

Measurement For The Social Sciences

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This book proposes a revolutionary new theory of construct measurement called C-OAR-SE for the social sciences. The acronym is derived from the following key elements: construct definition; object representation; attribute classification; rater entity identification; selection of item type; enumeration and scoring. The new theory is applicable to the design of measures of constructs in: management marketing information systems organizational behavior psychology sociology EAN/ISBN : 9781441971586
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