Communication Research Statistics

Health Measurement Scales

A presentation and critique of the use of multiple measures of theoretical concepts for the assessment of validity (using the multi-trait multi-method matrix) and reliability (using multiple indicators with a path analytic framework).

Doing Management Research

In the field of social work, qualitative research is starting to gain more prominence as are mixed methods and various issues regarding race, ethnicity and gender. These changes in the field are reflected and updated in The Handbook of Social Work Research Methods, Second Edition. This text contains meta analysis, designs to evaluate treatment and provides the support to help students harness the power of the Internet. This handbook brings together leading scholars in research methods in social work.

Evaluation Fundamentals: Insights into the Outcomes, Effectiveness, and Quality of Health Programs

These Guidelines represent the first attempt to provide international recommendations on collecting, publishing, and analysing subjective well-being data.

Learning Statistics with R
Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

**Scale Development**

The Encyclopedic Reference of Public Health presents the most important definitions, principles and general perspectives of public health, written by experts of the different fields. The work includes more than 2,500 alphabetical entries. Entries comprise review-style articles, detailed essays and short definitions. Numerous figures and tables enhance understanding of this little-understood topic. Solidly structured and inclusive, this two-volume reference is an invaluable tool for clinical scientists and practitioners in academia, health care and industry, as well as students, teachers and interested laypersons.

**Reliability and Validity in Qualitative Research**

Now in its second edition, the MHRA Style Guide is an indispensable tool for authors and editors of scholarly books, contributors to academic publications, and students preparing theses. The Style Guide succeeds the best-selling MHRA Style Book, five editions of which were published from 1971 to 1996. Though originally designed for use in connection with the publications of the Modern Humanities Research Association, the Style Book became a standard book of reference, particularly in the humanities, and has been adopted by many other authors, editors, and publishers. This new edition of the Style Guide has been revised and updated by a subcommittee of the MHRA. It provides comprehensive guidance on the preparation of copy for publication and gives clear and concise advice on such matters as spelling (including the spelling of proper names and the transliteration of Slavonic names), abbreviations, punctuation, the use of capitals and italics, dates and numbers, quotations, notes, and references. Chapters on indexing, the preparation of theses and dissertations, and proof correcting are also included.

**Designing and Tracking Knowledge Management Metrics**

How do individual differences interact with situational factors to shape social behavior? Are people with certain traits more likely to form lasting marriages; experience
test-taking anxiety; break the law; feel optimistic about the future? This handbook provides a comprehensive, authoritative examination of the full range of personality variables associated with interpersonal judgment, behavior, and emotion. The contributors are acknowledged experts who have conducted influential research on the constructs they address. Chapters discuss how each personality attribute is conceptualized and assessed, review the strengths and limitations of available measures (including child and adolescent measures, when available), present important findings related to social behavior, and identify directions for future study.

**How to Measure Survey Reliability and Validity**

The aim of this encyclopedia is to provide a comprehensive reference work on scientific and other scholarly research on the quality of life, including health-related quality of life research or also called patient-reported outcomes research. Since the 1960s two overlapping but fairly distinct research communities and traditions have developed concerning ideas about the quality of life, individually and collectively, one with a fairly narrow focus on health-related issues and one with a quite broad focus. In many ways, the central issues of these fields have roots extending to the observations and speculations of ancient philosophers, creating a continuous exploration by diverse explorers in diverse historic and cultural circumstances over several centuries of the qualities of human existence. What we have not had so far is a single, multidimensional reference work connecting the most salient and important contributions to the relevant fields. Entries are organized alphabetically and cover basic concepts, relatively well established facts, lawlike and causal relations, theories, methods, standardized tests, biographic entries on significant figures, organizational profiles, indicators and indexes of qualities of individuals and of communities of diverse sizes, including rural areas, towns, cities, counties, provinces, states, regions, countries and groups of countries.

