

Measurement in Social Research

Constructs, Concepts, Variables

Operationalization

Measurement

Goal:

We want to construct an explanation
for a social phenomenon that we can
trust

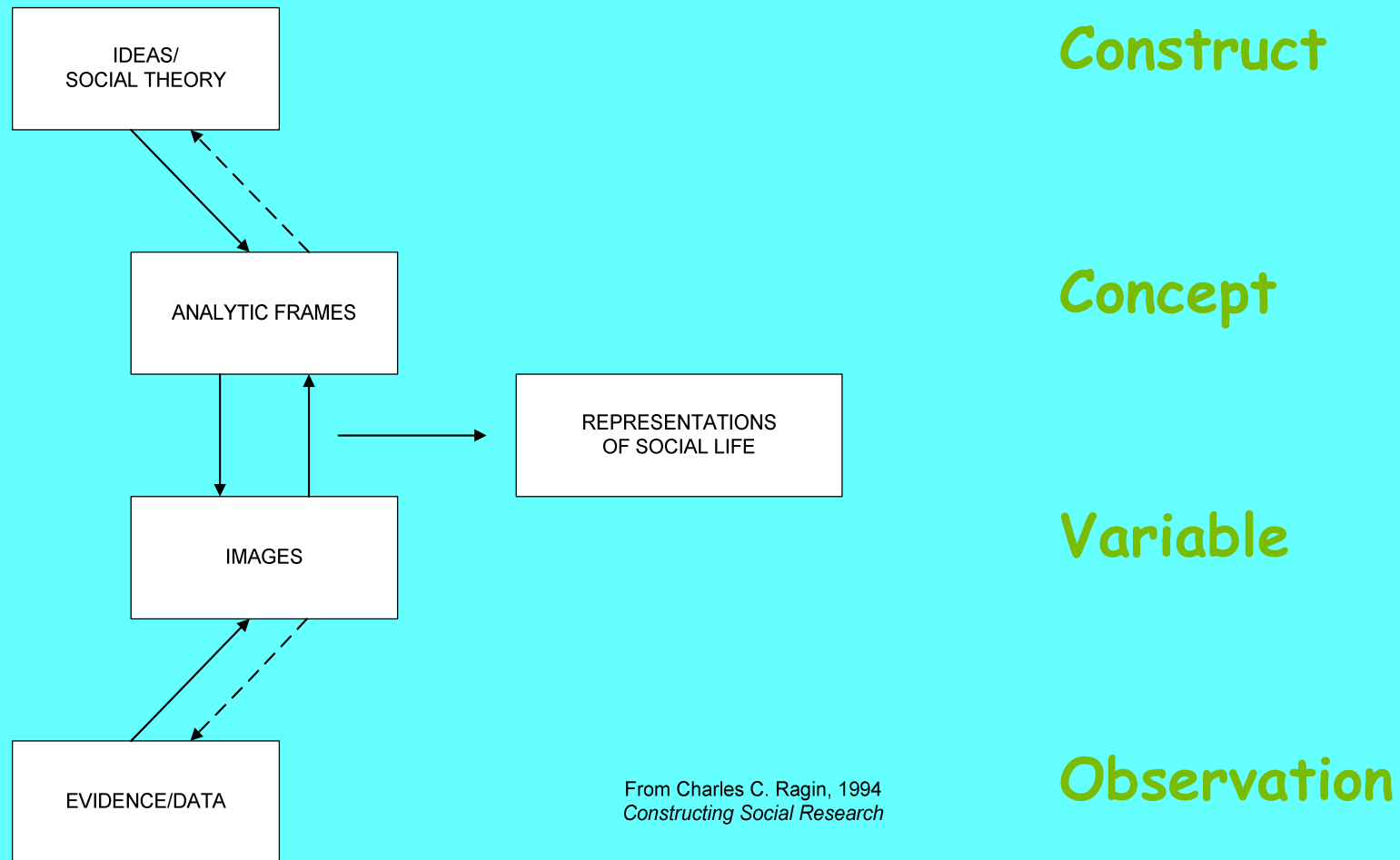
Problems:

- (1) How do we know we can trust our explanation?
- (2) What do we mean by “trust?”

