WEBVTT

NOTE duration:"01:02:05.3600000"

NOTE recognizability:0.872

NOTE language:en-us

NOTE Confidence: 0.578943288

00:00:00.000 --> 00:00:02.040 So you don't have to do that.

NOTE Confidence: 0.578943288

00:00:02.040 --> 00:00:04.440 I it's I'm fine introducing myself.

NOTE Confidence: 0.578943288

00:00:04.440 --> 00:00:06.120 It's like if you'd like to,

NOTE Confidence: 0.578943288

00:00:06.120 --> 00:00:08.752 but otherwise I certainly will do a

NOTE Confidence: 0.578943288

00:00:08.752 --> 00:00:14.000 little bit of a more formal intro.

NOTE Confidence: 0.879790880909091

00:00:14.000 --> 00:00:15.770 I've got a lot to get through in a brief

NOTE Confidence: 0.879790880909091

00:00:15.818 --> 00:00:17.496 time. People can go to my web page and

NOTE Confidence: 0.879790880909091

00:00:17.496 --> 00:00:19.000 probably get anything they need to know.

NOTE Confidence: 0.9573705675

00:00:34.200 --> 00:00:35.560 I like your questions

NOTE Confidence: 0.69292155125

00:00:44.750 --> 00:00:46.250 well as everybody's.

NOTE Confidence: 0.69292155125

00:00:46.250 --> 00:00:48.750 Anybody who's just joining us,

NOTE Confidence: 0.69292155125

00:00:48.750 --> 00:00:51.702 please feel free to start the

NOTE Confidence: 0.69292155125

00:00:51.702 --> 00:00:55.200 survey that Marni with the QR code.

NOTE Confidence: 0.69292155125

00:00:55.200 --> 00:00:56.676 I'm just going to welcome everybody.

NOTE Confidence: 0.69292155125

00:00:56.680 --> 00:00:58.828 It's our last educational

NOTE Confidence: 0.69292155125

00:00:58.828 --> 00:01:01.513 learning community for the year.

NOTE Confidence: 0.69292155125

00:01:01.520 --> 00:01:03.680 We'll be starting fresh

NOTE Confidence: 0.69292155125

00:01:03.680 --> 00:01:05.840 and strong in January.

NOTE Confidence: 0.69292155125

00:01:05.840 --> 00:01:07.840 It is really my pleasure.

NOTE Confidence: 0.69292155125

00:01:07.840 --> 00:01:09.786 And Marni, I'll only take 30 seconds

NOTE Confidence: 0.69292155125

00:01:09.786 --> 00:01:12.048 since I know you have a lot to go

NOTE Confidence: 0.69292155125

00:01:12.048 --> 00:01:14.254 through and I could not possibly get

NOTE Confidence: 0.69292155125

00:01:14.254 --> 00:01:16.559 through your whole CV in 30 seconds.

NOTE Confidence: 0.69292155125

00:01:16.560 --> 00:01:19.415 So I'm actually really thrilled

NOTE Confidence: 0.69292155125

00:01:19.415 --> 00:01:22.204 to have Marni with us.

NOTE Confidence: 0.69292155125

00:01:22.204 --> 00:01:25.096 When I asked the let's see,

NOTE Confidence: 0.69292155125

00:01:25.096 --> 00:01:27.333 I guess it was the MHSMED,

NOTE Confidence: 0.69292155125

00:01:27.333 --> 00:01:30.784 some of our faculty about who they

NOTE Confidence: 0.69292155125

00:01:30.784 --> 00:01:33.202 would recommend as somebody to

NOTE Confidence: 0.69292155125

00:01:33.202 --> 00:01:35.748 talk about surveys and the process

NOTE Confidence: 0.69292155125

00:01:35.748 --> 00:01:37.244 of obtaining validity evidence

NOTE Confidence: 0.69292155125

00:01:37.244 --> 00:01:39.759 and who might be a good teacher.

NOTE Confidence: 0.69292155125

00:01:39.760 --> 00:01:44.079 And resoundingly, Marty Marty's name came up.

NOTE Confidence: 0.69292155125

00:01:44.080 --> 00:01:44.664 And so,

NOTE Confidence: 0.69292155125

00:01:44.664 --> 00:01:47.880 just to give you a little bit of background,

NOTE Confidence: 0.69292155125

00:01:47.880 --> 00:01:51.120 Marty got her PhD in psychology at LSU,

NOTE Confidence: 0.69292155125

00:01:51.120 --> 00:01:52.464 and then her Ms.

NOTE Confidence: 0.69292155125

00:01:52.464 --> 00:01:54.144 and chronic disease epidemiology at

NOTE Confidence: 0.69292155125

00:01:54.144 --> 00:01:56.280 the Yale School of Public Health.

