

Contents

Preface	ix
Introduction	xi
PART I. MEASUREMENT AND SCALING	1
1. Ernest Nagel, Measurement	3
2. S. Smith Stevens, Measurement	22
3. Cletus J. Burke, Measurement Scales and Statistical Models	42
PART II. THURSTONIAN METHODS	57
4. Louis L. Thurstone, Psychophysical Analysis	59
5. Louis L. Thurstone, A Law of Comparative Judgment	81
6. Bert Green, Paired Comparison Scaling Procedure	93
7. Allen L. Edwards, Circular Triads, the Coefficient of Consistence, and the Coefficient of Agreement	98
8. Robert T. Ross, Optimal Orders in the Method of Paired Comparisons	106
9. Allen L. Edwards, Paired Comparison Attitude Scales	110
10. Allen L. Edwards, The Method of Equal-Appearing Intervals	113
11. Bert Green, The Method of Successive Intervals	122

12. Samuel A. Stouffer, An Overview of the Contributions to Scaling and Scale Theory	131
13. Louis L. Guttman, The Basis for Scalogram Analysis	142
14. Benjamin W. White and Eli Saltz, Measurement of Reproducibility	172
15. Karl F. Schuessler, A Note on Statistical Significance of Scalogram	197
16. Roland J. Chilton, Computer Generated Data and the Statistical Significance of Scalogram	205
17. Roland J. Chilton, A Review and Comparison of Simple Statistical Tests for Scalogram Analysis	212
18. Carmi Schooler, A Note of Extreme Caution on the Use of Guttman Scales	223

19. Rensis Likert, The Method of Constructing an Attitude Scale	233
20. John P. Robinson, Jerrold G. Rush and Kendra B. Head Criteria for an Attitude Scale	244
21. H. J. Butcher, A Note on the Scale Product and Related Methods of Scoring Attitude Scales	258
22. P. K. Poppleton and G. W. Pilkington, A Comparison of Four Methods of Scoring an Attitude Scale in Relation to its Reliability and Validity	267

23. C. H. Coombs, Some Aspects of the Metatheory of Measurement	275
24. C. H. Coombs, Psychological Scaling without a Unit of Measurement	281
25. C. H. Coombs, A Real Example of Unfolding	300
26. David Goldberg and C. H. Coombs, Some Applications of Unfolding Theory to Fertility Analysis	311

27. Allen L. Edwards and F. P. Kilpatrick, A Technique for the Construction of Attitude Scales	336
28. Samuel A. Stouffer, Edgar F. Borgatta, David G. Hays and Andrew F. Henry, A Technique for Improving Cumulative Scales	347
29. Robert K. Leik, and M. Matthews, A Scale for Developmental Processes	365
30. Sanford Labovitz, The Assignment of Numbers to Rank Order Categories	388
31. Frederic M. Lord, On the Statistical Treatment of Football Numbers	402
Selected Bibliography	407
Appendix: Tables	419
Index	429