Chapter 5: Measures and Survey Research Tools

# Discussion Questions

1. What are the four types of measurement scales and what type of data do they measure? Discuss the limitations of each measurement scale and how the next measurement scale improves upon that limitation.

2. What is reliability and validity? What are the types of reliability and validity that a researcher assesses? What is the relationship between reliability and validity of a measure (Can a measure be reliable but not valid? Can a measure be unreliable but valid?)

3. What is social desirability? Why it is a concern for researchers and how do they control for it in research studies?

4. Discuss the advantages and disadvantages of using online survey software tools. As a researcher, what are ways you can limit some of the disadvantages with student participants? With participants who may not be at a university?