NOTE Confidence: 0.69292155125

00:01:56.280 --> 00:01:58.919 And then she was in the department

NOTE Confidence: 0.69292155125

00:01:58.919 --> 00:02:01.389 of Psychiatry as a post doc

NOTE Confidence: 0.69292155125

00:02:01.389 --> 00:02:03.077 on eating disorders research,

NOTE Confidence: 0.69292155125

00:02:03.080 --> 00:02:05.440 where she did quite a bit of work.

NOTE Confidence: 0.69292155125

00:02:05.440 --> 00:02:07.200 And then she gradually,

NOTE Confidence: 0.69292155125

00:02:07.200 --> 00:02:09.266 well, not gradually,

NOTE Confidence: 0.69292155125

00:02:09.266 --> 00:02:13.500 but became professor of psychiatry as

NOTE Confidence: 0.69292155125

00:02:13.500 --> 00:02:16.920 well as social behavioural sciences

NOTE Confidence: 0.69292155125

00:02:16.920 --> 00:02:19.314 at the Yale School of Public Health.

NOTE Confidence: 0.69292155125

00:02:19.320 --> 00:02:21.660 She's director of online education

NOTE Confidence: 0.69292155125

00:02:21.660 --> 00:02:24.000 and social and behavioral sciences,

NOTE Confidence: 0.69292155125

00:02:24.000 --> 00:02:26.775 core faculty of the National

NOTE Confidence: 0.69292155125

00:02:26.775 --> 00:02:28.995 Clinical Clinician Scholars Program,

NOTE Confidence: 0.69292155125

00:02:29.000 --> 00:02:30.975 Track Director of Critical Topics

NOTE Confidence: 0.69292155125

00:02:30.975 --> 00:02:32.160 and Public Health,

NOTE Confidence: 0.69292155125

00:02:32.160 --> 00:02:35.037 which is the online executive MPH program.

NOTE Confidence: 0.69292155125

00:02:35.040 --> 00:02:37.272 She's been teacher of the year at the

NOTE Confidence: 0.69292155125

00:02:37.272 --> 00:02:39.197 Yale School of Public Health twice,

NOTE Confidence: 0.69292155125

00:02:39.200 --> 00:02:40.840 multiple grants and, let's see,

NOTE Confidence: 0.69292155125

00:02:40.840 --> 00:02:42.124 over 170 publications.

NOTE Confidence: 0.69292155125

00:02:42.124 --> 00:02:43.836 But as I said,

NOTE Confidence: 0.69292155125

00:02:43.840 --> 00:02:45.766 the most salient reason for the

NOTE Confidence: 0.69292155125

00:02:45.766 --> 00:02:47.669 invitation was I asked who was

NOTE Confidence: 0.69292155125

00:02:47.669 --> 00:02:49.064 the best teacher you've ever

NOTE Confidence: 0.69292155125

00:02:49.064 --> 00:02:50.559 had add in this area.

NOTE Confidence: 0.69292155125

00:02:50.560 --> 00:02:53.056 And as I said, Barney, your name came up.

NOTE Confidence: 0.69292155125

00:02:53.056 --> 00:02:55.239 So thanks so much for joining us today.

NOTE Confidence: 0.963820901428572

00:02:55.640 --> 00:02:57.278 Thank you so much for having me.

NOTE Confidence: 0.963820901428572

00:02:57.280 --> 00:02:58.918 It was a really nice introduction.

NOTE Confidence: 0.963820901428572

00:02:58.920 --> 00:03:02.159 Thank you anyway. Thank you.

NOTE Confidence: 0.963820901428572

00:03:02.159 --> 00:03:03.438 I appreciate that. Very nice.

NOTE Confidence: 0.963820901428572

00:03:03.438 --> 00:03:05.881 So I do teach a course or recently retired

NOTE Confidence: 0.963820901428572

00:03:05.881 --> 00:03:08.058 a course actually at the Yale School

NOTE Confidence: 0.963820901428572

00:03:08.058 --> 00:03:10.407 of Public Health called Questionnaire

NOTE Confidence: 0.963820901428572

00:03:10.407 --> 00:03:12.075 Development and Psychometrics.

NOTE Confidence: 0.963820901428572

00:03:12.080 --> 00:03:14.640 And I'll be giving you all today a

NOTE Confidence: 0.963820901428572

00:03:14.640 --> 00:03:16.728 very crash course overview in that

NOTE Confidence: 0.963820901428572

00:03:16.728 --> 00:03:19.210 that I hope will be very relevant

NOTE Confidence: 0.963820901428572

00:03:19.210 --> 00:03:22.312 to your own research endeavours.

NOTE Confidence: 0.963820901428572

00:03:22.312 --> 00:03:25.603 I find that, yeah.

NOTE Confidence: 0.963820901428572

00:03:25.603 --> 00:03:27.304 So I I am by original training

NOTE Confidence: 0.963820901428572

00:03:27.304 --> 00:03:28.520 a clinical psychologist,

NOTE Confidence: 0.963820901428572

00:03:28.520 --> 00:03:29.904 secondary training and epidemiologist

NOTE Confidence: 0.963820901428572

00:03:29.904 --> 00:03:32.400 and the Yale School of Public Health.

