

MKT 791–Research II
Spring '96

SESSION 4

Finding, Using, and Creating Measures

READINGS

- Miller, Delbert C. (1991), *Handbook of Research Design and Social Measurement*, 5th ed., Newbury Park, CA: Sage, pp. 15-16, 33-37, 234-238, 579-581.
- Pedhazur, Elazur J. and Liora Pedhazur Schmelkin (1991), Chapter 2: "Measurement and Scientific Inquiry," in *Measurement, Design, and Analysis: An Integrated Approach*, Hillsdale, NJ: Lawrence Erlbaum.
- DeVellis, Robert F. (1991), *Scale Development: Theory and Applications*, Newbury Park, CA: Sage
- Churchill, Gilbert A., Jr. (1979), "A Paradigm for Developing Better Measures of Marketing Constructs," *Journal of Marketing Research*, 16 (February), 64-73.
- Bollen, Kenneth and Richard Lennox (1991), "Conventional Wisdom on Measurement: A Structural Equation Perspective," *Psychological Bulletin*, 110 (2), 305-314.
- Gerbing, David W. and James C. Anderson (1988), "An Updated Paradigm for Scale Development Incorporating Unidimensionality and Its Assessment," *Journal of Marketing Research*, 25 (May), 186-192.
- Clark, Anna Lee and David Watson (1995), "Constructing Validity: Basic Issues in Objective Scale Development," *Psychological Assessment*, 7 (3), 309-319

YOUR TURN

Find a paper published in a major journal or national proceedings that reports the development, and/or validation, of a measure for a construct that interests you. Be prepared to present a brief, but thorough, overview of the measure development/validation *process* as reported in the paper.

Also, drawing from the readings for this week, develop a normative model of the measure development process. Be prepared to describe your model during our class meeting.