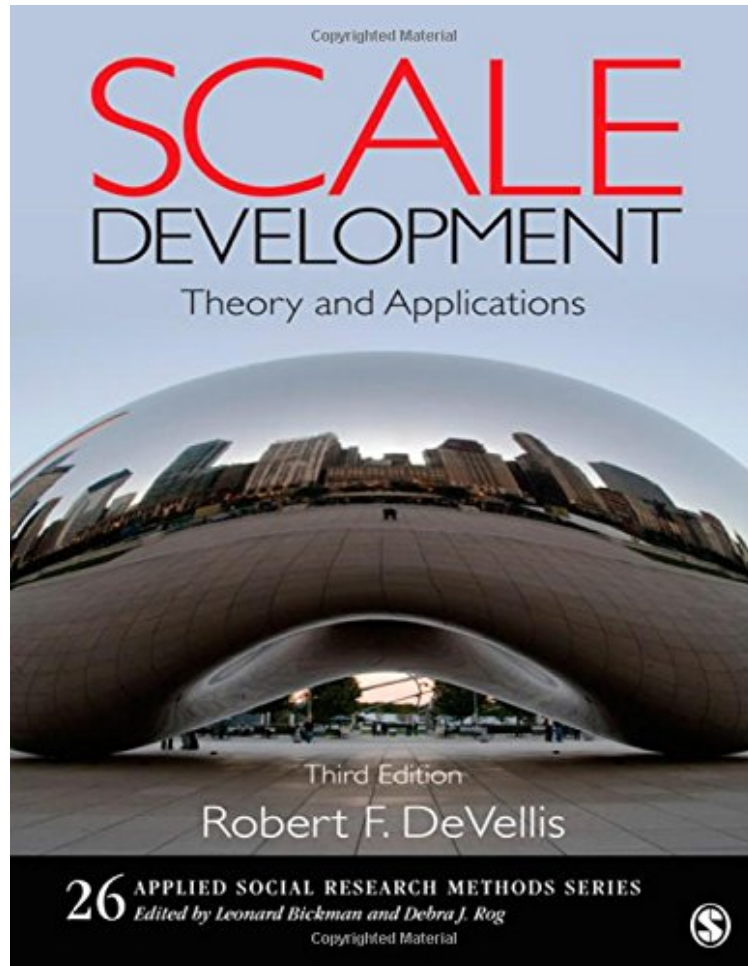


(Read now) Scale Development: Theory and Applications (Applied Social Research Methods)

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

Robert F. DeVellis

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Robert F. DeVellis : Scale Development: Theory and Applications (Applied Social Research Methods) before purchasing it in order to gage whether or not it would be worth my time, and all praised Scale Development: Theory and Applications (Applied Social Research Methods):

0 of 0 people found the following review helpful. Excellent book!!!!By Donna166Love this book! You need a basic knowledge of statistics to understand some of the content, but the author explains complex psychometric in simple terms (with a basic stats understanding). The author really did an excellent job of going over the issues related to different ways of assessing reliability and validity. I highly recommend this book if you really want to understand psychometrics.Note - it does not go into detail on Item Response Theory or Multi-trait Multi-method, you would need different books for this. However, the topics it does get into are very detailed.4 of 4 people found the following review

helpful. Great IntroBy sand57This book is a great introduction to psychometrics. If you 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. 1 of 1 people found the following review helpful. It is easily accessible (iBy angel00sevenI 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.

This book presents complex concepts in a way that helps students to understand the logic underlying the creation, use, and evaluation of measurement instruments and to develop a more intuitive feel for how scales work. Robert DeVellis demystifies measurement by relating it to familiar experiences and by emphasizing a conceptual rather than a strictly mathematical understanding. Students attention is drawn to important concepts that are foundational for subsequent topics, with opportunities provided to test understanding through chapter summaries and exercises.

Scale Development is readable, concise, and affordable. Students like the book. It presents formulas but doesn't emphasize them but rather emphasizes utility, and the book is well-suited for an audience with applied interests. -- Kathy E. Green""The key strength of this text is its ability to present the basic and necessary background on scale construction and measurement for the subsequent material, either in the context of the same first-year graduate course or in future courses during a masters and PhD program. --Rene Bautista""The author has a very nice writing style that makes reasonably complicated technical concepts clear to students who are accessing them for the first time. -- Catherine Horn""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"" Scale Development is readable, concise, and affordable. Students like the book. It presents formulas but doesn't emphasize them but rather emphasizes utility, and the book is well-suited for an audience with applied interests. (Kathy E. Green)""The key strength of this text is its ability to present the basic and necessary background on scale construction and measurement for the subsequent material, either in the context of the same first-year graduate course or in future courses during a masters and PhD program. (Ren Bautista)The author has a very nice writing style that makes reasonably complicated technical concepts clear to students who are accessing them for the first time. (Catherine Horn)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)From the Inside FlapPraise for the First Edition: "Very readable, well organized, and straightforward. I would recommend this book for practitioners, graduate students, and faculty members who are seeking a practical, rather than a psychometric, treatment of scale development. This book offers a clear overview for those interested in the development and validation of measurement scales."