

Review

Midterm July 24th

Validity

- Do we get an accurate picture of the concept we have measured?
 - Face Validity
 - Content Validity
 - Criterion validity
 - Construct Validity

Sociology of the Body



Validity

- Face- Common Sense
- Content- did we measure all relevant concepts
- Criterion –does our measure agree with other validated measures?
- Construct- (absence of objective criterion) behave the same way as similar measures

Would the Question: Do you watch sports on TV? Be a good measure for fitness level?

1. Yes
2. No

Face Validity

Content Validity

- We want to measure binge drinking.
 - Do you drink?
 - How often do you drink?
 - Do you drink during the work/school week?
 - How much do you drink in one sitting?
 - Have you ever had a hangover?
 - Have you ever passed out from drinking?
 - Have you ever prayed to the porcelain god after drinking?
 - Do you drink heavily on the weekends?

Criterion Validity

- Have you ever been arrested for a DUI/DWI?
- Check Police records
 - What is your grade point average
 - Check against school records
 - How often do you attend church
 - Attend Church to witness their attendance
 - Direct observation
 - Check church records for attendance
 - Indirect observation

Construct Validity

- Snow found that people are more likely to join a social movement if their friends do.
 - You ask members of a Social Movement how they were recruited (why they joined).
 - You observe that most of the members of a Social Movement spend time together socializing.

Construct Validity cont..

- You suddenly become Rich and Famous. You can have and do anything you like.
 - We ask you if you feel happier than before you were rich and famous.
 - No
 - Durkhiem's theory of Anomie

Reliability

- Does our measure consistently yield the same result (assuming the concept did not change).
- If I ask Bob how old he is and you ask Bob how old he is, we both get 50.
- We expect that when we buy 1 pound of potatoes that we get 1 pound of potatoes
 - Reliable measure!


Chapter 6

Indexes, Scales, And Typologies

Levels of Measurement

- Write a question that constructs AGE as a
 - Nominal variable
 - Ordinal variable
 - Interval variable
 - Ratio variable

Validity is...?

1. When your answer makes sense
2. When we get consistent responses
-  3. When we have an accurate picture of what we measure
4. Not possible

Index and Scale

Similarities:

- Both are ordinal measures of variables.
- Both rank order units of analysis in terms of specific variables.
- Both are measurements based on more than one data item.

A Ratio measure has no true zero point.

1. True

✓ 2. False

Index and Scale

Scoring Differences:

- **Index:** accumulate scores assigned to individual attributes.
 - We can then rank order respondents; as to the number of particular responses.
- **Scale:** assign scores to patterns of responses.
 - We can rank order the degree to which a respondent responds to a question

Table 1. Index of NOW newsletters

Equality	7	26.8%
Help Family/Wives	4	15.3
Human/Civil Rights	4	15.3
Not Enough Legal Protection	2	7.5
Justice	1	3.9
Equal Pay	1	3.9
Educational Opportunities	1	3.9
Freedom of Individual Choice	1	3.9
Improve Social Services for Women	1	3.9
Reform Criminal Justice System	1	3.9
Improve Benefits/Positions in Military	1	3.9
Eliminate Bad Court Decisions	1	3.9
	N=26	Newsletters n=47

Table 2. Intensity Scale of messages from NOW newsletter

Intensity of message	High 5	Medium 3	Low 1	Score
Equality	X			7
Help Family/Wives			X	35 4
Human/Civil Rights	X			4 20
Not Enough Legal Protection		X		2 6
Justice	X			1

Index-Construction Logic

Here are several types of political actions people may have taken. By and large, the different actions represent similar *degrees* of political activism. To create an *index* of overall political activism, we might give people 1 point for each of the actions they've taken.

