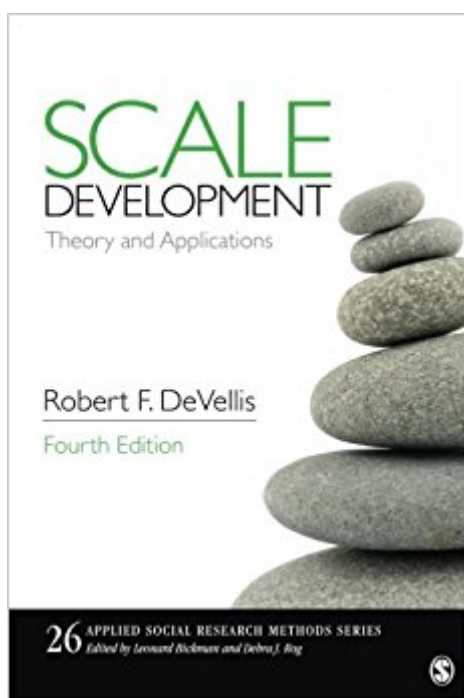


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Scale Development: Theory And Applications (Applied Social Research Methods)



Synopsis

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.

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This is the foremost text on scale development for both the experienced and novice researcher alike.--Richard Conti
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"The Fourth Edition of *Scale Development* incorporates practical examples and exercises to aid in student learning and understanding the fundamentals of measurement. The text continues to be a go-to resource for scholars and students alike." --Stephen W. Dittmore
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Bautista)"This book does an excellent job in explaining complicated topics in test construction at a level that students can understand. The use of specific examples that demonstrate key points is very effective." (Jonathan Feldman, Yeshiva University)

This book is a great introduction to psychometrics. If your knowledge of scale creation is somewhere between nothing and a moderate amount, then this book is for you. The book contains many helpful hints (such as how to generate questions/items) and helps make sure that you have a solid psychometrics foundation. So, make sure that you read it before you create your scale and pilot test it. However, the book does not always give a ton of details. This can be both positive and negative. It is more of an outline about what to do than a detailed step-by-step guide. For instance, it explains how reliability is calculated for a 5-point scale (e.g., strongly disagree, disagree, neutral, agree, strongly agree) but it does not explain how reliability is calculated for a dichotomous scale (e.g., true, false). Other times, though, it gives solid details (e.g., your scale's pilot test should contain 3-4 times the number of items you want your final scale to have). Nevertheless, if you need to brush up on scale creation concepts, you can read this entire book in a weekend and be in good shape. If you have ever taken an introduction to statistics course, then you will not be overwhelmed by the statistics in this book as the book is much more conceptual than technical. I'd recommend that you buy it and keep it on your shelf as a quick reference guide. I plan on referring back to it frequently, but I also plan on buying a more detailed psychometrics book.

I am using this book for a scale development course at university. It is easily accessible (i.e. well-written). Most helpful in building a framework of scale development process, plus providing enough detail regarding things to consider, for example in and how to proceed with the item writing process and more. All in all, a great book, and well worth to have.

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