**Measuring Up**

This book is designed to introduce doctoral and graduate students to the process of conducting scientific research in the social sciences, business, education, public health, and related disciplines. It is a one-stop, comprehensive, and compact source for foundational concepts in behavioral research, and can serve as a stand-alone text or as a supplement to research readings in any doctoral seminar or research methods class. This book is currently used as a research text at universities on six continents and will shortly be available in nine different languages.

**Performance Assessment for the Workplace**

Although ability testing has been an American preoccupation since the 1920s, comparatively little systematic attention has been paid to understanding and measuring the kinds of human performance that tests are commonly used to predict--such as success at school or work. Now, a sustained, large-scale effort has been made to develop measures that are very close to actual performance on the job. The four military services have carried out an ambitious study, called the Joint-Service Job Performance Measurement/Enlistment Standards (JPM) Project, that brings new sophistication to the measurement of performance in work settings. Volume 1 analyzes the JPM experience in the context of human resource management policy in the military. Beginning with a historical overview of the criterion problem, it looks closely at substantive and methodological issues in criterion research suggested by the project: the development of performance measures; sampling, logistical, and standardization problems; evaluating the reliability and content representativeness of performance measures; and the relationship between predictor scores and performance measures--valuable information that can also be useful in the civilian workplace.

**Handbook of Individual Differences in Social Behavior**
Measurement refers generally to the process of assigning a numeric value to, or ordering characteristics or traits of, entities under study. Measurement is necessary for building and testing theory, specifying problems, and defining goals. It is arguably one of the most important and difficult tasks in social work research. Social work researchers who are not expert in developing, selecting, and using measures will not be able to contribute maximally to the social work knowledge base. Such knowledge and skills related to measurement ultimately determines the extent to which social work research can effectively inform social policy and social work interventions. This book is to serve as a guide for developing, selecting, and using measures in social work research. In particular, this book provides a detailed review of contemporary validity theory; an update on the major issues of reliability; common errors in measurement of latent variables; and suggestions on measurement of social networks and collectives. An important theme of this book is the focus on the creative potential of measurement - that is, helping social work researchers think about the wide variety of ways that social work concepts can be measured. Reflecting on these differences raises questions about underlying assumptions that in turn inspires creative theoretical insights. Rather than seeing measurement as simply a task to be completed in the research process, we will encourage the reader to think creatively about measurement and theory. This book also addresses the interdependency of measurement and theory construction. In other words, this book covers how measurement and theory are connected in two different ways. First, every measure has its own working theory that relates the measure to the concept being measured. Second, theory construction is dependent on measurement. What we learn using a given measure could be different if a concept was measured in a different way.

Key Concepts in Measurement

'This book provides refreshing and powerful insights on the challenges of conducting management research from a European perspective. Particularly for someone embarking on a management research career this book will provide valuable guidelines.' -- Ian MacMillan, Wharton School of Business, University of Pennsylvania 'This comprehensive volume is distinguished by its balance and pragmatism. The authors who present the various research methods are not proponents but researchers who have applied these methods. The authors who discuss philosophical and strategic issues are not advocates but researchers who have had to confront these issues in their research' - Bill Starbuck, New York University 'Doing Management Research is a fabulous contribution to our field. Thietart and his colleagues have put together a unique and valuable guide to help management scholars more deeply understand the issues, dynamics and contradictions of executing first class managerial research. This book will hold an important place on the researcher's desk for years to come' - Michael Tushman, Harvard Business School 'This is an excellent in-depth examination of the conduct of management research. It will serve as a valuable resource for management scholars and researchers and is a must read for Ph.D. students in management.' -- Michael Hitt, Arizona State University 'This book will prove to be an excellent guide for those engaged in management research for the first time and an excellent refresher for more experienced scholars. Raymond Thietart and his colleagues should be thanked roundly for this comprehensive volume' - Gordon Walker, Southern Methodist University, Cox Business School 'This textbook makes an outstanding contribution to texts on management research. For researchers considering management research it offers an extensive guide to the research process' - Paula Roberts, Nurse Researcher Doing Management Research, a major new textbook, provides answers to questions and problems which researchers invariably encounter when embarking on management research, be it quantitative or qualitative. This book will carefully guide the reader through the research process from beginning to end. An excellent tool for academics and students, it enables the reader to acquire and build upon empirical evidence, and to decide what tools to use to understand and describe what is being observed, and then, which methods of analysis to adopt. There is an entire section dedicated to writing up and communicating the research findings. Written in an accessible and easy-to-use style, this book can be read from cover to cover or dipped into, to clarify particular issues during the research process. Doing Management Research results from the 'hands-on' experience of a large group of researchers who have all had to address the different issues raised when undertaking management research. It is anchored in real methodological problems that researchers face in their work. This work will also become one of the most useful reference tools for senior researchers who are looking for answers to epistemological or methodological problems.

