

Selecting the Appropriate Measure of Association

Crosstabulation	Category Specifications	Symmetry Specification	Measure of Association	Indication of Direction
<i>Nominal X Nominal</i>	Only (2 X 2)	Symmetrical	Phi	Yes
<i>Nominal X Nominal</i>	Greater than (2X2)	–	Cramer's V	No
<i>Nominal X Ordinal</i>	At least (2 X 3)	–	Cramer's V	No
<i>Ordinal X Ordinal</i>	Square (e.g., 3 X 3)	Symmetrical	Kendall's Tau-b	Yes
<i>Ordinal X Ordinal</i>	Rectangle (e.g., 3 X 4)	Asymmetrical	Kendall's Tau-c	Yes
<i>Interval X Interval</i> <i>(not taught yet)</i>	–	–	Pearson's R (not yet taught)	Yes