NOTE Confidence: 0.963820901428572

00:03:32.400 --> 00:03:33.279 Several years ago,

NOTE Confidence: 0.963820901428572

00:03:33.279 --> 00:03:35.330 when I was still a junior faculty

NOTE Confidence: 0.963820901428572

00:03:35.396 --> 00:03:37.598 member in the Department of Psychiatry,

NOTE Confidence: 0.963820901428572

00:03:37.600 --> 00:03:40.576 I had been cross trained in public health

NOTE Confidence: 0.963820901428572

00:03:40.576 --> 00:03:43.000 and epidemiology as part of my key award.

NOTE Confidence: 0.963820901428572

00:03:43.000 --> 00:03:46.160 And after I finished that,

NOTE Confidence: 0.963820901428572

00:03:46.160 --> 00:03:47.938 YSPH asked me if I would develop

NOTE Confidence: 0.963820901428572

00:03:47.938 --> 00:03:49.387 a course on constructing valid

NOTE Confidence: 0.963820901428572

00:03:49.387 --> 00:03:51.571 surveys because it was a gap in

NOTE Confidence: 0.963820901428572

00:03:51.571 --> 00:03:53.677 the curriculum in that department.

NOTE Confidence: 0.963820901428572

00:03:53.680 --> 00:03:55.514 I did do so and then gradually

NOTE Confidence: 0.963820901428572

00:03:55.514 --> 00:03:57.538 started to teach more and then about

NOTE Confidence: 0.963820901428572

00:03:57.538 --> 00:03:59.308 five years ago shifted my primary

NOTE Confidence: 0.963820901428572

00:03:59.371 --> 00:04:01.207 appointment over to the School of

NOTE Confidence: 0.963820901428572

00:04:01.207 --> 00:04:03.436 Public Health where I now I'm on

NOTE Confidence: 0.963820901428572

00:04:03.436 --> 00:04:05.428 the educator track and I'm really

NOTE Confidence: 0.963820901428572

00:04:05.428 --> 00:04:07.280 enjoying the opportunity to teach

NOTE Confidence: 0.963820901428572

00:04:07.280 --> 00:04:09.458 scholars at YSPH and Yale College

NOTE Confidence: 0.963820901428572

00:04:09.529 --> 00:04:11.896 and the School of Medicine keeps

NOTE Confidence: 0.963820901428572

00:04:11.896 --> 00:04:15.476 me very entertained and and and

NOTE Confidence: 0.963820901428572

00:04:15.476 --> 00:04:17.384 engaged in a bunch of different

NOTE Confidence: 0.963820901428572

00:04:17.384 --> 00:04:18.943 topics and research endeavours

NOTE Confidence: 0.963820901428572

00:04:18.943 --> 00:04:21.517 with with academics from all over.

NOTE Confidence: 0.963820901428572

00:04:21.520 --> 00:04:22.492 It's pretty cool.

NOTE Confidence: 0.963820901428572

00:04:22.492 --> 00:04:24.760 But none of it was by design.

NOTE Confidence: 0.963820901428572

00:04:24.760 --> 00:04:26.616 It was just sort of the way this

NOTE Confidence: 0.963820901428572

00:04:26.616 --> 00:04:27.959 kind of path happened.

NOTE Confidence: 0.963820901428572

00:04:27.960 --> 00:04:29.840 But going back to the roots in psychology,

NOTE Confidence: 0.963820901428572

00:04:29.840 --> 00:04:32.178 what a lot of people don't know

NOTE Confidence: 0.963820901428572

00:04:32.178 --> 00:04:34.171 about psychologists is that before we

NOTE Confidence: 0.963820901428572

00:04:34.171 --> 00:04:36.400 got into this business of treating

NOTE Confidence: 0.963820901428572

00:04:36.400 --> 00:04:39.120 people and becoming clinicians,

NOTE Confidence: 0.963820901428572

00:04:39.120 --> 00:04:41.060 we were really about evaluation

NOTE Confidence: 0.963820901428572

00:04:41.060 --> 00:04:41.836 and assessment.

NOTE Confidence: 0.963820901428572

00:04:41.840 --> 00:04:43.436 And so a great deal of the

NOTE Confidence: 0.963820901428572

00:04:43.436 --> 00:04:44.120 training in psychology,

NOTE Confidence: 0.963820901428572

00:04:44.120 --> 00:04:45.836 even going back to my first

NOTE Confidence: 0.963820901428572

00:04:45.840 --> 00:04:47.656 master's degree in psychology,

NOTE Confidence: 0.963820901428572

00:04:47.656 --> 00:04:49.926 was around assessment and learning

NOTE Confidence: 0.963820901428572

00:04:49.926 --> 00:04:52.459 how to ask questions and try to

NOTE Confidence: 0.963820901428572

00:04:52.459 --> 00:04:54.399 and identify sources of of bias.

