1. Mary and Alisa are out on the beach during their spring break and they take turns labeling each of the guys that walks by according to the type of lifestyle they think he lives based on the clothing he is wearing, i.e. surfer boy, my daddy has money boy, wannabe skater boy, etc.

2. A group of guys at the same beach are rank ordering each gal they see based on how hot she is.

3. Seth wants to impress everyone back in Kansas with how warm it was on average in Florida during his spring break, so he keeps a record of the highest temperature in Fahrenheit degrees on each of the seven days that he is there.

4. Teresa wants her friends at home to marvel at her skills at getting guys to buy her drinks, so she keeps a record of how much money she spends each night at the bar and how much money she gets guys to spend on drinks for her at the bar.

5. Back on campus after spring break, Rachel hands out surveys to her Psyc 104 class asking them to rate the amount of fun they had on their spring breaks on a scale from 1 to 5 with 1 being “no fun at all” and 5 being “the best time of my life”. (don’t assume equal intervals).

6. Before joining a club on campus, everyone is asked to identify whether or not they are in a sorority or fraternity.

7. Students are asked to rank their current classes according to how much they like the professor

teaching the course. (don’t assume equal intervals)

8. Students are asked to keep a record of how many pages they read for each class everyday for a week.

9. Students are asked to rate their stress levels before and after a test based on the following scale. 1.Very Stressed 2. Stressed 3. Somewhat Stressed 4. Not Very Stressed 5. Not At All Stressed. (assume equal intervals)

10. During an experiment, students are asked to push a button when they see a target appear on the screen.

11. When applying to grad school, all students are asked to submit their scores from the Graduate

Records Exam.

Answers: 1. Nominal 2. Ordinal 3. Interval 4. Ratio 5. Ordinal 6. Nominal 7. Ordinal 8. Ratio 9. Interval 10. Ratio 11. Interval