

Scale Development: Theory and Applications, by Robert F. DeVellis and new co-author Carolyn T. Thorpe, demystifies measurement by emphasizing a logical rather than strictly mathematical understanding of concepts. The Fifth Edition includes a new chapter that lays out the key concepts that distinguish indices from scales, contrasts various types of indices, suggests approaches for developing them, reviews validity and reliability issues, and discusses in broad terms some analytic approaches. All chapters have been updated, and the book strikes a balance between including relevant topics and highlighting recent developments in measurement while retaining an accessible, user-friendly approach to the material covered.

The personal, household, and consumer finance field is growing quite rapidly, especially as universities and policy makers see the need for additional research and clinical application in this dynamic area of study. Currently, the profession is advancing towards the stage where professional practice becomes increasingly evidenced-based. Financial Planning and Counseling Scales provides educators, researchers, students, and practitioners with a much needed review of reliable and valid personal assessment scales and instruments that can be used for both research and clinical practice. In addition to presenting actual scales and instruments with applicable psychometric details, the book also includes an overview of measurement issues and psychometric evaluation.

Mixed methods research is becoming prevalent in many fields, yet little has been done to elevate mixed methods research in information science. A comprehensive picture of information science and its problems is needed to further understand and address the issues associated with it as well as how mixed methods research can be adapted and used. The Handbook of Research on Mixed Methods Research in Information Science discusses the quality of mixed methods studies and methodological transparency, sampling in mixed methods research, and the application of theory in mixed methods research throughout various contexts. Covering topics such as the issues and potential directions for further research in mixed methods, this comprehensive major reference work is ideal for researchers, policymakers, academicians, librarians, practitioners, instructors, and students.

Across a variety of disciplines, data and statistics form the backbone of knowledge. To ensure the reliability and validity of data, appropriate measures must be taken in conducting studies and reporting findings. Research Methods: Concepts, Methodologies, Tools, and Applications compiles chapters on key considerations in the management, development, and distribution of data. With its focus on both fundamental concepts and advanced topics, this multi-volume reference work will be a valuable addition to researchers, scholars, and students of science, mathematics, and engineering.

This book presents the proceedings of the 10th Conference on Theory and Applications of Soft Computing, Computing with Words and Perceptions, ICSCCW 2019, held in Prague, Czech Republic, on August 27–28, 2019. It includes contributions from diverse areas of soft computing and computing with words, such as uncertain computation, decision-making under imperfect information, neuro-fuzzy approaches, deep learning, natural language processing, and others. The topics of the papers include theory and applications of soft computing, information granulation, computing with

the generation of an item pool, the format of measurement and the optimization of the scale length. Background methods and theories are presented conceptually rather than mathematically so the reader can develop an intuitive grasp of the concepts.

In this first book of the series *Survey Methods in Educational Research*, we have brought together leading authors and scholars in the field to discuss key introductory concepts in the creation, implementation, evaluation and dissemination of survey instruments and their resultant findings. While there are other textbooks that might introduce these concepts adequately well, the authors here have focused on the pragmatic issues that inevitably arise in the development and administration process of survey instruments. Drawing from their rich experiences, the authors present these potential speed bumps or road blocks a survey researcher in education or the social sciences might encounter. Referencing their own work and practice, the authors provide valuable suggestions for dealing with these issues “your advisor never told you about.” And all of the recommendations are aligned with standard protocols and current research on best practices in the field of research methodology. This book is broken into four broad units on creating survey items and instruments, administering surveys, analyzing the data from surveys, and stories of successful administrations modeling the entire research cycle. Each chapter focuses on a different concept in the survey research process, and the authors share their approaches to addressing the issues. These topics include survey item construction, scale development, cognitive interviewing, measuring change with self-report data, translation issues with surveys administered in multiple languages, working with school and program administrators when implementing surveys, a review of current software used in survey research, the use of weights, response styles, assessing validity of results, and effectively communicating your results and findings ... and much more. The intended audience of the volume will be practitioners, administrators, teachers as researchers, graduate students, social science and education researchers not experienced in survey research, and students learning program evaluation. In brief, if you are considering doing survey research, this book is meant for you.

Empirical Political Analysis introduces students to the full range of qualitative and quantitative methods used in political science research. Organized around all of the stages of the research process, this comprehensive text surveys designing experiments, conducting research, evaluating results, and presenting findings. With exercises in the text and in a companion lab manual, *Empirical Political Analysis* gives students applied insights on the scopes and methods of political science research. Features: Offers comprehensive coverage of quantitative and qualitative research methods in political science, a hallmark since it first published over 25 years ago. Covers the research process from start to finish—hypothesis formation, literature review, research design, data gathering, data analysis, and research report writing. Includes in-depth examples of political science research to give discipline-specific instruction on political analysis. Features a “Practical

revised to address changes in the field and topics that have grown in importance since the First Edition. Widely adopted for graduate courses in departments such as Psychology, Public Health, Marketing, Nursing, and Education, this book will prove beneficial to applied researchers across the social sciences. New to the Second Edition are figures and practical tips for students, a new section on face validity (Chapter 4), a substantially expanded presentation of factor analysis (Chapter 6), a new chapter (7) on item response theory (IRT), coverage of qualitative procedures, and issues related to differential item functioning (Chapter 8).

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Presenting social science research methods within the context of human service practice, APPLIED SOCIAL RESEARCH is the ideal text for courses focused on applied research in human services, counseling, social work, sociology, criminal justice, and community planning. With in-depth coverage of all the topics taught in traditional social science research methods courses, APPLIED SOCIAL RESEARCH brings the subject to life by showing how research is increasingly used in practice today. In addition, this fully updated edition includes a thought-provoking Eye on Ethics feature and new and revised Research in Practice vignettes. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Handbook of Marketing Scales, Third Edition represents a clear, concise, and easy-to-use compilation of multi-item, self-report measures developed and/or frequently used in consumer behavior and marketing research. - Over 150 scales are included in the handbook. Many of these scales were originally published in marketing- and consumer-related journals or conference proceedings. Including them in one volume helps reduce the time it takes to locate instruments for survey research. - Scales included have a reasonable theoretical base, are developed within the marketing or consumer behavior literature, are composed of several items or questions, use some scaling procedures, and include estimates of reliability and/or validity, making these scales especially relevant and “proven” for marketing scholars and professionals. - Each scale includes the following information so that users can quickly and easily learn about the scale: construct, description, development, samples, validity, scores, sources, other evidence, other sources, references, and scale items.

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