NOTE Confidence: 0.963820901428572

00:04:54.400 --> 00:04:57.011 And I think I've taken somewhere on

NOTE Confidence: 0.963820901428572

00:04:57.011 --> 00:05:00.669 the order of 10 or so graduate courses

NOTE Confidence: 0.963820901428572

00:05:00.669 --> 00:05:02.637 in assessment or psychometrics.

NOTE Confidence: 0.963820901428572

00:05:02.640 --> 00:05:06.155 That's really what we as the field do,

NOTE Confidence: 0.963820901428572

00:05:06.155 --> 00:05:09.530 do as our primary foundational

NOTE Confidence: 0.963820901428572

00:05:09.530 --> 00:05:10.880 knowledge base.

NOTE Confidence: 0.963820901428572

00:05:10.880 --> 00:05:13.880 So to be able to extend that into

NOTE Confidence: 0.963820901428572

00:05:13.880 --> 00:05:16.113 medical research and public health

NOTE Confidence: 0.963820901428572

00:05:16.113 --> 00:05:18.915 research is a pretty neat opportunity.

NOTE Confidence: 0.963820901428572

00:05:18.920 --> 00:05:21.848 But I I so here's what we're going

NOTE Confidence: 0.963820901428572

00:05:21.848 --> 00:05:25.231 to try to do today is to teach you

NOTE Confidence: 0.963820901428572

00:05:25.231 --> 00:05:27.748 what it means to evaluate self

NOTE Confidence: 0.963820901428572

00:05:27.748 --> 00:05:28.444 report questionnaires,

NOTE Confidence: 0.963820901428572

00:05:28.444 --> 00:05:30.880 primarily what their their main purposes are,

NOTE Confidence: 0.963820901428572

00:05:30.880 --> 00:05:32.056 identify them.

NOTE Confidence: 0.963820901428572

00:05:32.056 --> 00:05:34.996 Identify their strengths and weaknesses.

NOTE Confidence: 0.963820901428572

00:05:35.000 --> 00:05:38.288 Know what is meant by psychometric

NOTE Confidence: 0.963820901428572

00:05:38.288 --> 00:05:40.898 criteria to so that it's a very kind

NOTE Confidence: 0.963820901428572

00:05:40.898 --> 00:05:43.692 of cut and dry process and select

NOTE Confidence: 0.963820901428572

00:05:43.692 --> 00:05:46.434 the best measures for your research.

NOTE Confidence: 0.963820901428572

00:05:46.440 --> 00:05:47.880 Because we are pressed on time,

NOTE Confidence: 0.963820901428572

00:05:47.880 --> 00:05:50.344 I am not going to get much

NOTE Confidence: 0.963820901428572

00:05:50.344 --> 00:05:51.400 into questionnaire development,

NOTE Confidence: 0.963820901428572

00:05:51.400 --> 00:05:53.825 but rather best practices for

NOTE Confidence: 0.963820901428572

00:05:53.825 --> 00:05:55.280 using existing surveys.

NOTE Confidence: 0.963820901428572

00:05:55.280 --> 00:05:58.101 And the reason for this is because

NOTE Confidence: 0.963820901428572

00:05:58.101 --> 00:06:01.745 that is an entire other research area.

NOTE Confidence: 0.963820901428572

00:06:01.745 --> 00:06:03.140 It costs money,

NOTE Confidence: 0.963820901428572

00:06:03.140 --> 00:06:05.000 It is time consuming.

NOTE Confidence: 0.963820901428572

00:06:05.000 --> 00:06:06.290 You'll need a grant just

NOTE Confidence: 0.963820901428572

00:06:06.290 --> 00:06:07.580 or you know you'll need

NOTE Confidence: 0.834275468461538

00:06:07.643 --> 00:06:08.558 funding for sure,

NOTE Confidence: 0.834275468461538

00:06:08.560 --> 00:06:10.330 but you'll probably need about

NOTE Confidence: 0.834275468461538

00:06:10.330 --> 00:06:12.652 two years to start from scratch.

NOTE Confidence: 0.834275468461538

00:06:12.652 --> 00:06:15.070 So if there's something out there

NOTE Confidence: 0.834275468461538

00:06:15.149 --> 00:06:17.599 that you can use that is relevant,

NOTE Confidence: 0.834275468461538

00:06:17.600 --> 00:06:19.798 that is what I would highly recommend.

NOTE Confidence: 0.834275468461538

00:06:19.800 --> 00:06:21.184 Unless you're wanting psychometrics

NOTE Confidence: 0.834275468461538

00:06:21.184 --> 00:06:22.914 to be your research area,

NOTE Confidence: 0.834275468461538

00:06:22.920 --> 00:06:25.998 as it has been for me throughout my career,

NOTE Confidence: 0.834275468461538

00:06:26.000 --> 00:06:28.160 kind of by accident,

NOTE Confidence: 0.834275468461538

00:06:28.160 --> 00:06:31.440 and but it's it's what it is.

