


*SOCIology 201:*  
*Social Research Design*



**11. Composite Measures**

# Preview



- *Workbook assignments due: 6.2 (20 pts)*
- Indexes
- Scales
  - Guttman
  - Likert
  - Thurstone
  - Bogardus
- Typologies

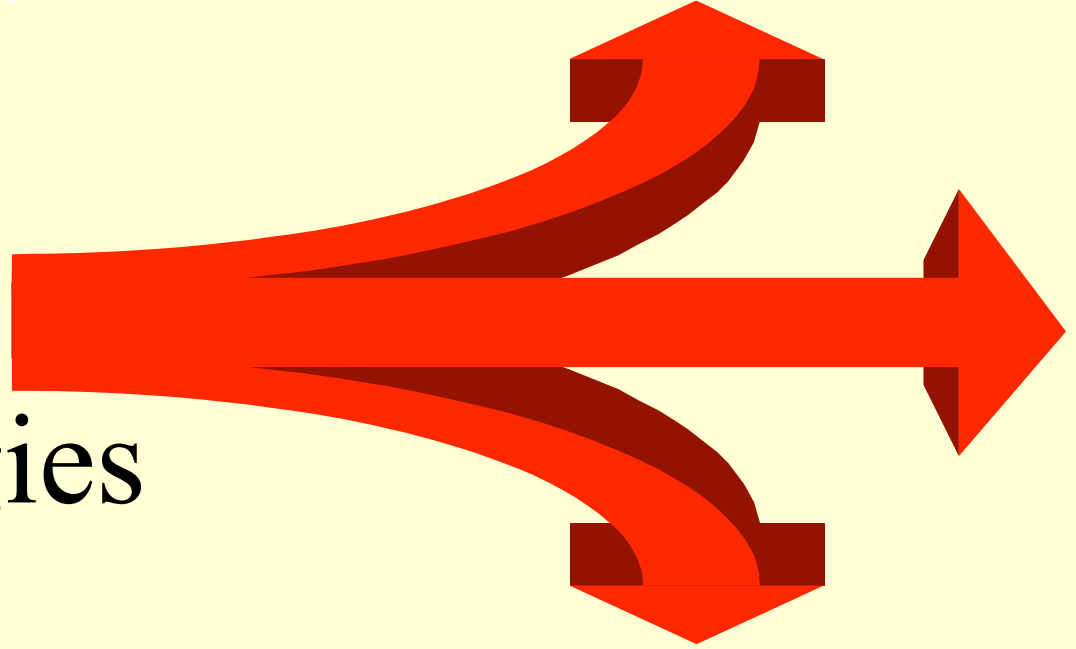
# Continuation of measurement discussion:



