

# Magnitude Scaling Quantitative Measurement Of Opinions.pdf

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## [Level of measurement - Wikipedia](#)

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Level of measurement or scale of measure is a classification that describes the nature of information within the values assigned to variables. Psychologist Stanley Smith Stevens developed the best-known classification with four levels, or scales, of measurement: nominal, ordinal, interval, and ratio. This framework of distinguishing levels of measurement originated in psychology and is widely ...

## [Scale \(social sciences\) - Wikipedia](#)

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Attitude is an important concept that is often used to understand and predict people's reaction to an object or change and how behaviour can be influenced

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The second measure of risk aversion is designed to be independent of subjective beliefs. Each investor was presented with several choices between a risky prospect, which paid 10,000 euros or zero with equal probability and a sequence of certain sums of money.

## [Distinguishing Categories and Dimensions](#)

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An important, sometimes controversial feature of all psychological phenomena is whether they are categorical or dimensional. A conceptual and psychometric framework is described for distinguishing whether the latent structure behind manifest categories (e.g., psychiatric diagnoses, attitude groups, or stages of development) is category-like or dimension-like.

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