NOTE Confidence: 0.834275468461538

00:06:31.440 --> 00:06:33.429 So I want to teach you how to find

NOTE Confidence: 0.834275468461538

00:06:33.429 --> 00:06:34.962 these well established questionnaires

NOTE Confidence: 0.834275468461538

00:06:34.962 --> 00:06:37.542 that I mentioned here and then

NOTE Confidence: 0.834275468461538

00:06:37.542 --> 00:06:39.797 and the worst case scenario.

NOTE Confidence: 0.834275468461538

00:06:39.800 --> 00:06:41.085 If there's something out there

NOTE Confidence: 0.834275468461538

00:06:41.085 --> 00:06:42.839 that looks close to what you need,

NOTE Confidence: 0.834275468461538

00:06:42.840 --> 00:06:45.544 but it hasn't been done in your particular

NOTE Confidence: 0.834275468461538

00:06:45.544 --> 00:06:47.280 patient population or research focus,

NOTE Confidence: 0.834275468461538

00:06:47.280 --> 00:06:49.905 you might how to go about adapting

NOTE Confidence: 0.834275468461538

00:06:49.905 --> 00:06:52.680 that survey for use in your own work.

NOTE Confidence: 0.834275468461538

00:06:52.680 --> 00:06:54.655 So when we're talking about

NOTE Confidence: 0.834275468461538

00:06:54.655 --> 00:06:56.235 selecting A measurement instrument,

NOTE Confidence: 0.834275468461538

00:06:56.240 --> 00:06:57.995 and for the most part I'm going to be

NOTE Confidence: 0.834275468461538

00:06:57.995 --> 00:06:59.679 talking about self report questionnaires,

NOTE Confidence: 0.834275468461538

00:06:59.680 --> 00:07:01.206 the kinds of things that you might

NOTE Confidence: 0.834275468461538

00:07:01.206 --> 00:07:02.810 hand over to patients or colleagues

NOTE Confidence: 0.834275468461538

00:07:02.810 --> 00:07:04.315 or community members and say,

NOTE Confidence: 0.834275468461538

00:07:04.320 --> 00:07:06.360 what is your take on this?

NOTE Confidence: 0.834275468461538

00:07:06.360 --> 00:07:08.208 You know you're wanting a group of

NOTE Confidence: 0.834275468461538

00:07:08.208 --> 00:07:09.640 individuals to complete this measure.

NOTE Confidence: 0.834275468461538

00:07:09.640 --> 00:07:10.720 It could be a screening measure,

NOTE Confidence: 0.834275468461538

00:07:10.720 --> 00:07:12.304 it could be an assessment or

NOTE Confidence: 0.834275468461538

00:07:12.304 --> 00:07:13.360 a knowledge based survey.

NOTE Confidence: 0.834275468461538

00:07:13.360 --> 00:07:15.960 Many times we're actually talking

NOTE Confidence: 0.834275468461538

00:07:15.960 --> 00:07:18.363 about something that is unobservable.

NOTE Confidence: 0.834275468461538

00:07:18.363 --> 00:07:19.009 You know,

NOTE Confidence: 0.834275468461538

00:07:19.009 --> 00:07:20.947 we don't have a lab value

NOTE Confidence: 0.834275468461538

00:07:20.947 --> 00:07:22.640 to correspond with this.

NOTE Confidence: 0.834275468461538

00:07:22.640 --> 00:07:24.320 There might be some cases where

NOTE Confidence: 0.834275468461538

00:07:24.320 --> 00:07:25.880 that that that might happen.

NOTE Confidence: 0.834275468461538

00:07:25.880 --> 00:07:27.800 There might be cases where we'd

NOTE Confidence: 0.834275468461538

00:07:27.800 --> 00:07:29.740 have a lab value for a blood test,

NOTE Confidence: 0.834275468461538

00:07:29.740 --> 00:07:31.332 but it's very, very expensive and

NOTE Confidence: 0.834275468461538

00:07:31.332 --> 00:07:33.880 our screening tool which is self report,

NOTE Confidence: 0.834275468461538

00:07:33.880 --> 00:07:34.894 might be adequate.

NOTE Confidence: 0.834275468461538

00:07:34.894 --> 00:07:38.121 You know we might have a a high correlation

NOTE Confidence: 0.834275468461538

00:07:38.121 --> 00:07:41.249 at .8 or .9 between our self report

NOTE Confidence: 0.834275468461538

00:07:41.325 --> 00:07:43.968 measure whether it be pain impairment,

NOTE Confidence: 0.834275468461538

00:07:43.968 --> 00:07:46.720 subjective interpretation of symptoms,

NOTE Confidence: 0.834275468461538

00:07:46.720 --> 00:07:47.024 whatever.

