

# Chapter 5

Conceptualization,  
Operationalization, and  
Measurement

# Reliability vs. Validity

- Dilemma (A kind of trade-off relationship):
  - More detail, greater validity
  - Easier to measure, greater repeatability, more reliability

Theoretical creations that are based on observations but that cannot be observed directly or indirectly are known as:

- A. Constructs
- B. Dimensions
- C. Indicators
- D. Theories

Steve developed three aspects for his concept, love: communication, trust, and attraction. They are called:

- A. Indicators
- B. Real definitions
- C. Interchangeability of indicators
- D. dimensions

Cathy developed items to help determine the presence or absence of his concept love. They are known as:

- A. Indicators
- B. Real definitions
- C. Interchangeability of indicators
- D. dimensions

Marx developed ten indicators for the concept, alienation. He is not yet sure exactly which ones are best. One approach he took is to see if all the indicators behave the same way when related to his IV, employment relations. He was using:

- A. Dimensionalization
- B. Reliability
- C. Validity
- D. Interchangeability of indicators

Jennifer developed a definition of adjustment to college in such a way that this concept represented what researchers in the field have come to agree upon as the concept's meaning. She developed:

- A. Nominal definition
- B. Operational definition
- C. Real definition
- D. Conceptualization process

The reason why definitions are less problematic in explanatory research than in descriptive research is because:

- A. The definitions are clearer
- B. Concepts have more reliability when used in explanatory research
- C. Different definitions of a concept should related to another concept in a similar manner
- D. Explanatory research emphasizes understanding over precision

Which one of the following refers to the extent to which different operationalization of the same concept will lead to consistent results?

- A. Validity
- B. Reliability
- C. Construct validity
- D. Standard error
- E. Ecological fallacy

When the responses to a variable can be included in one, and only one category, what is this called?

- A. Exhaustive
- B. Mutually exclusive
- C. Missing data
- D. Interchangeability

Which one refers to the amount of agreement and(or) consistency between the theory's concepts and how it is operationalized in the research?

- A. Validity
- B. Epistemic relationship
- C. Reliability
- D. Representativeness

Variables at the \_\_\_ level of measurement have different values, but no inherent order in them.

- A. Nominal
- B. Ordinal
- C. Interval
- D. Ratio
- E. None of the above

Which one distinguishes (determines) interval and ratio levels of measurement?

- A. Validity
- B. Inherent order
- C. An absolute order
- D. Available statistical techniques
- E. All of the above

Lisa developed a measure of religious affiliation that included the following attributes: protestant, baptist, catholic, jewish, other, none. What quality of measures does she lack?

- A. Must be exhaustive
- B. Must be mutually exclusive
- C. Must be ratio level
- D. Must be a real definition

The main reason researchers need to know the level of measurement for their variables is so that:

- A. They can impress their readers
- B. They can try to change the variables to higher levels of measurement
- C. They will not get confused while doing research
- D. They will be able to know which statistics to use

Dr. Hanneman developed a measure of social capital and gave his instrument to his sample on two different occasions to see how reliable it is. Which type of reliability is reflected in this example?

- A. test-retest
- B. Split-half
- C. Using established measures
- D. None of the above

Monica wanted to be sure she covered the full range of meanings in her measurement of ontological insecurity among temporary workers. Given this, she was particularly concerned with:

- A. Construct validity
- B. Content validity
- C. Face validity
- D. Criterion validity

Dr. Bonacich developed a measure of job satisfaction. She validated her measure by seeing if it related to other variables that she logically expected to be related to job satisfaction. Which type of validity?

- A. Face validity
- B. Content validity
- C. Criterion validity
- D. Construct validity