- conceptualization
- operationalization
- can use more than one indicator

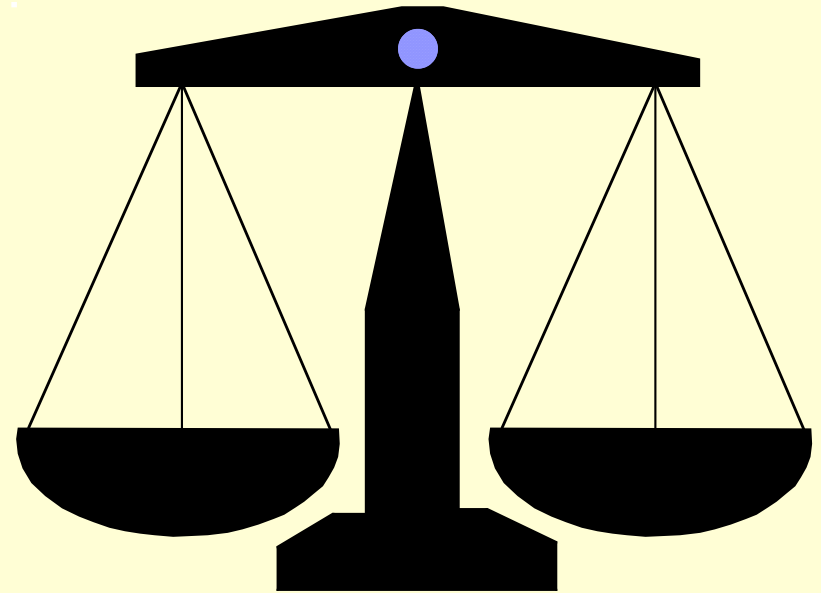
# Three types of composite measures



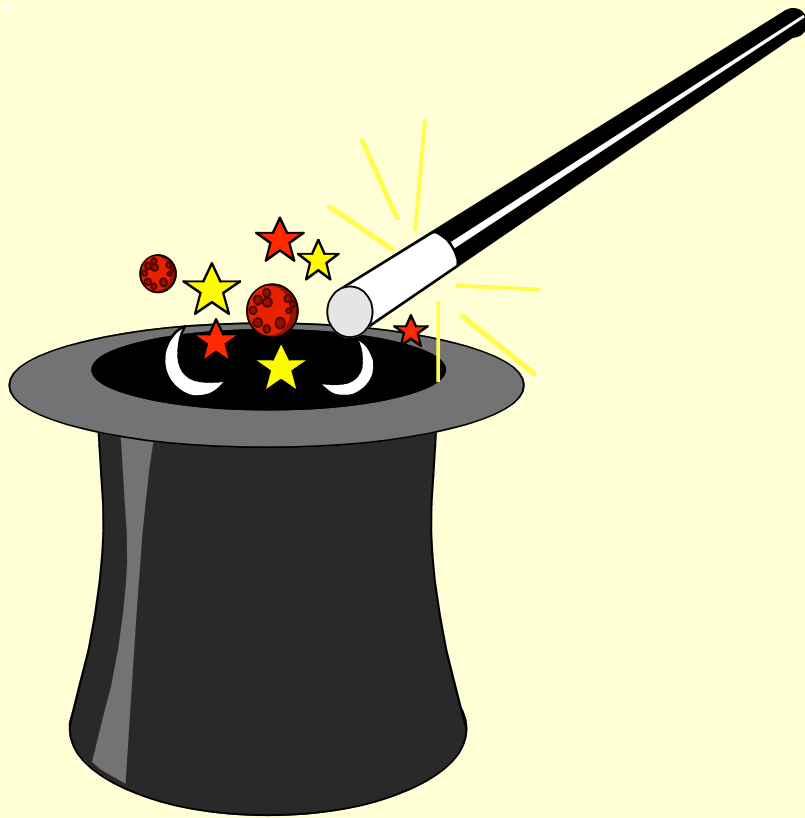
- Indexes
  - Scales
  - Typologies
- 

# Overview of differences

- Index is additive
- Scale considers structure
- Index/scale are unidimensional
- Typology is multidimensiona