The Theoretical and Empirical Dimensions of Research

<u>Theoretical</u>		<u>Empirical</u>
Theory	↔	Practice
Explanation	↔	Experience
Think	↔	Do
General	↔	Specific
Abstract	↔	Concrete
Essential	↔	Varied
Reductionist	↔	Complex
Ivory Tower	↔	Real World

Measurement in the Abstract



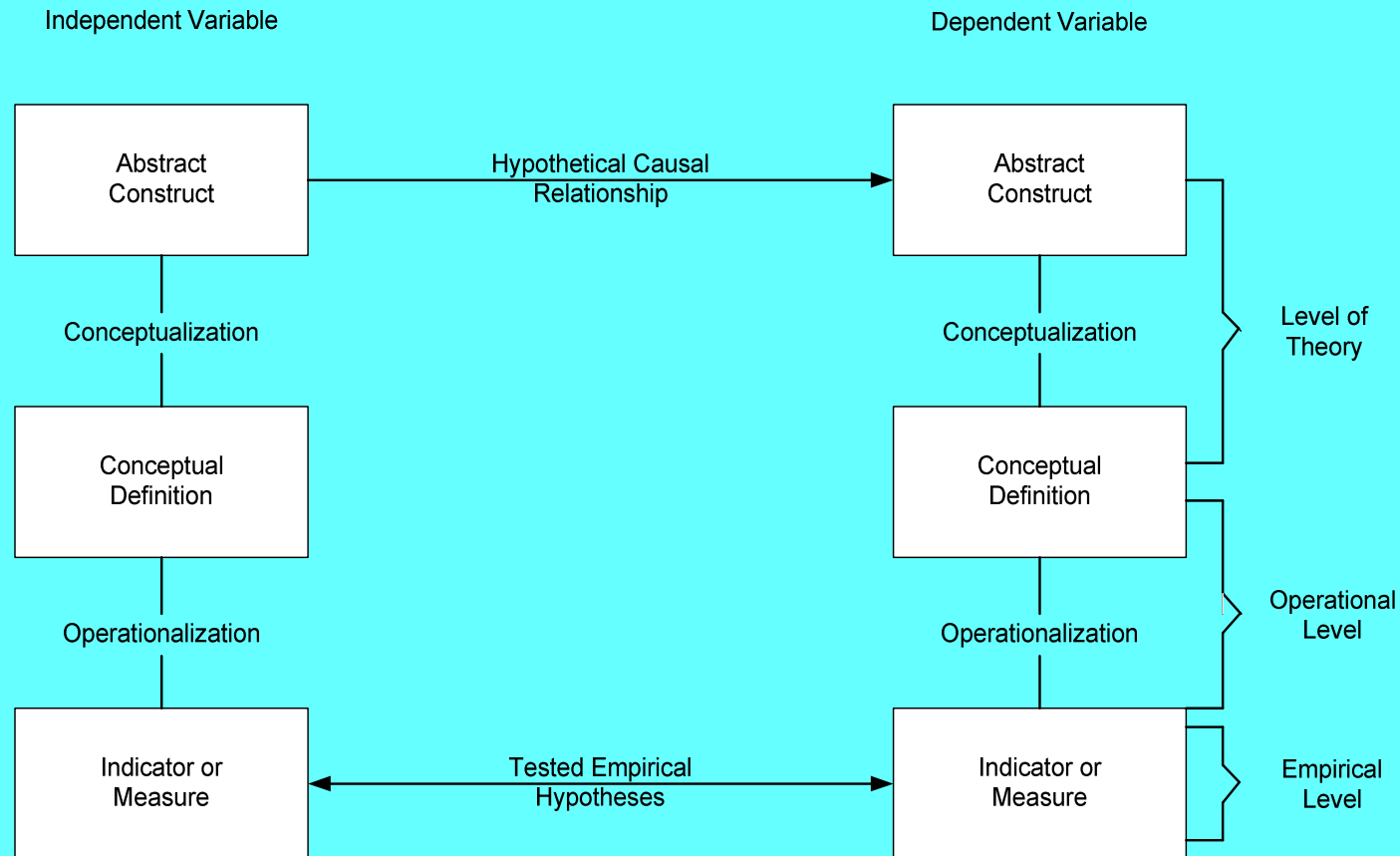
The Measurement Process

How do we link theory and data?

Conceptualization = defining the meaning of a construct

Operationalization = specifying a way to measure a concept

Conceptualization and Operationalization



From: Neuman, W.L., (2004)