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Measurement With Persons: Theory, Methods, and Implementation Areas (Scientific Psychology Series)

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Measurements with persons are those in which human perception and interpretation are used for measuring complex, holistic quantities and qualities, which are perceived by the human brain and mind. Providing means for reproducible measurement of parameters such as pleasure and pain has important implications in evaluating all kind of products, services, and conditions.

This book inaugurates a new era for this subject: a multi- and inter-disciplinary volume in which world-renowned scientists from the psychological, physical, biological, and social sciences reach a common understanding of measurement theory and methods.

In the first section, generic theoretical and methodological issues are treated, including the conceptual basis of measurement in the various fields involved; the development of formal, representational, and probabilistic theories; the approach to experimentation; and the theories, models, and methods for multidimensional problems. In the second section, several implementation areas are presented, including sound, visual, skin, and odor perception, functional brain imagining, body language and emotions, and, finally, the use of measurements in decision making

Measurement with Persons will appeal to a wide audience across a range of sciences, including general psychology and psychophysics, measurement theory, metrology and instrumentation, neurophysiology, engineering, biology, and chemistry.

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