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4.2 Multitrait-Multimethod Approaches; 4.3 Common-Factor Models of the MTMM Design
4.4 Classical True-Score Representation of the MTMM Model
4.5 The Growing Body of MTMM Studies; 4.6 An Example; 4.7 Critique of the MTMM Approach; 4.8 Where Are We?; 5. Longitudinal Methods for Reliability Estimation; 5.1 The Test-Retest Method; 5.2 Solutions to the Problem; 5.3 Estimating Reliability Using the Quasi-Markov Simplex Model; 5.4 Contributions of the Longitudinal Approach; 5.5 Components of the Survey Response; 5.6 Where to from Here?; 6. Using Longitudinal Data to Estimate Reliability Parameters; 6.1 Rationale for the Present Study; 6.2 Samples and Data
6.3 Domains of Measurement
6.4 Statistical Estimation Strategies; 6.5 Comparison of Methods of Reliability Estimation; 6.6 The Problem of Attrition; 6.7 Which Reliability Estimates?; 6.8 Conclusions; 7. The Source and Content of Survey Questions; 7.1 Source of Information; 7.2 Proxy Reports; 7.3 Content of Questions; 7.4 Summary and Conclusions; 8. Survey Question Context; 8.1 The Architecture of Survey Questionnaires; 8.2 Questions in Series versus Questions in Batteries; 8.3 Location in the Questionnaire; 8.4 Unit Length and Position in Series and Batteries
8.5 Length of Introductions to Series and Batteries
8.6 Conclusions; 9. Formal Properties of Survey Questions; 9.1 Question Form; 9.2 Types of Closed-Form Questions; 9.3 Number of Response Categories; 9.4 Unipolar versus Bipolar Scales; 9.5 Don't Know Options; 9.6 Verbal Labeling of Response Categories; 9.7 Survey Question Length; 9.8 Conclusions; 10. Attributes of Respondents; 10.1 Reliability as a Population Parameter; 10.2 Respondent Attributes and Measurement Error; 10.3 Age and Reliability of Measurement; 10.4 Schooling and Reliability of Measurement
10.5 Controlling for Schooling Differences

Sommario/riassunto

Enhance the quality of survey results by recognizing and reducing measurement errors. Margins of Error: A Study of Reliability in Survey Measurement demonstrates how and hwy identifying the presence and extent of measurement errors in survey data is essential for improving the overall collection and analysis of the data. The author outlines the consequences of ignoring survey measurement errors and also discusses ways to detect and estimate the impact of these errors. This book also provides recommendations of improving the quality of survey data. Logically organized and clearly wri
