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Titolo	Measurement made accessible : a research approach using qualitative, quantitative, & quality improvement methods / / D. Lynn Kelley
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Outline of the Book; Chapter 1 - Introduction; Introduction to Measurement; Variables and Operational Definitions; Planning Measurement; Stanley Stevens's Scales of Measurement; Statistics as a Part of Measurement; An Introduction to Reliability and Validity; Exercise; Chapter 2 - Qualitative Research; Background; Qualitative Research Steps; Nonparametric Tests; Exercise 1; Exercise 2; Chapter 3 - Quantitative Measurement; Collecting and Describing; Analyzing and Interpreting; Hypothesis Testing Steps in Action; Exercise; Chapter 4 - Sampling; Nonprobability Sampling Probability Sampling MethodsSample Size; Exercise; Chapter 5 - Data Gathering; Participant-Observer; Direct Observation; Interviews; Focus Groups; Panels; Questionnaires; Ethical and Legal Considerations; Data-Gathering Problems; Exercise; Chapter 6 - Measuring Instruments and Developing Questionnaires; Purchasing an Instrument; Developing Questionnaires; Exercise 1; Exercise 2; Chapter 7 - Testing, Table of Specifications, and Item Analysis; Measurement Goal; Taxonomy; Table of Specifications; Item Development; Instructions and Format; Item Analysis; Exercise 1; Exercise 2; Exercise 3 Chapter 8 - Reliability, Validity, and BiasMeasurement Error; Reliability; Correlation Coefficient; Validity; Bias; Chapter 9 - Research Design; Threats to Internal Validity; External Validity; Designs; Exercise; Chapter

10 - Measurement for Quality; The Shewhart Cycle; Process Flowcharts; Ishikawa (Fishbone) Diagram; Pareto Chart; Control Charts; Exercise 1; Exercise 2; Chapter 11 - Computer Analysis and the Final Document; Editing; Coding; Computer Use; Confidentiality; The Final Written Report; The Final Oral Report; Publication; Glossary; References; Index; About the Author

Sommario/riassunto

Through examples and exercises, this handy student guide teaches methods for sampling, data gathering, developing questionnaires, reliability and validity, and quantitative and qualitative measurement. In addition, the book explains the use of quality improvement tools and techniques in measurement. It will be invaluable in any graduate statistics course, particularly for those in business administration and management.