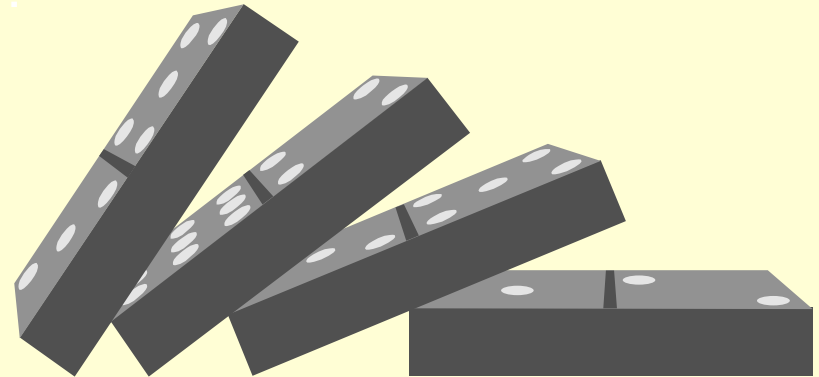
# Index construction



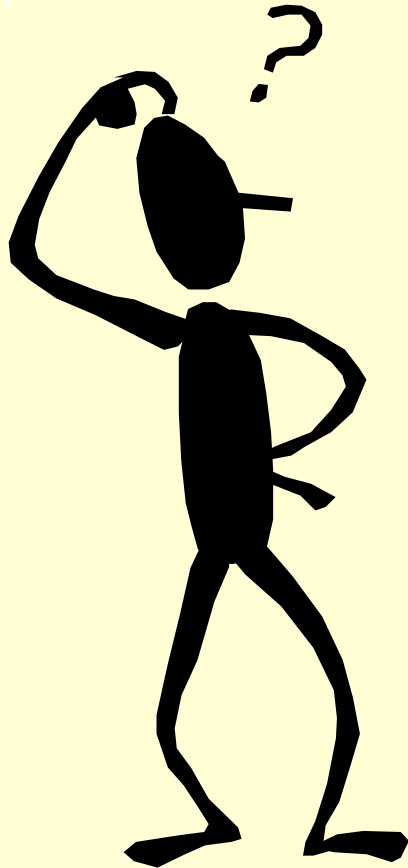
- Item selection
- Prima facie validity
- Bivariate relationships among items
- Multivariate relationships

# Index scoring

- Default is equal weight
- Bases for unequal
  - More important item
- Skewed distribution



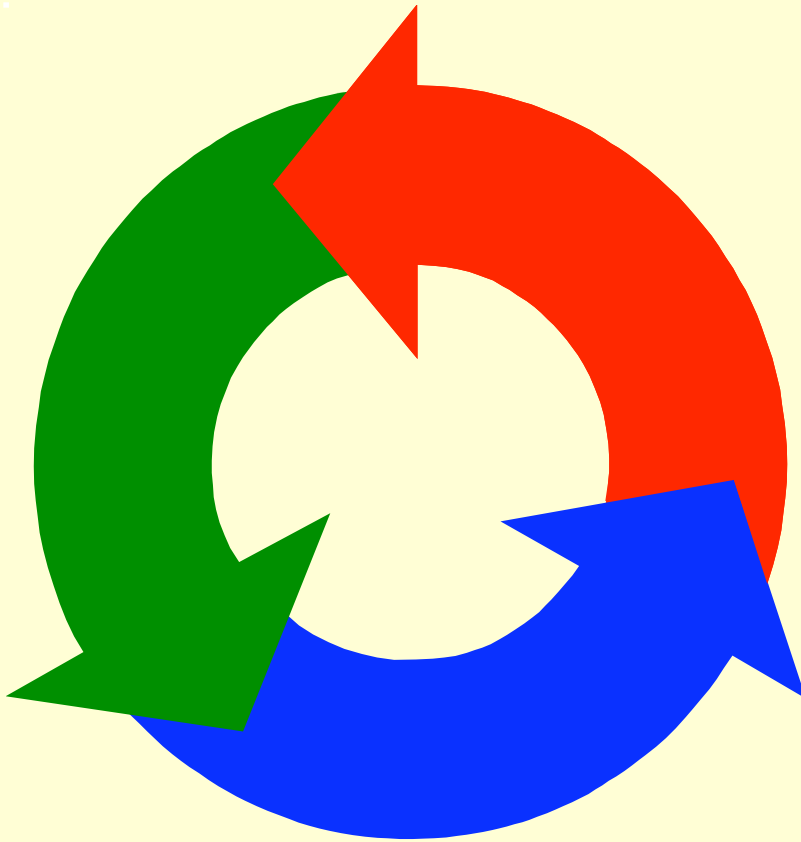
# Handling missing data



- Leave out cases
- Assign average
- Infer a value
  - Checked a few yeses but not any noes in a list

