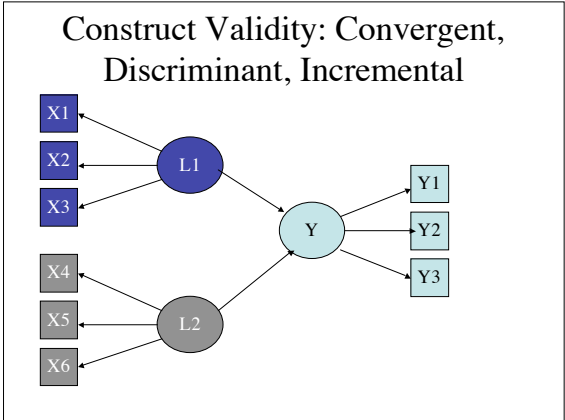
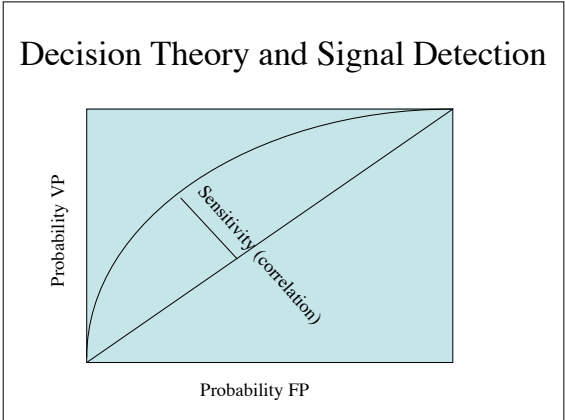
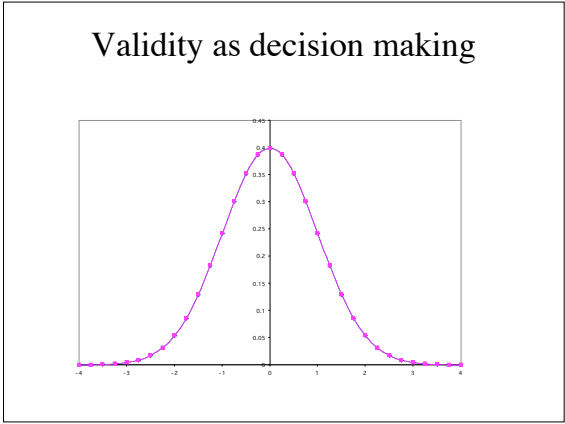
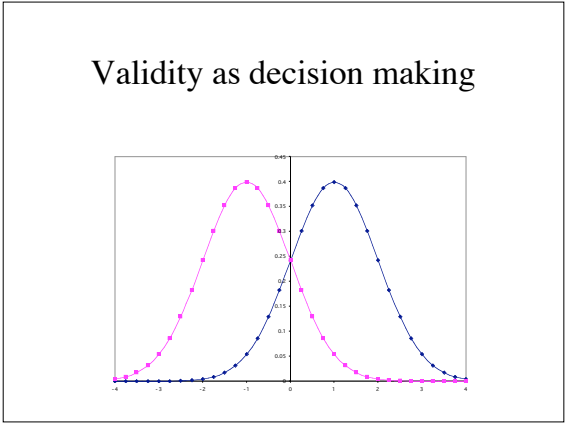
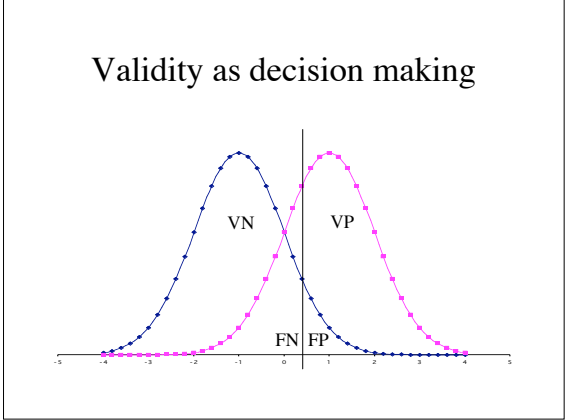
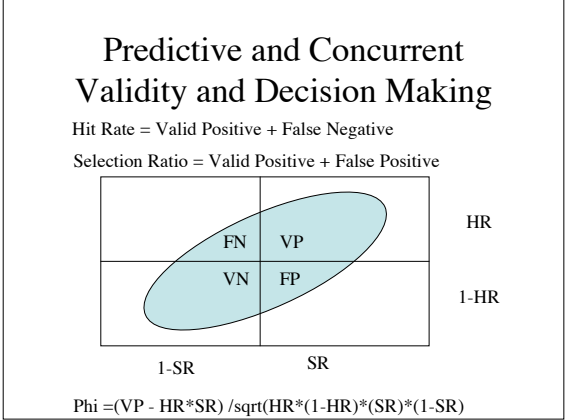


