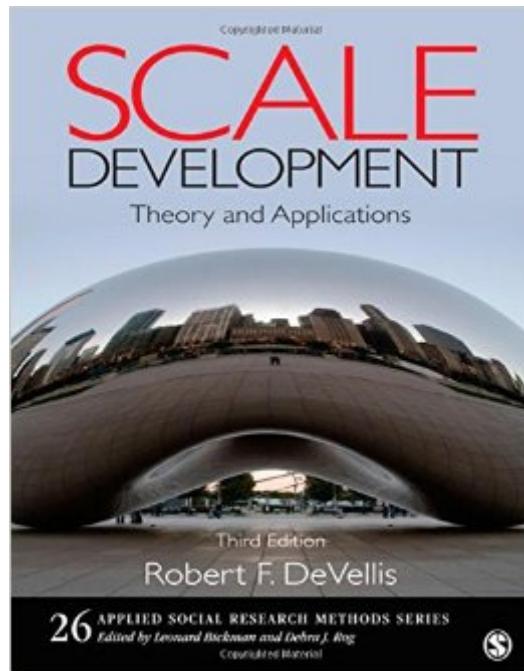


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# Scale Development: Theory And Applications (Applied Social Research Methods)



## **Synopsis**

This book presents complex concepts in a way that helps students to understand the logic underlying the creation, use, and evaluation of measurement instruments and to develop a more intuitive feel for how scales work. Robert DeVellis demystifies measurement by relating it to familiar experiences and by emphasizing a conceptual rather than a strictly mathematical understanding. Students' attention is drawn to important concepts that are foundational for subsequent topics, with opportunities provided to test understanding through chapter summaries and exercises.

## **Book Information**

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## **Customer Reviews**

My colleague Doug recently completed a research study on the level of engagement in the Federal workforce. He used data from a 2005 governmentwide survey of nearly 37,000 Federal employees. Although Doug has a solid background in Federal employment issues like employee engagement, this was the first time he used a group of survey questions to create and analyze a measurement scale. This book is one of the resources Doug used to make his project a success. Robert DeVellis's book covers the fundamentals of social science scale development in a straightforward manner. This book explains basic measurement concepts clearly and contains sufficient practical guidance to support construction of a working scale. The reader will need to obtain access to a statistical program and instruction in its use from another source. Chapter 1 briefly reviews the history of social science measurement, including the role played by statistics and psychophysics. A discussion of the

relationship between theory and measurement includes the risks of careless measurement practice. It ends on page 13 with a useful one-paragraph preview of the remaining seven chapters. Chapter 2 defines the relationship between constructs and the measures that allow us to observe them. It introduces path diagrams and outlines the assumptions of classical measurement theory. Chapter 3 defines measurement reliability and introduces coefficient alpha as a measure of the internal consistency of a scale. More advanced reliability topics are outlined with some reference to formulas and covariance matrices. The next two chapters are the book's core. Chapter 4 defines content, criterion-related, construct and face validity and distinguishes between validity and accuracy.

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