

Manipulations

- Maximize variation without sacrificing credulity
- Impact vs. control: with more complicated manipulations one loses the ability to pin down effects to specific causes
- Operationalization
 - Construct validity
 - Conceptual replication and robustness
 - Multiple representations within a category of variables
 - Multiple roles with similar role characteristics or demands
 - Multiple experiences that produce similar psychological states
- Refinement of the causal agent
 - Elimination of confounds
 - Turn potential confounds into orthogonal manipulations
 - Sequential variation in the independent variable
- Establishing boundary conditions

Measures

- Gap between the construct and the measurement
- Verbal vs. behavioral measures
 - Two kinds of verbal questions
 - Objective: you could conceivably validate the responses using outside data
 - Subjective: there is no way to compare the response to the "real thing". Measures are considered valid only to the extent that they correlate with other subjective and behavioral measures in predictable ways

Hallmarks of good questions

- Clear, unambiguous terminology
 - “Are you in favor of cracking down on hardened criminals?”
- Simple, low-vocabulary words (avoid social science jargon)
 - “What is the intensity of your identification with the American victims of September 11th?”
- Focuses on a single dimension (i.e., no double-barreling)
 - “Are you in favor of cutting foreign aid and then using the money saved to ensure the long-run health of Social Security?”
- Balanced stem
 - “Are you in favor of cutting welfare spending?”
 - “Some people save welfare spending should be cut, while others believe that welfare spending should be increased. Where you stand on this issue?”

Instrument Development (Questionnaire Construction)

- Reliability and validity: good questions have them both
 - Reliability: measure performs the same way time every time.
 - Validity: the measure actually assesses what you wish it to assess.
 - Criteria:
 - Predictive validity
 - Convergent & divergent validity
- Sources of variance in an observed measure
 - True score common variance
 - True score unique variance
 - Measurement error
 - Random
 - Nonrandom (method variance)