NOTE Confidence: 0.834275468461538

00:07:47.024 --> 00:07:49.456 And it's going to be cheaper to ask

NOTE Confidence: 0.834275468461538

00:07:49.456 --> 00:07:51.533 people that than it will be to actually

NOTE Confidence: 0.834275468461538

00:07:51.533 --> 00:07:53.560 do a full physical examination.

NOTE Confidence: 0.834275468461538

00:07:53.560 --> 00:07:55.294 So we find ourselves kind of

NOTE Confidence: 0.834275468461538

00:07:55.294 --> 00:07:57.163 weaving the OR finding relevance of

NOTE Confidence: 0.834275468461538

00:07:57.163 --> 00:07:59.131 self report measures not only in

NOTE Confidence: 0.834275468461538

00:07:59.131 --> 00:08:01.038 research but in clinical practice.

NOTE Confidence: 0.834275468461538

00:08:01.040 --> 00:08:02.462 First thing we need to do when we're trying

NOTE Confidence: 0.834275468461538

00:08:02.462 --> 00:08:04.080 to figure this out is what is our objective,

NOTE Confidence: 0.834275468461538

00:08:04.080 --> 00:08:05.200 what is our research question?

NOTE Confidence: 0.834275468461538

00:08:05.200 --> 00:08:09.120 Trying to define that in what we call,

NOTE Confidence: 0.834275468461538

00:08:09.120 --> 00:08:10.900 you know, the, the,

NOTE Confidence: 0.834275468461538

00:08:10.900 --> 00:08:12.680 the strongest operational definition.

NOTE Confidence: 0.834275468461538

00:08:12.680 --> 00:08:14.416 And we're also going to talk about

NOTE Confidence: 0.834275468461538

00:08:14.416 --> 00:08:15.720 these things called constructs.

NOTE Confidence: 0.834275468461538

00:08:15.720 --> 00:08:17.860 Welcome back to psychology,

NOTE Confidence: 0.834275468461538

00:08:17.860 --> 00:08:21.070 these fuzzy things that we don't

NOTE Confidence: 0.834275468461538

00:08:21.165 --> 00:08:23.315 have a very clear cut observation,

NOTE Confidence: 0.834275468461538

00:08:23.315 --> 00:08:25.515 You know, it's not a cut and dry.

NOTE Confidence: 0.834275468461538

00:08:25.520 --> 00:08:25.831 Yes.

NOTE Confidence: 0.834275468461538

00:08:25.831 --> 00:08:26.142 No.

NOTE Confidence: 0.834275468461538

00:08:26.142 --> 00:08:29.076 But we aim to define it that way so

NOTE Confidence: 0.834275468461538

00:08:29.076 --> 00:08:31.624 that we can get consensus as much

NOTE Confidence: 0.834275468461538

00:08:31.624 --> 00:08:33.656 as possible when we come figure

NOTE Confidence: 0.834275468461538

00:08:33.656 --> 00:08:35.600 out what it is we're measuring.

NOTE Confidence: 0.834275468461538

00:08:35.600 --> 00:08:36.902 We're now trying to figure out

NOTE Confidence: 0.834275468461538

00:08:36.902 --> 00:08:38.100 if there's something out there

NOTE Confidence: 0.834275468461538

00:08:38.100 --> 00:08:39.236 that measures something close,

NOTE Confidence: 0.834275468461538

00:08:39.240 --> 00:08:40.017 what's been published.

NOTE Confidence: 0.834275468461538

00:08:40.017 --> 00:08:41.571 And I'll show you some tools

NOTE Confidence: 0.834275468461538

00:08:41.571 --> 00:08:42.957 for how to figure that out.

NOTE Confidence: 0.834275468461538

00:08:42.960 --> 00:08:44.560 Then if they're out there.

NOTE Confidence: 0.834275468461538

00:08:44.560 --> 00:08:46.130 Are the second metric properties

NOTE Confidence: 0.834275468461538

00:08:46.130 --> 00:08:47.386 of these established measures

NOTE Confidence: 0.834275468461538

00:08:47.386 --> 00:08:49.055 or these previously developed

NOTE Confidence: 0.834275468461538

00:08:49.055 --> 00:08:50.360 measures ideally published?

NOTE Confidence: 0.834275468461538

00:08:50.360 --> 00:08:53.032 Are the second metric

NOTE Confidence: 0.834275468461538

00:08:53.032 --> 00:08:56.840 properties good enough and

NOTE Confidence: 0.962610478571429

00:08:56.840 --> 00:08:58.862 are they established in your particular

NOTE Confidence: 0.962610478571429

00:08:58.862 --> 00:09:00.160 population, whether it be a patient

NOTE Confidence: 0.962610478571429

00:09:00.160 --> 00:09:01.738 group or it could be, you know,

NOTE Confidence: 0.962610478571429

00:09:01.738 --> 00:09:03.901 a group of physicians really depends on

NOTE Confidence: 0.962610478571429

00:09:03.901 --> 00:09:06.238 where your research is going to take you.