Wrote a letter
to a public
official

Signed a
political
petition

Gave money
to a political
cause

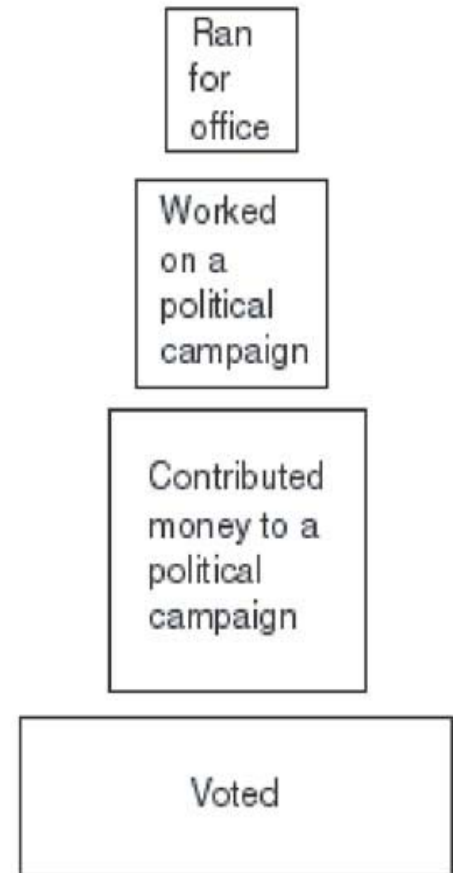
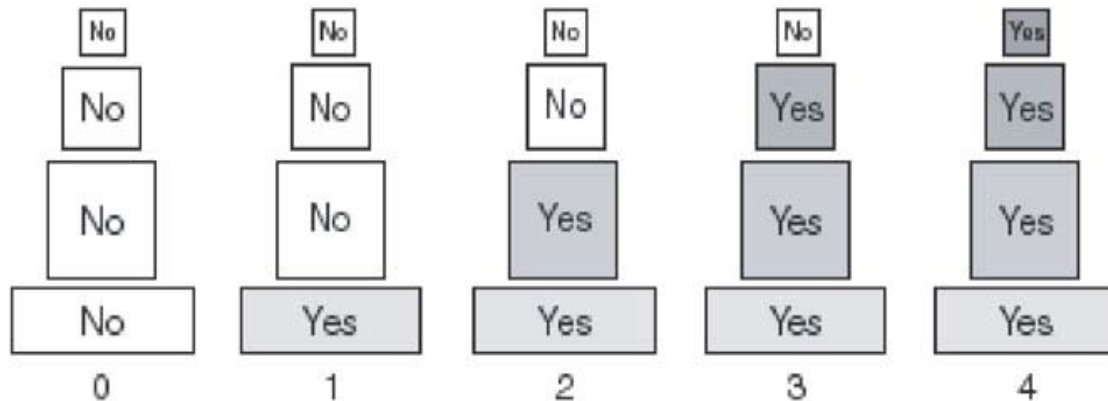
Gave money
to a political
candidate

Wrote a
political letter
to the editor

Persuaded
someone to
change her or
his voting plans

Scale-Construction Logic

Here are some political actions that represent very different degrees of activism: e.g., running for office represents a higher degree of activism than does simply voting. It seems likely, moreover, that anyone who has taken one of the more demanding actions would have taken all the easier ones as well. To construct a *scale* of political activism, we might score people according to which of the following “ideal” patterns comes closest to describing them.



Indexes take into consideration the intensity of the variable being measured.

1. Yes
2. No

Selecting Items For an Index

Criteria

- Face (logical) validity
 - Do you have a GED or High School Diploma?
- Unidimensionality
 - How many books do you read a week?
 - May relate to education but is a different dimension of education i.e. self-education
- General or specific
 - Do you have a GED? Do you have a High School Diploma
- Variance
 - First question as example of little variance.

Ways to Handle Missing Data

- Exclude cases with missing data from the construction of the index and the analysis.
- Treat missing data as one of the available responses.
- Analyze missing data to interpret the meaning.

Validate the Index

- Item Analysis - internal validation.
 - do our questions produce duplicate answers or make their own contribution
- External validation - ranking of groups on the index should predict the ranking of groups in answering similar or related questions.

Techniques of Scale Construction

- **Bogardus social distance scale** - measures the willingness of people to participate in social relations.
 - Scaling as a data-reduction device.
Accurately summarize large amounts of data
- **Thurstone scales** - judges determine the intensity of different indicators.
 - Professional researchers take initial survey to score the responses

Techniques of Scale Construction

- **Likert scaling** - uses standardized response categories.
 - I really hate this class, I hate this class, I don't like this class, I am indifferent to this class, I sort of like this class, I like this class, I really like this class
- **Semantic differential** -asks respondents to rank answers between two extremes.
 - Where do you fall between the categories of bleeding heart liberal and ultra-conservative?

Likert scales are common?

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree

I love this class

1. Strongly Agree
2. Agree
3. Somewhat Agree
4. Neutral
5. Somewhat
Disagree
6. Disagree
7. Strongly Disagree

Next week

- July 24th Midterm
- Key terms covered in lecture
- Textbook Definition