BOX 2.3 How to Measure a Variable to Answer a Question

1. Identify the unit of analysis. Who or what are the cases you want to identify in order to measure their variation on an attribute?

2. Define your variable conceptually. What is the attribute you are interested in studying?

3. Define your variable operationally. How will you measure that attribute?

4. Evaluate the validity and reliability of your measure. Does it make sense? Is the measurement clear enough that anyone else would get the same result as you?

(Continued)