just the spaces between.



Ratio



Data has magnitude and proportion. Unlike Interval, there is an absolute Zero and the focus is on the actual number, not the space between them. (i.e. miles to a destination, body weight).





Discrete

Data that contains distinct or separate values. Countable. (i.e. Male or female, Yes or No).

Continuous

Data that has values with incremental ranges. Measurable. (i.e. height, income).

Importance

The type of data dictates how it is described (i.e. bar chart or histogram) and the statistic (r, t, F, R) chosen. If you are working on a dissertation and would like to discuss getting done, call us. Our first contracts were with doctoral candidates. <u>Ready to complete your Ph.D.?</u>