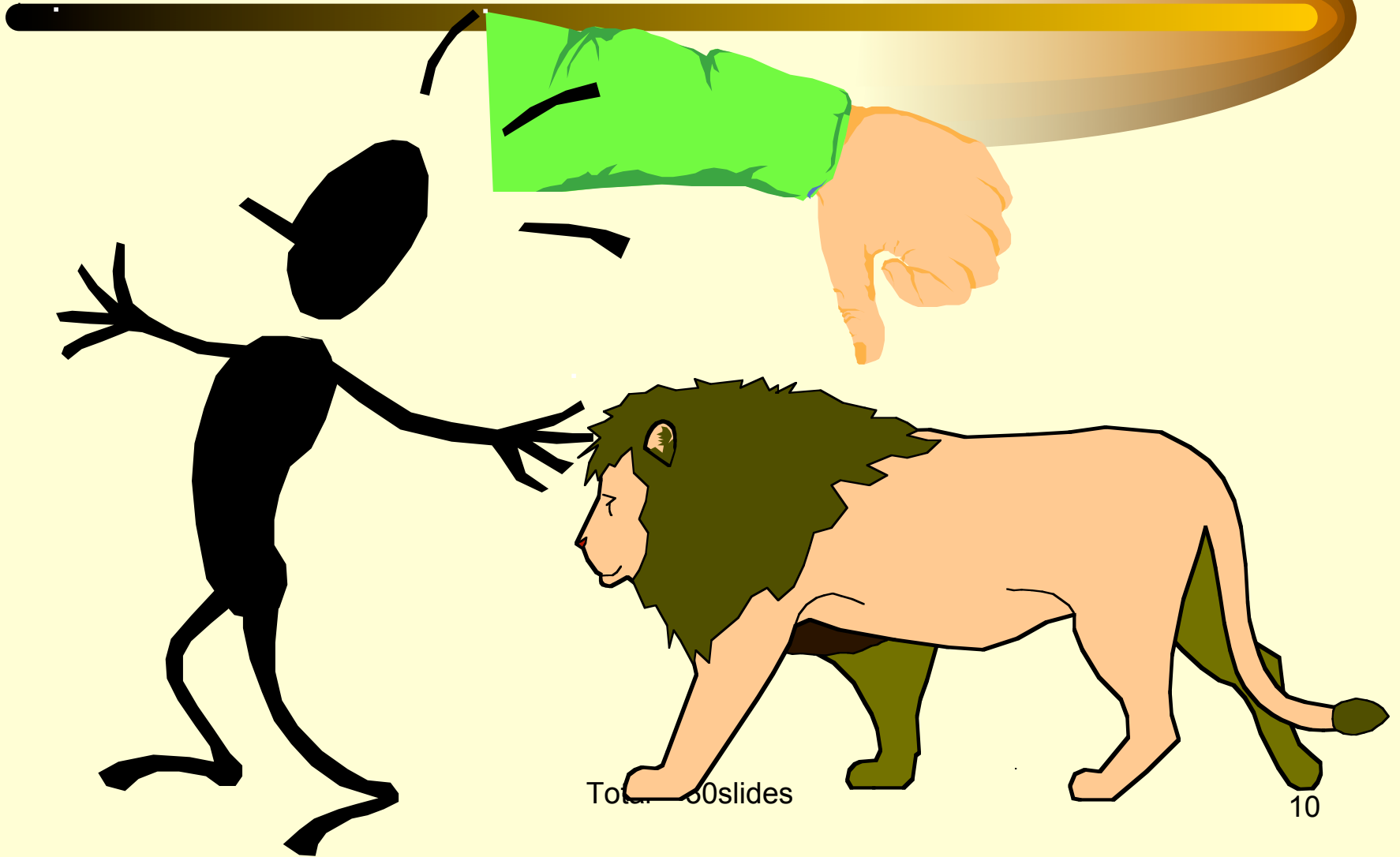


# Index validation



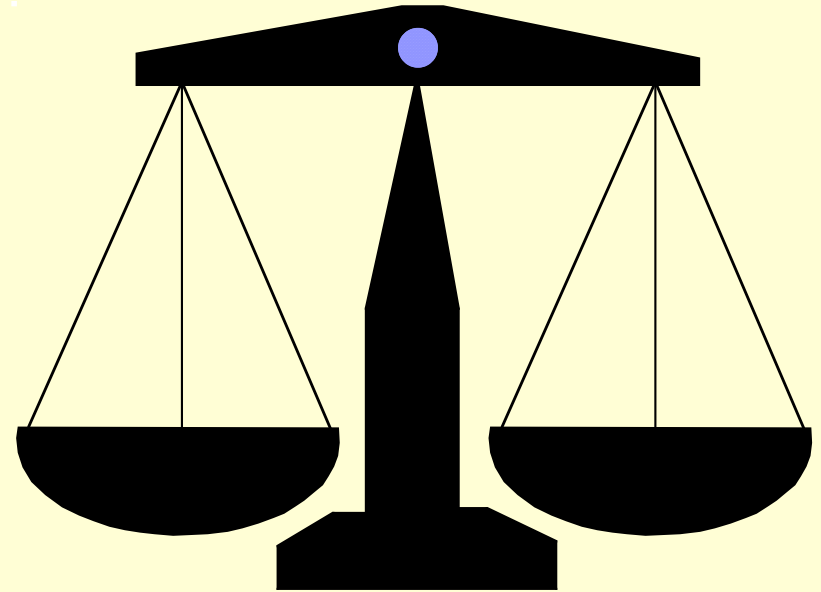
- Item analysis
- External validation
- Bad index versus bad validators

NOTE that student evaluations are  
an example of an index



# Scales

- Contrasted with indexes
- Index is additive
- Scale considers intensity structure of items



# Likert scaling

- Questionnaire format and also basis for scaling
- Standard format
  - Strongly agree
  - Agree
  - Disagree
  - Strongly disagree
  - Undecided

