A. Five Psychological Data Construction Procedures

1. The BEHAVIOR. The show! What you perceive: see, hear, smell, feel, taste. What the person manifests.

2. The EFFECT. Your response! What the person does to you. Your experience as the object of their behavior.

3. The FEELING. Empathy, identification! Who you become when you are a subject behaving their way.

4. The CLAIM. The story! What the person says they're doing.

5. The INference. What you deduce from theory to be the meaning which follows from any or all of the above.

B. Four Research Design Principles

1. IDENTIFYING categories: naming.

2. REPLICATING identities: counting.

3. CONTROLLING identifiable interactions and interferences: matching, blocking, stratifying.

4. RANDOMIZING unidentifiable interferences: sampling, assigning, distributing.

C. Three Measurement Requirements

1. UNITS to count with: linearity, additivity, differences.

2. ORIGINS to count from: multiplicativity, ratios.

3. INVARIANCE to count on: objectivity, generality.

D. Three Statistical Requirements

1. AMOUNT: measure estimated through a measurement model.

2. ACCURACY: error of estimation defined by the measurement model; precision, margin of error, reliability.

3. COHERENCE: fit of these data to the measurement model; consistency, data quality, validity.