

Content and organization, using measurement scales



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Running Heading: Content and Organization, Using Measurement

Scales Content and Organization, Using Measurement Scales

Content and Organization, Using Measurement Scales In conducting Marketing Research there are many concepts for creating a successful marketing or advertising campaign.

Many of these concepts deal with measurement and scaling. In fact, there are 6 different property types of Measurement Scales, which include: nominal, ordinal, interval, ratio, uni-dimensional, and multi-dimensional.

Interval Scale An interval scale predicts that the measurements are made in equal parts. ??? This means that differences can be compared. The difference between 1 and 2 is the same as between 2 and 3, but is only half the difference between 2 and 4, ??? (Aaker, Kumar, and Day, 2007). However, an interval scale will never have a true zero represented. Most can compare or give a good example as a Fahrenheit and Celsius temperature scale.

The temperature of ??? zero ??? does not mean that there is not a temperature, but that it is just an arbitrary zero point. I would use this Interval Scale in a questionnaire in the scenario of comparing 2 items that are exactly the same amount or equal distance apart. I might ask a surveyor to rate their satisfaction on a 10 point scale, from satisfied to dissatisfied.

Nominal Scale The Nominal scale is the lowest form of measurement level one can utilize. This, of course, is from a statistical point of view. A nominal scale basically very simply places data into different categories and they are ordered to have no structure. In the cosmetology industry we can think of a nominal scale being a color wheel scale.

There is no specific order, but there is an underlying spectrum. Using a nominal scale in a questionnaire would be classifying something in terms of their level of measurement. I might measure a person's occupational class: 1 = Lawyer, 2 = Professor, and 3 = Admissions Leader, when conducting a nominal questionnaire.

The number has no meaning here, as the Admissions Leader is not less of or more of a job than the other two because it has a higher number. That would not be implied in this case. Ordinal Scale Ordinal scales are always my favorite when using questionnaires as they allow candidates for research to rank order their preferences. Rank your favorite coffee flavors from 1 to 5: Caramel Brulee, Caramel Macchiato, White Chocolate Peppermint Mocha, Deep Roast, and Pumpkin Spice Latte. Coffee lovers easily determine this with the numbers 1-5 beside it being the number 1 coffee of choice for the surveyor. I enjoy this because I'm able to measure as I go, as to what coffee I like the most and place the corresponding number next to it. This scale is very common in the cosmetology field today for surveys. Ratio Scale Ratio scales are able to provide a real or true zero.

These are quite the opposite of an interval scale and can create quite a contrast from the other scales in measurement and research. Questionnaires are able to provide a physical measure of some kind when asked ratio scale related questions. These ratios are usually presented with a range in mind for the surveyor, such as, "What is your income level: 25-35, 35-45, 45-55, or 55-65?" This is a perfect example of ratio scales used in questionnaires.

Conclusion As an Admissions leader I have created many surveys and questionnaires for the Future Professionals, current and graduated. Utilizing <https://assignbuster.com/content-and-organization-using-measurement-scales/>

these different measurement scales has allowed me to grow in Market Research possibilities. I actually can and will understand the different types of scales that I will utilize and this will help me become more organized in the process. In my current career, as a market researcher, I would tend to favor an interval scale.

I would also utilize the itemized-category scales when conducting research. In my line of work with Admissions at Paul Mitchell The School, we are always looking for ways to better market ourselves, but more importantly set ourselves apart from the competition. We believe attitude to be the most effective way to see a yes or no for the prospective students, but rating scales are utilized as the student goes through school. Using these types of scales has allowed us to get a grip or an idea on how students are being affected by the curriculum and learning leaders styles. We are able to effectively determine how and why students are choosing our program by conducting research this way. Reference: Aaker, D.

A., Kumar, V., & Day, G. S.

(2007). Marketing Research (9th ed.).

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