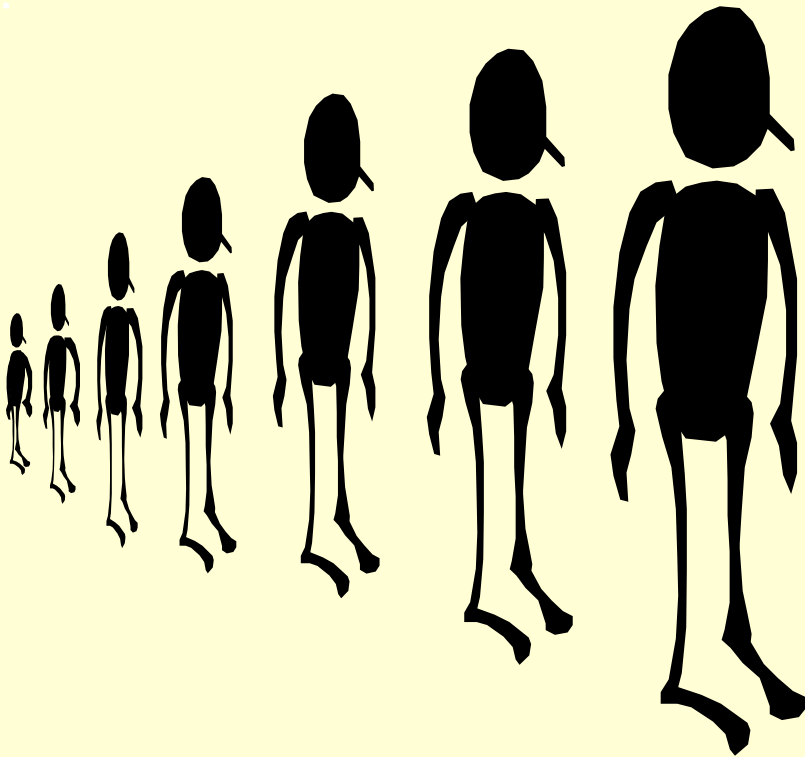


# Match terms to content of items



- Strongly Approve/Disapprove
- Definitely True/Untrue[False]
- Definitely Like/Dislike
- Very Important/Unimportant
- Don't use with absolutes
  - SA/A/D/SD: "My mom is the best cook in the world"
  - Probably have to strongly disagree
  - Even if you like your mom's cooking

# Thurstone Scale



- "Equal-appearing intervals"
- Create hundreds of possible items
- Have judges rate them 1-11
- Look for high agreement at each level

