

categorical /nominal data measured in numbers

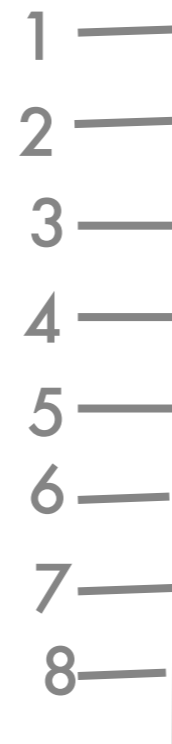


Ask Mish



ORDINAL data
= rank order

no similar intervals b/w rankings
any rank order



INTERVAL

similar intervals on the scale w/ **no 0**
height, weight, BP



RATIO

similar intervals on the scale
0 included
temperature in K

A nominal data can be measured using one of the three above scales
: rank order, interval or ratio