

# Chapter 6

## Indexes, Scales, and Typologies

Veronica wants to develop a measure of support for the legalization of pot such that she can assign scores to patterns of responses, such that some items reflect a relatively weak degree of the variable while others reflect something stronger. Which one of the following should she use?

- A. Index
- B. Concrete concepts
- C. Scale
- D. Reliability
- E. Manifest contents

Both scales and indexes are which level of measurement?

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

Which type of validity is used to select items for an index?

- A. Face
- B. Criterion-related
- C. Content
- D. Construct
- E. None of the above

Why should researchers perform bivariate and multivariate analyses of the items in their index?

- A. To make them longer
- B. To help you develop new items
- C. To see how they correspond to each other to decide which ones should be included
- D. To see how they differ from each other to make sure you include different items

# Item analysis is used for:

- A. Assessing index reliability
- B. Index validation
- C. Improving item wording
- D. Determining whether to use a scale or an index

Hiroko decided to validate her index of marital happiness by determining which people subsequently divorced. She is using:

- A. Internal reliability
- B. External reliability
- C. Internal validation
- D. External validation

Nick wanted to develop a measure of satisfaction with school life by employing items to reflect its various dimensions such as academics, social life, Commons, and so on. He wanted to have each item measure intensity of feeling by using such categories from "strongly agree" to "strongly disagree." Which approach is best?

- A. Thurstone scaling
- B. Likert scaling
- C. Semantic differential
- D. Bogardus social distance scale

Dr. Reese developed a scale to measure attitudes toward feminism. She discovered a pattern of responses among her items such that if she knew the scale score, she accurately could predict which items that person agreed with. Which scale type did she use?

- A. Thurstone scaling
- B. Likert scaling
- C. Semantic differential
- D. Guttman scaling

The coefficient of reproducibility indicates:

- A. How reproducible scores on later items are given scores on earlier items
- B. How reproducible the scale score is knowing the scores on the original items
- C. The percentage of original responses that could be reproduced by knowing the scale score
- D. How valid the scale is
- E. None of the above