



# Objective Questions

Measurement Basics

More on Memory

Heuristics & Biases

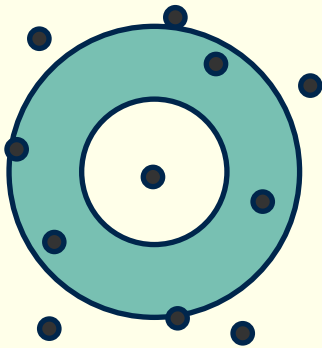
Frequency Response Strategies



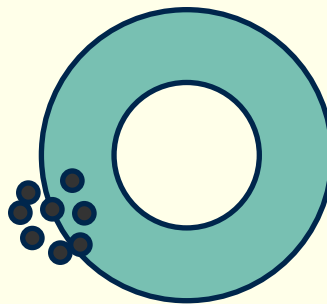
# Measurement

- # Systematic classification (and enumeration) of abstract concepts. In social sciences, these are usually objective or subjective human conditions.
- # Types of scales
  - Nominal
  - Ordinal
  - Interval
  - Ratio
- # Good measures are valid and reliable

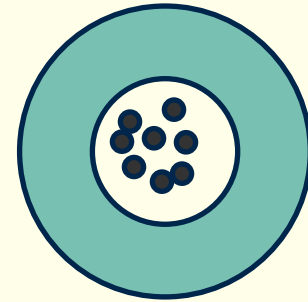
# Reliability and validity



Neither reliable nor valid



Reliable, but not valid



Valid and reliable

# Measurement error

## # Systematic

- Invalidity: measure doesn't correspond to the construct
- Bias: measure invites extraneous (yet identifiable and predictable) influence

## # Nonsystematic

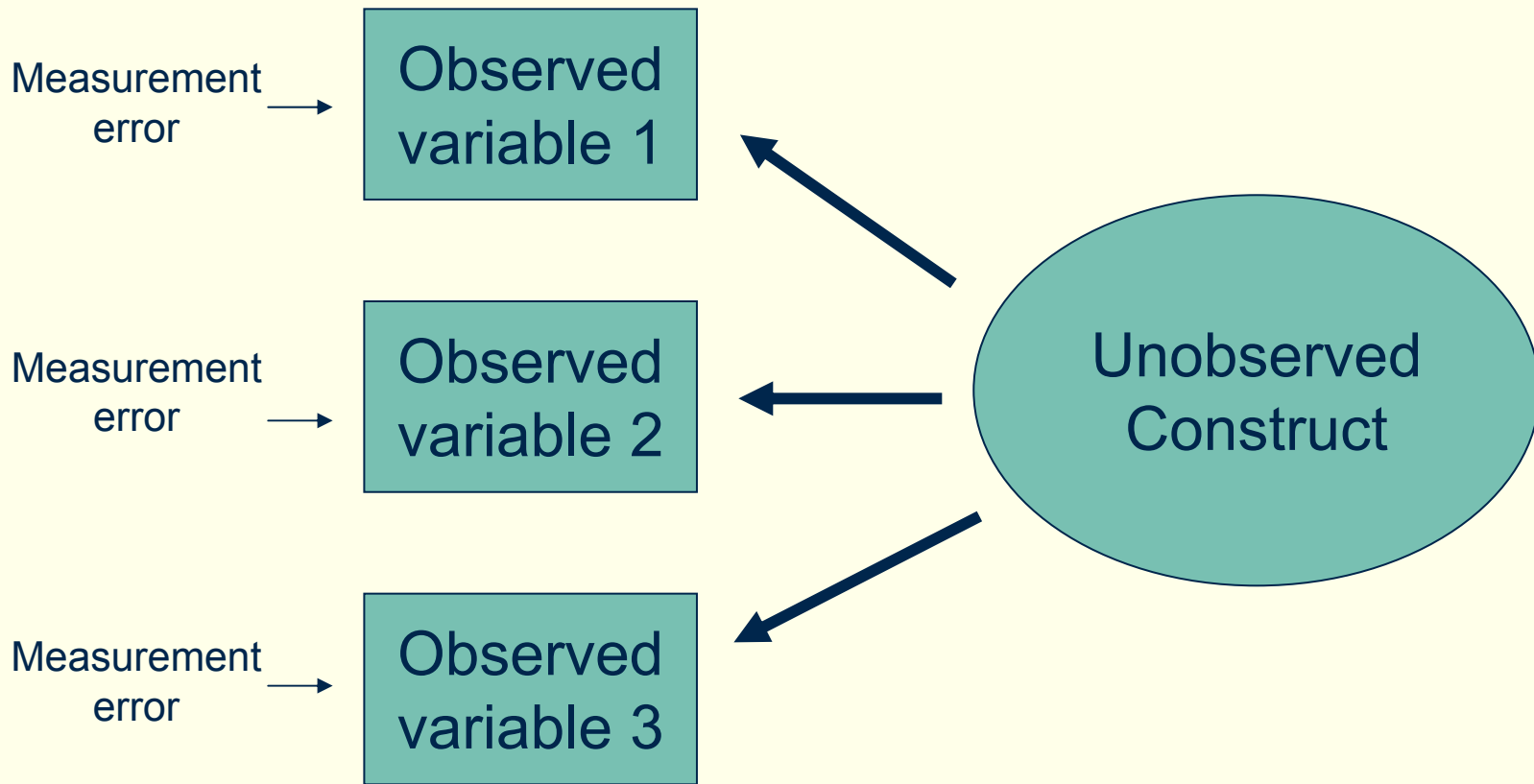
- Measurement mistakes: confusing or ambiguous questions, transcription errors, etc.
- Residual variance: idiosyncratic personal or situational influence

# Types of objective questions

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- # Descriptive information about self
  - Age, sex, etc.
- # Behavioral information about self
  - Political involvement
  - Health activity
  - Educational attainment
- # Knowledge
  - Current events
  - Historical facts
  - Health facts & myths
  - Brand or product awareness

# Latent factor model



# Frequency response strategies

Type of information	Strategy
Information about specific events	Recall and count Recall and count by domain Recall and extrapolate
Exact tally	Recall tally of events
Generic information	Retrieved rate Recommended rate plus adjustment
General impression	Guess Context influenced estimate (e.g. response scale)