- ### Varieties of Validity
- Face
 - Concurrent
 - Predictive
 - Construct
 - Convergent
 - Discriminant

- ### Face (Faith Validity)
-
- Representative content
 - Seeming relevance

- ### Concurrent Validity
-
- Does a measure correlate with the criterion?
 - Need to define the criterion.
 - Assumes that what correlates now will have predictive value.

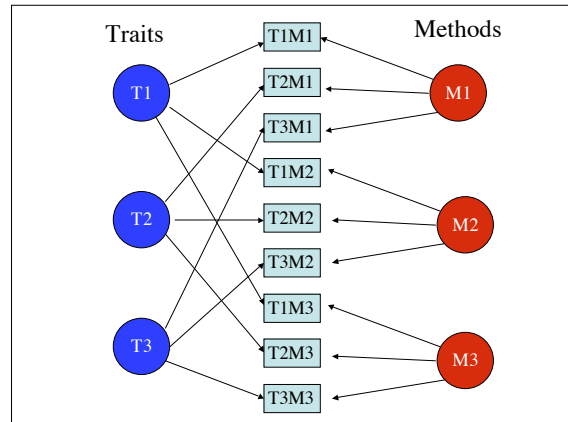
- ### Predictive Validity
-
- Does a measure correlate with the criterion?
 - Need to define the criterion.
 - Requires waiting for time to pass.



Multi-Trait, Multi-Method Matrix

	T1M1	T2M1	T3M1	T1M2	T2M2	T3M2	T1M3	T2M3	T3M3
T1M1	T1M1								
T2M1	M1	T2M1							
T3M1	M1	M1	T3M1						
T1M2	T1			T1M2					
T2M2		T2		M2	T2M2				
T3M2			T3	M2	M2	T3M2			
T1M3	T1			T1			T1M3		
T2M3		T2			T2		M3	T2M3	
T3M3			T3			T3	M3	M3	T3M3

Mono-Method, Mono trait = reliability
 Hetero Method, Mono Trait = convergent validity
 Hetero Method, Hetero Trait = discriminant validity



Methods of Scale Construction

- Empirical
 - MMPI, Strong
- Rational
 - CPI
- Theoretical
 - NACH
- Homogeneous
 - EPI, 16PF, NEO

Empirical Keying

- Ask items that discriminate known groups
 - People in general versus specific group
 - Choose items that are maximally independent and that have highest validities
- Example:
 - MMPI
 - Strong-Campbell
- Problem:
 - What is the meaning of the scale?
 - Need to develop new scale for every new group

Rational Keying

- Ask items with direct content relevance
- Example: California Psychological Inventory
- Problems
 - Not all items predict in obvious way
 - Need evidence for validity
 - Easy to fake

Theoretical Keying

- Ask items with theoretical relevance
- Example: Jackson Personality Research Form
- Problems:
 - Theoretical circularity
 - Need evidence for validity

Homogeneous Keying

- Select items to represent single domain
 - Exclude items based upon internal consistency
- Examples:
 - 16PF, EPI/EPQ, NEO
- Problems
 - Garbage In, Garbage Out
 - Need evidence for validity

Methods of Homogeneous Keying

- Factor Analysis
- Principal Components Analysis
- Cluster Analysis