Measuring a Concept Related to Communication Studies

Pick a concept or topic of study related to Communication Studies. Examples: love, jealousy, intelligence, trust, friendship, popularity, etc.

1. Define your concept/topic- what does it mean?
   Examples: Intelligence = capacity for abstract thought, understanding, communication, reasoning, learning, planning, and problem solving.
   Stress = Emotional and physical strain that results when a person is confronted with a threat or challenge that exceeds their coping ability.

2. Find one way to define your topic/concept operationally (how can you measure it?). What procedures or scale could be used to measure this concept?
   Example: Intelligence is measured by the score resulting from performing the Raven’s Progressive Matrices Test.
   Stress is measured by the Perceived Stress Scale.

Go to the “Tests & Measures” tab of your LibGuide to find a scale/instrument measuring your concept, and find the full text. Print out your scale/instrument and bring it to class.

Try out the scale on someone in class and discuss. Does it seem like a valid instrument to you (measures what it is supposed to?)