NOTE Confidence: 0.962610478571429

00:09:06.240 --> 00:09:08.760 So I talk about construct.

NOTE Confidence: 0.962610478571429

00:09:08.760 --> 00:09:10.680 We just mean a hypothetical,

NOTE Confidence: 0.962610478571429

00:09:10.680 --> 00:09:12.740 A hypothetical variable that

NOTE Confidence: 0.962610478571429

00:09:12.740 --> 00:09:14.800 is not directly observable.

NOTE Confidence: 0.962610478571429

00:09:14.800 --> 00:09:17.268 We're talking about pain.

NOTE Confidence: 0.962610478571429

00:09:17.268 --> 00:09:21.680 We're talking about anxiety.

NOTE Confidence: 0.962610478571429

00:09:21.680 --> 00:09:23.492 What are some things outside of

NOTE Confidence: 0.962610478571429

00:09:23.492 --> 00:09:25.102 psychology that you all might

NOTE Confidence: 0.962610478571429

00:09:25.102 --> 00:09:26.797 be interested in as physicians,

NOTE Confidence: 0.81507826

00:09:33.120 --> 00:09:35.997 you guys can yell out or put in the chat.

NOTE Confidence: 0.923199698333333

00:09:36.000 --> 00:09:38.358 Can this be like a bias?

NOTE Confidence: 0.923199698333333

00:09:38.360 --> 00:09:40.280 Yeah, it could. Absolutely.

NOTE Confidence: 0.893783328888889

00:09:40.280 --> 00:09:42.116 Do you want to say anything more about that?

NOTE Confidence: 0.893783328888889

00:09:42.120 --> 00:09:45.906 Like what you mean about bias? Sure.

NOTE Confidence: 0.893783328888889

00:09:45.906 --> 00:09:48.952 Like if you have a bias against or if

NOTE Confidence: 0.893783328888889

00:09:48.952 --> 00:09:51.679 you have a bias against like disability

NOTE Confidence: 0.893783328888889

00:09:51.680 --> 00:09:55.718 or or or I should say ability,

NOTE Confidence: 0.893783328888889

00:09:55.720 --> 00:09:58.544 you may provide, you may look

NOTE Confidence: 0.893783328888889

00:09:58.544 --> 00:10:01.260 at people and provide different

NOTE Confidence: 0.893783328888889

00:10:01.260 --> 00:10:04.120 counseling based on that. Implicit.

NOTE Confidence: 0.679085698

00:10:06.720 --> 00:10:09.560 Yeah. Construct, right? Absolutely. That's

NOTE Confidence: 0.80879652

00:10:09.560 --> 00:10:10.592 exactly it. Perfect.

NOTE Confidence: 0.80879652

00:10:10.592 --> 00:10:12.384 OK, y'all, Y'all are on the same page

NOTE Confidence: 0.80879652

00:10:12.384 --> 00:10:14.164 with me in terms of what I'm talking

NOTE Confidence: 0.80879652

00:10:14.164 --> 00:10:15.840 about with Construct. And by the way,

NOTE Confidence: 0.80879652

00:10:15.840 --> 00:10:16.760 there's Louisiana creeping in.

NOTE Confidence: 0.80879652

00:10:16.760 --> 00:10:20.078 Y'all happens from time to time.

NOTE Confidence: 0.80879652

00:10:20.080 --> 00:10:22.877 OK, so as I mentioned,

NOTE Confidence: 0.80879652

00:10:22.877 --> 00:10:25.518 I've I had to take so many courses in this.

NOTE Confidence: 0.80879652

00:10:25.520 --> 00:10:27.956 And the kind of standard thing when

NOTE Confidence: 0.80879652

00:10:27.956 --> 00:10:29.965 you're teaching about assessment or

NOTE Confidence: 0.80879652

00:10:29.965 --> 00:10:31.769 questionnaire development or psychometrics

NOTE Confidence: 0.80879652

00:10:31.769 --> 00:10:34.938 is to give people the task to get into

NOTE Confidence: 0.80879652

00:10:34.938 --> 00:10:36.912 groups and to define a construct and

NOTE Confidence: 0.80879652

00:10:36.912 --> 00:10:39.479 come up with a means to measure it.

NOTE Confidence: 0.80879652

00:10:39.480 --> 00:10:41.520 It's just an experiential learning exercise,

NOTE Confidence: 0.80879652

00:10:41.520 --> 00:10:43.887 and it's the exercise that I do in the

NOTE Confidence: 0.80879652

00:10:43.887 --> 00:10:46.440 course that Doctor Goldman has taken with me.

NOTE Confidence: 0.80879652

00:10:46.440 --> 00:10:49.310 Have students come up with something that

NOTE Confidence: 0.80879652

00:10:49.310 --> 00:10:52.408 we feel like we know what it is but probably

NOTE Confidence: 0.80879652

00:10:52.408 --> 00:10:55.360 don't all agree on the same definition?