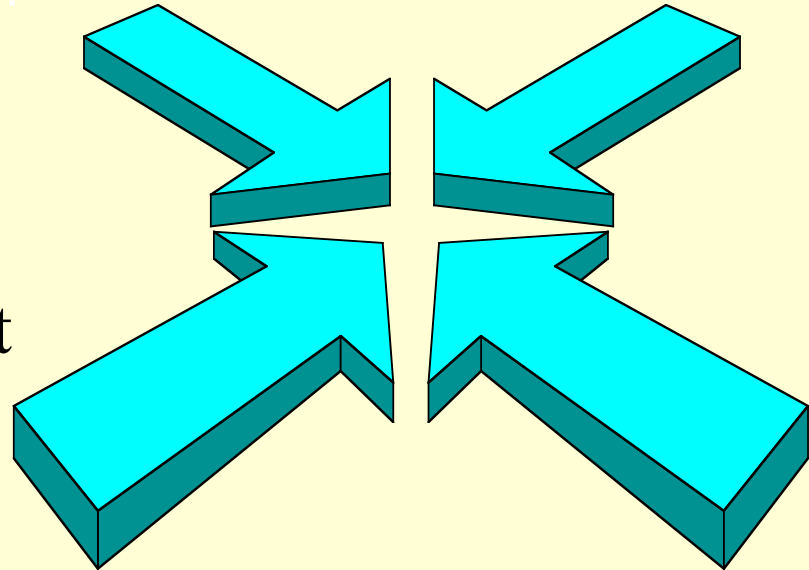
# Bogardus Social Distance Scale



- Would you be willing to have a serial killer:
  - Live in your country
  - Live in your city
  - Live in your neighborhood
  - Live next door to you
  - Marry your child


# Typologies

- Contrasted with indexes
  - Index is unidimensional
  - Typology is multidimensional
- Ok as an Independent Variable
- Problematic as a Dependent Variable





# Example of Typology



Like jazz?

	Yes	No
Like classical? Yes		
No		

Total = 30slides

# PREVIEW CH 8 WORKBOOK

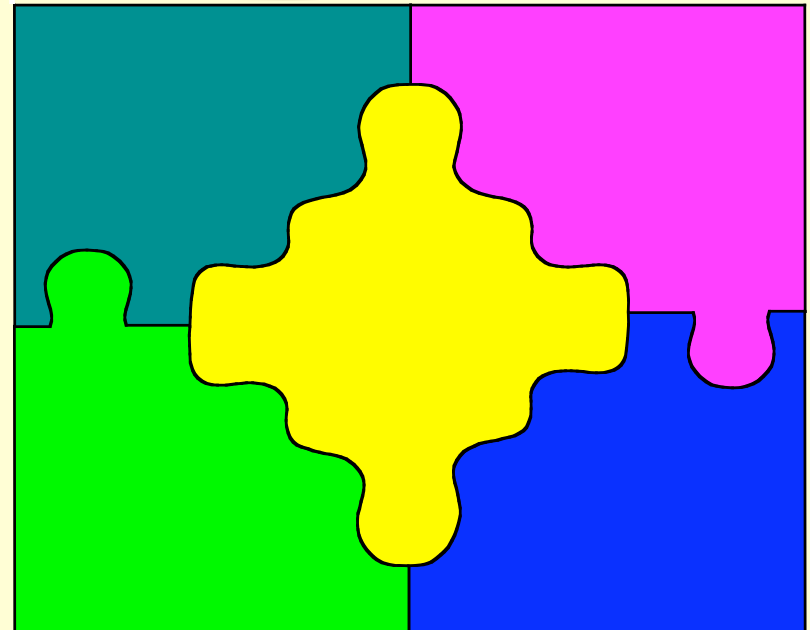
## Assignments

- 7.1: Random sample
  - Be sure to use the table of random numbers
  - Don't just grab the ones you like



## 1.2: Stratified Systematic Sample

- Be sure to stratify the population by gender before sampling
- You should end up with right proportions of men and women



# *Next Time*



- **The Logic of Sampling**
- Read Chapter 7