Dictionary of Statistics & Methodology

Units of Analysis

Contributors: W. Paul Vogt Print Pub. Date: 2005 Online Pub. Date: Print ISBN: 9780761988540 Online ISBN: 9781412983907 DOI: 10.4135/9781412983907 Print page: 334

This PDF has been generated from SAGE Research Methods. Please note that the pagination of the online version will vary from the pagination of the print book.

10.4135/9781412983907.n2033

The persons or things being studied. Units of analysis in research in the social and behavioral sciences are often individual persons but may be groups, political parties, newspaper editorials, unions, hospitals, schools, monkeys, rats, reaction times, perceptions, and so on. A particular unit of analysis from which data are gathered is called a #case.

10.4135/9781412983907.n2033

Page 2 of 2