Introduction to Structural Equation Modeling Using IBM SPSS Statistics and Amos
The Practice of Survey Research

Topics in Measurement

Nutrition Psychology: Improving Dietary Adherence presents prominent psychological theories that are known to drive human eating behavior, and reveal how these models can be transformed into proactive strategies for adhering to healthy dietary regimens.

Encyclopedia of Behavioral Medicine

A comprehensive survey research book that incorporates survey design, implementation, data management, and data analysis, this text is based in sociological research and contains extensive examples throughout. This book examines the uniqueness of each research topic and the fact that when doing such research, there is a need to make decisions about the many unique situations while trying to answer the research question. Each chapter is framed by addressing the decisions that need to be made depending on the various challenges that may arise as the survey study is developed.

OECD Guidelines on Measuring Subjective Well-being

Recent vision research has led to the emergence of new techniques that offer exciting potential for a more complete assessment of vision in clinical, industrial, and military settings. Emergent Techniques for Assessment of Visual Performance examines four areas of vision testing that offer potential for improved assessment of visual capability including: contrast sensitivity function, dark-focus of accommodation, dynamic visual acuity and dynamic depth tracking, and ambient and focal vision. In contrast to studies of accepted practices, this report focuses on emerging techniques that could help determine whether people have the vision necessary to do their jobs. In addition to examining some of these emerging techniques, the report identifies their usefulness in predicting performance on other visual and visual-motor tasks, and makes recommendations for future research. Emergent Techniques for Assessment of Visual Performance provides summary recommendations for research that will have significant value and policy implications for the next 5 to 10 years. The content and conclusions of this report can serve as a useful resource for those responsible for screening industrial and military visual function.

Intervention Research

The Reviewer's Guide is designed for reviewers of research manuscripts and proposals in the social and behavioral sciences, and beyond. Its uniquely structured chapters address traditional and emerging quantitative methods of data analysis.

Multiple Domain Inventory

A clear and concise introduction and reference for anyone new to the subject of statistics.
**Statistics in a Nutshell**

This comprehensive Second Edition offers readers a complete guide to carrying out research projects involving structural equation modeling (SEM). Updated to include extensive analysis of AMOS' graphical interface, a new chapter on latent curve models and detailed explanations of the structural equation modeling process, this second edition is the ideal guide for those new to the field. The book includes: Learning objectives, key concepts and questions for further discussion in each chapter. Helpful diagrams and screenshots to expand on concepts covered in the texts. Real life examples from a variety of disciplines to show how SEM is applied in real research contexts. Exercises for each chapter on an accompanying companion website. A new glossary. Assuming no previous experience of the subject, and a minimum of mathematical knowledge, this is the ideal guide for those new to SEM and an invaluable companion for students taking introductory SEM courses in any discipline. Niels J. Blunch was formerly in the Department of Marketing and Statistics at the University of Aarhus, Denmark

**Research Methods in Psychology**

Measuring Up demystifies educational testing - from MCAS to SAT to WAIS. Bringing statistical terms down to earth, Koretz takes readers through the most fundamental issues that arise in educational testing and shows how they apply to some of the most controversial issues in education today, from high-stakes testing to special education.

