



Construct Validity

- ## Types of Validity
- _____ **Validity**
 - How do we know which variable causes the other?
 - How do we know other factors aren't causing the outcome?
 - _____ **Validity**
 - How much can we generalize this finding?
 - Other people, other situations, over time?
 - _____ **Validity**
 - How do we know the measures are accurate?
 - Could the measures be tapping into some other variable?

_____ Validity

The degree to which the study measures and manipulates the underlying psychological elements that the researcher claims to be measuring and manipulating

How Do You Get _____ Validity?

- Define the _____ of interest
 - Characteristics that can't be observed
 - Ex. self-esteem
- Obtain a measure or manipulation that is known to accurately reflect the construct
- Create your own and run lots of validity tests (will cover these later)

Typical Problems

- Items in a measure reflect a construct different than the one identified
- Conditions used to represent the causal variable do not accurately portray it

_____ & Construct Validity

- It's possible to get a cause-effect relation with poor construct validity, BUT...
- Difficult to conclude which construct is causing the change
 - Ex. Hot temperature used as a **frustration manipulation**
 - If people in the hot room are more aggressive, is it really because they're frustrated?

_____ Validity

- The extent to which an instrument APPEARS to measure what it is supposed to measure
- Often clear-cut items
- Problem: social desirability

Ways to Test
Construct Validity

- How does the measure relate to other measures?
- _____ **validity**: should correlate positively with similar measures
- _____ **validity**: should correlate negatively or not at all with dissimilar measures
- Obtained through bivariate correlation analyses

_____ Validity

The extent to which the measure allows researchers to distinguish among participants on the basis of a particular criterion

Ways to test Criterion Validity

- _____ **validity**: measure distinguishes between people in the present
- _____ **validity**: measure distinguishes between people on a relevant behavior in the future
- Obtained through discriminant function analysis and logistic regression
