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Patrick McDonald   
A peculiar approach that the author introduced in dealing with the levels of measurement was the fact that the writer used realistic data collection researches and experiments as examples. This made it possible for the author to convince the reader on the merits and demerits associated with each kind of level of measurement (Manheim, Rich, Willnat, & Brians, 2008). With that, decision making for researchers became much easier when it comes to the selection of measurement of validity for individual researchers (Reynolds, 2007).   
Steven Coffman   
A major shortfall that characteristically shows up concerning the author’s work has to do with the fact that not much background was given to the various levels of measurement of validity, namely nominal level, ordinal level, interval level, and ratio level (Frankfort-Nachmias & Nachmias, 2008). This notwithstanding, much work was done by the author is giving a generalized background to research situations where the need to measure validity is more useful and this was sighted as quantitative study (Garger, 2010).   
Tamekia Montgomery   
The author was more emphatic on some of the levels, particularly, the nominal and ratio than others. As this was done, it would have been more appropriate if specific instances where researchers could best use these two levels were also discussed in detail. Though much detail was given on the merits of the nominal level (Frankfort-Nachmias & Nachmias, 2008), not much specification was done for researchers who would want to settle on this type of measurement to test the validity of their works (Farcao, 2003).