**Introduction to Nursing Research**

The second edition of this internationally acclaimed title is the ideal handbook for those involved in conducting epidemiological research. The objective of most epidemiological studies is to relate exposure to putative causal agents to the occurrence of a particular disease. The achievement of this objective depends critically on accurate measurement of exposure. This book reviews principles and techniques that can be applied to measuring a wide range of exposures, including demographic, behavioral, medical, genetic, and environmental factors. The book covers questionnaire design, conducting personal interviews, abstracting information from medical records, use of proxy respondents, and measurements from human specimens and in the environment. It gives a comprehensive account of measurement error and the estimation of its effects, and the design, analysis, and interpretation of validity and reliability studies. Emphasis is given to the ways in which the validity of measurements can be increased. Techniques to maximize participation of subjects in epidemiological studies are discussed, and ethical issues relevant to exposure measurement are outlined.

**The Handbook of Social Work Research Methods**

A new edition of this practical guide for clinicians who are developing tools to measure subjective states, attitudes, or non-tangible outcomes in their patients, suitable for those who have no knowledge of statistics.

**The SAGE Encyclopedia of Communication Research Methods**

Written in an accessible style using simple and direct language this guide takes students through the statistics actually used in most empirical research in communication and the social sciences. The text also includes a full set of data analysis instructions based on SPSS 12 and Excel.
Emergent Techniques for Assessment of Visual Performance

Aimed at helping readers improve the accuracy of their survey, this book shows readers how to assess and interpret the quality of their survey data by thoroughly examining the survey instrument used.

Advances in Statistical Methodologies and Their Application to Real Problems

This accessible and authoritative introduction is essential for education students and researchers needing to use quantitative methods for the first time. Using datasets from real-life educational research and avoiding the use of mathematical formulae, the author guides students through the essential techniques that they will need to know, explaining each procedure using the latest version of SPSS. The datasets can also be downloaded from the book’s website, enabling students to practice the techniques for themselves. This revised and updated second edition now also includes more advanced methods such as log linear analysis, logistic regression, and canonical correlation. Written specifically for those with no prior experience of quantitative research, this book is ideal for education students and researchers in this field.

Principles of Exposure Measurement in Epidemiology

2012 First Place AJN Book of the Year Award Winner in Nursing Research! "This is a resource for success and should be a part of any researcher's library."--Doody's Medical Reviews This book is a practical, user-friendly guide for health care researchers across multiple disciplines who are involved in intervention research. It provides all of the essential elements needed for understanding how to design, conduct, analyze, and fund intervention studies that are replicable and can withstand the scrutiny of the Institutional Review Board and peer review. Developed from an annual continuing education workshop on intervention studies conducted by Dr. Melnyk, this text is the most comprehensive body of information available on this topic. Contributors address the design of interventions that are ethically considerate and sensitive to culture, race/ethnicity, and gender, minimizing threats to external and internal validity, measurement, and budgeting. The guide explores such implementation issues as subject recruitment and retention, data management, and specialized settings, cost analysis, and explaining intervention effects. The text also guides readers in writing grant applications that fund, and addresses how to move intervention study findings into the real world. A unique addition to the book is the availability of digital examples of progress reports, final reports, and research grant applications that have received funding from the National Institutes of Health and other relevant organizations. This text is a valuable resource for all health care professionals conducting research and for doctoral students in health care studies. Key Features: Presents the essential tools for designing, conducting, analyzing, and funding intervention studies Designed for use by health care professionals conducting intervention research Provides comprehensive, accessible guidelines for doctoral students across all health care disciplines Instructs readers on writing grant applications that fund Includes digital examples of funded research grants, progress reports, and final reports

Environmental Valuation with Discrete Choice Experiments

Everyone is in favor of "high education standards" and "fair testing" of student achievement, but there is little agreement as to what these terms actually mean. High Stakes looks at how testing affects critical decisions for American students. As more and more tests are introduced into the country's schools, it becomes increasingly important to know how those tests are used and misused in assessing children's performance and achievements. High Stakes focuses on how testing is used in schools to make decisions about tracking and placement, promotion and retention, and awarding or withholding high school diplomas. This book sorts out the controversies that emerge when a test score can open or close gates on a student’s educational pathway. The expert panel: Proposes how to judge the appropriateness of
a test. Explores how to make tests reliable, valid, and fair. Puts forward strategies and practices to promote proper test use. Recommends how decisionmakers in education should use test results. The book discusses common misuses of testing, their political and social context, what happens when test issues are taken to court, special student populations, social promotion, and more. High Stakes will be of interest to anyone concerned about the long-term implications for individual students of picking up that Number 2 pencil: policymakers, education administrators, test designers, teachers, and parents.

