CONCEPTUALIZATION & OPERATIONALIZATION

EXAMPLE #1
Conceptual definition of compassion: having sympathy for another person and taking action to improve their situation.

One Variable/Indicator used to measure compassion: Participating in a toy drive at Christmas-indicator of compassion.

Actual Measurement:

Did you participate in a Christmas toy drive?
Yes   No

How many toys did you give to the toy drive?
1   2   3   4   5 or more

EXAMPLE #2
Absolute Poverty: Not having enough money to meet basic food, clothing, and housing necessities.

Operationalize: Social security Administration created a mathematical formula that takes an “economy” food plan and multiplies by three. This number becomes the federal poverty line and anyone below this line is considered living in poverty.

When we apply this formula to the income of America we realize that 12.7% of Americans live in poverty, more blacks, Hispanics, and native Americans than whites. More children than adults…ect.

Relative Poverty: Being poor in relation to MOST others in your society. Meeting basic necessities but having nothing for child care, transportation, telephone, ect.

Operationalize: Policy analyst argue that if you take ½ of the median income in America, all though living at or below this level are considered living in poverty.

When we apply this formula we see that as many as 25% of Americans live below poverty.

EXAMPLE #3
Conceptualization: racial discrimination: being treated unfairly because of one’s skin color or identification with a racial/ethnic group.
One Variable/indicator: having a racial slur/insult yelled at you because you are a member of a minority group (indicator of racial discrimination).

Measurement: How often has someone yelled a racial slur or racial insult at you just because you are African American?

Never  Once  Twice  Three times  Four or more times

Other variables/indicators and their measurement:

- Variable: Being treated unfairly by a sales clerk because you are a member of a minority group.
  - Measurement: How often have you been treated unfairly by a sales clerk because you were African American?

- Variable: Being harassed by the police because you are a member of a minority group.
  - Measurement: How often have the police harassed you because you were African American?

- Variable: Being threatened physically because you are a member of a minority group.
  - Measurement: How often has someone threatened you physically because you are African American?

EXAMPLE #4
Conceptualization: Hilltopper Fan: A person who supports WKU athletics.

Variables/indicators and their measurement:

- Owning/Wearing school Colors
  - How many articles of clothing do you have that display WKU emblems?
  - In a normal week, how many days do you wear articles of clothing that display WKU emblems?

- Consuming sporting events
  - How many home football games did you attend this year?
  - How many away football games did you attend this year?
  - How many home baseball games did you attend this year?
  - How many away baseball games did you attend this year?
  - ECT, with all other sports.
  - When you are unable to attend game/events, how often do you listen or watch on the radio or TV?
    - Never  Rarely  Sometimes  Always

- Performance at game
  - How often do you paint your face while attending a WKU event?
    - Never  Rarely  Sometimes  Always
  - How involved are you during the game?
    - Not at all  somewhat  very
Visiting Western fan sites
- How often do you visit Hilltopper fan web sites?
  - Never  Rarely  Sometimes  Always

Knowledge about players
- List as many WKU basketball players as you can.
- For each player “rate” their typical role on the team
  - Star  Utility  Sub

FINAL EXAMPLE:

Conceputal Definition of Job Satisfaction.
Job satisfaction is a term used to describe how content an individual is with his/her job.

Operationalization of Job Satisfaction

Operational include Variables/Indicators like: Attitude toward present job, Satisfaction with pay, Satisfaction with promotion opportunities, Satisfaction with coworkers, Satisfaction with supervisor.

Actual Operationalization of job satisfaction

WORK ON PRESENT JOB

___ Fascinating
___ Boring

PRESENT PAY

___ Bad
___ Fair
___ Well-paid

OPPORTUNITIES FOR PROMOTION

___ Infrequent promotions
___ Fair opportunities for promotion
___ Good opportunities for promotion

SUPERVISION

___ Knows job well
___ Knows job fair
___ Doesn’t know job

COWORKERS
Best
Good
Poor

JOB IN GENERAL

Best I have had
Pleasant job
Worse than any I have had