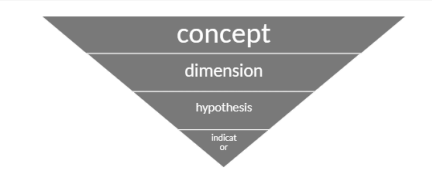
conceptialization

social research relates to the measurements of concepts -> concepts do not exist in reality but are rather mental images of social phenomena
conceptualization: specifying what we mean when we use a particular term, or concept, by describing the indicators we use to measure (observe) concepts
→ *indicators*:observation that we choose to consider as a reflection of a variable we wish to study

specfication



the concept used during emiprical research is broad and general, but because more specific with every step that is taken during the research

operationalization

operationalization: the development of specific research procedures (operations) that will result in empirical observations representing those concepts in the real world
→ it is an extension of conceptualisation that specified the exact procedures that will be used for measuring the attributesof variables
levels of measurements:
- nominal
- ordinal
- interval
- ratio

criteria of measurement quality

criteria of measurements:
preciseness
accuracy
reliability: quality of measurements methods that suggests that the same data would have been collected each time in repeated observation of the same phenomenon
→ quantitative performs better than qualitative research
validity: term describing a measure that accurately reflects the concept it is intended to measure
→ types:
- face validity: the quality of an indicator that makes it seem to be reasonable measure of some variable
- criterion-related/predictive validity: the degree to which a measure relates to some external criterion
- construct validity: the degree to which a measure relates to other variables as expected within a system of theoretical relationships
- content validity: refers to how much a measure covers the range of meanings included within a concept
→ qualitative performs better than quantitative research

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