**MHRA Style Guide**

**Multiple Indicators**

Kirk and Miller define what is -- and what is not -- qualitative research. They suggest that the use of numbers in the process of recording and analyzing observations is less important than that the research should involve sustained interaction with the people being studied, in their own language and on their own turf. Following a chapter on objectivity, the authors discuss the role of reliability and validity and the problems that arise when these issues are neglected. They present a paradigm for the qualitative research process that makes it possible to pursue validity without neglecting reliability.

**High Stakes**

**Validity in Educational and Psychological Assessment**

This open access book offers up-to-date advice and practical guidance on how to undertake a discrete choice experiment as a tool for environmental valuation. It discusses crucial issues in designing, implementing and analysing choice experiments. Compiled by leading experts in the field, the book promotes discrete choice analysis in environmental valuation through a more solid scientific basis for research practice. Instead of providing strict guidelines, the book helps readers avoid common mistakes often found in applied work. It is based on the collective reflections of the scientific network of researchers using discrete choice modelling in the field of environmental valuation (www.envecho.com).

**Doing Quantitative Research in Education with SPSS**

Knowledge management metrics are one of the weakest areas of practice in the field. Providing practical guidance for identifying different types of measurements and metrics, as well as methods for defining and collection information about metrics, this is an essential book for knowledge management professionals and researchers.

**Social Science Research**

In the Fourth Edition of Scale Development, Robert F. DeVellis demystifies measurement by emphasizing a logical rather than strictly mathematical understanding of concepts. The text supports readers in comprehending newer approaches to measurement, comparing them to classical approaches, and grasping more clearly the relative merits of each. This edition addresses new topics pertinent to modern measurement approaches and includes additional exercises and topics for class discussion.
Reliability and Validity Assessment

Arlene Fink outlines the basic concepts & vocabulary necessary for programme evaluation & illustrates how to review the quality of evaluation research so as to make informed decisions about methods & outcomes.

The Reviewer's Guide to Quantitative Methods in the Social Sciences

This guide explains how social scientists can evaluate the reliability and validity of empirical measurements, discussing the three basic types of validity: criterion related, content, and construct. In addition, the paper shows how reliability is assessed by the retest method, alternative-forms procedure, split-halfes approach, and internal consistency method.

Encyclopedia of Quality of Life and Well-Being Research

In recent years, statistical techniques and methods for data analysis have advanced significantly in a wide range of research areas. These developments enable researchers to analyze increasingly large datasets with more flexibility and also more accurately estimate and evaluate the phenomena they study. We recognize the value of recent advances in data analysis techniques in many different research fields. However, we also note that awareness of these different statistical and probabilistic approaches may vary, owing to differences in the datasets typical of different research fields. This book provides a cross-disciplinary forum for exploring the variety of new data analysis techniques emerging from different fields.

Encyclopedia of Public Health

Fast Facts to Loving Your Research Project

Lecturers, request your electronic inspection copy to review it for your course. Validity is the hallmark of quality for educational and psychological measurement. But what does quality mean in this context? And to what, exactly, does the concept of validity apply? These apparently innocuous questions parachute the unwary inquirer into a minefield of tricky ideas. This book guides you through this minefield, investigating how the concept of validity has evolved from the nineteenth century to the present day. Communicating complicated concepts straightforwardly, the authors answer questions like: What does 'validity’ mean? What does it mean to ‘validate’? How many different kinds of validity are there? When does validation begin and end? Is reliability a part of validity, or distinct from it? This book will be of interest to anyone with a professional or academic interest in evaluating the quality of educational or psychological assessments, measurements and diagnoses.