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Tzeng, Huey-Ming

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Measurements

Contributors
Sonia A. Duffy, PhD, RN
Lisa Kane Low, PhD, CNM, FACNM
Huey-Ming Tzeng, PhD, RN
Levels of Measurement

- Nominal and categorical measurement
  - Example: Male versus female

- Ordinal measurement
  - Ordered from the tallest one to the shortest one

- Interval-equidistant points measurement
  - Example: Age in years old

- Ratio-equidistant points with 0 as an option
  - Example: Income in US dollars
Examples: Different Levels of Measurement

- How often do you feel in control of your life?
  1. Never
  2. Seldom
  3. Often
  4. Almost always

- Ethnic Background
  1. Anglo
  2. African-American
  3. Hispanic
  4. Asian-American
  5. Other
Reliability

- How consistently does the measurement technique measure the concept of interest?

- Consistency
- Reproducibility
Types of Reliability

- Test-retest
- Inter-rater reliability
- Intra-rater reliability
- Statistical measures
  - Spearman-Brown split half
  - Guttman
  - Kuder-Richardson-20
  - Cronbach’s alpha
Test-Retest Stability

- Measure the same thing over and over to see if it always gives you the same result

- Does not work as well with paper and pencil surveys
Inter- and Intra-Rater Reliability

- Inter- and intra-rater reliability equivalence parallel
  - Inter-rater: Two different raters rate the same thing to see if getting similar results
  - Intra-rater: Give the same survey to the same person a week apart to see if getting the same results
• See how much the two measures that you are comparing measure the same thing
  ○ 1.0 is perfect measure of the same thing
  ○ .7 is less perfect, but pretty good
  ○ .3 is not so good
Validity

- The extent to which an instrument reflects the concept being examined
Types of Measurement Validity

- Content (face) validity
- Factor analysis
- Readability

Others things to be aware of
- Validity from contrasting groups
- Validity from examining convergence
- Validity from examining divergence
- Validity from discriminant analysis
- Validity from prediction of future events
- Validity from predicting concurrent events
- Successive verification of validity
Content Validity

- Give the instrument to a group of experts and have them tell you whether it has all the elements of what you are trying to measure
Factor Analysis

- Analyze all the items in the scale and see how much they contribute
• Test the reading level of an instrument

• Should make the instrument to the 8th grade reading level
  ○ Example: In Detroit, patients thought smoking “cessation” was smoking “sensation”
Measurement Strategies

- **Qualitative research**
  - Observations
  - Interviews
  - Focus Groups
  - Diaries

- **Quantitative research**
  - Physiologic measures
  - Questionnaires
  - Scales
Scales

- Rating scales
- Likert scales
- Visual analog scales
Numeric Rating Scale

No pain | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Worst pain possible
Verbal Descriptor Scale

No pain | Mild | Moderate | Severe | Very severe | Worst pain possible
Likert Scale

- 5 or 7 point scale is the best

- Example: How often in the past week have you felt in control of your life?
  - 1 = Never
  - 5 = All the Time
Visual Analog Scale

A 10-cm line

Worst possible pain

No pain
Questionnaire Considerations

- **Length**
- **Pre-testing**
  - For length
  - For accuracy
  - For feedback
- **Remuneration**
- **Include a stamped, addressed envelope**
Questionnaire Follow-Up

1 week later
- Postcard: A thank you note to those who responded. A reminder to those who have not responded.

3 weeks
- Letter and replacement questionnaire

7 weeks
- Replacement questionnaire by, such as, a certified mail