NOTE Confidence: 0.80879652

00:10:55.360 --> 00:10:58.736 How are we going to define this and

NOTE Confidence: 0.80879652

00:10:58.736 --> 00:11:01.238 how importantly will we measure it?

NOTE Confidence: 0.80879652

00:11:01.240 --> 00:11:02.140 I've always been fascinated

NOTE Confidence: 0.80879652

00:11:02.140 --> 00:11:03.040 by senses of humor.

NOTE Confidence: 0.80879652

00:11:03.040 --> 00:11:03.808 I you know,

NOTE Confidence: 0.80879652

00:11:03.808 --> 00:11:06.363 I I was paired with a couple of of

NOTE Confidence: 0.80879652

00:11:06.363 --> 00:11:08.785 students and we did not share research

NOTE Confidence: 0.80879652

00:11:08.785 --> 00:11:10.851 interests or career interests And so I

NOTE Confidence: 0.80879652

00:11:10.851 --> 00:11:12.988 had to come up with something that we

NOTE Confidence: 0.80879652

00:11:12.988 --> 00:11:14.936 would all agree would be a worthwhile

NOTE Confidence: 0.80879652

00:11:14.936 --> 00:11:17.042 endeavour at least entertaining enough to

NOTE Confidence: 0.80879652

00:11:17.042 --> 00:11:19.519 to get through the semester long project.

NOTE Confidence: 0.80879652

00:11:19.520 --> 00:11:20.080 And I thought, you know,

NOTE Confidence: 0.80879652

00:11:20.080 --> 00:11:21.718 how do we define sense of humor?

NOTE Confidence: 0.80879652

00:11:21.720 --> 00:11:22.760 Let's see a chat thing.

NOTE Confidence: 0.80879652

00:11:22.760 --> 00:11:26.620 Here we go. Oh, there we go.

NOTE Confidence: 0.80879652

00:11:26.620 --> 00:11:27.240 Thanks.

NOTE Confidence: 0.80879652

00:11:27.240 --> 00:11:30.382 And, you know, humor,

NOTE Confidence: 0.80879652

00:11:30.382 --> 00:11:31.158 as it turns out,

NOTE Confidence: 0.80879652

00:11:31.160 --> 00:11:32.964 is quite psychologically relevant,

NOTE Confidence: 0.80879652

00:11:32.964 --> 00:11:34.317 Also medically relevant.

NOTE Confidence: 0.80879652

00:11:34.320 --> 00:11:37.164 I've I've learned in subsequent years

NOTE Confidence: 0.80879652

00:11:37.164 --> 00:11:40.756 and thought how how let's come up with a

NOTE Confidence: 0.80879652

00:11:40.756 --> 00:11:44.360 way to measure people's senses of humor.

NOTE Confidence: 0.80879652

00:11:44.360 --> 00:11:45.000 Simply OK.

NOTE Confidence: 0.80879652

00:11:45.000 --> 00:11:48.023 If we look at it at at what we

NOTE Confidence: 0.80879652

00:11:48.023 --> 00:11:49.742 call face value past people,

NOTE Confidence: 0.80879652

00:11:49.742 --> 00:11:51.197 do you think something's funny?

NOTE Confidence: 0.80879652

00:11:51.200 --> 00:11:53.222 Was basically the task we had

NOTE Confidence: 0.80879652

00:11:53.222 --> 00:11:54.570 to administer something quickly

NOTE Confidence: 0.80879652

00:11:54.627 --> 00:11:56.115 to a large group of people.

NOTE Confidence: 0.80879652

00:11:56.120 --> 00:11:58.059 This is before the days of online

NOTE Confidence: 0.80879652

00:11:58.059 --> 00:11:59.839 surveys or if they did exist,

NOTE Confidence: 0.80879652

00:11:59.840 --> 00:12:01.600 I didn't know how to use them yet.

NOTE Confidence: 0.80879652

00:12:01.600 --> 00:12:04.672 It was also the days and it's pre

NOTE Confidence: 0.80879652

00:12:04.672 --> 00:12:06.716 social media and but people did

NOTE Confidence: 0.80879652

00:12:06.716 --> 00:12:09.107 have e-mail and I don't know if

NOTE Confidence: 0.80879652

00:12:09.107 --> 00:12:11.112 anyone remembers when e-mail first

NOTE Confidence: 0.80879652

00:12:11.112 --> 00:12:13.556 became popular in the early 1990s

NOTE Confidence: 0.80879652

00:12:13.556 --> 00:12:15.646 but people would send ridiculous

NOTE Confidence: 0.80879652

00:12:15.646 --> 00:12:17.952 chain emails all the time of

NOTE Confidence: 0.80879652

00:12:17.952 --> 00:12:19.914 like lists of jokes and things.

NOTE Confidence: 0.80879652

00:12:19.920 --> 00:12:22.116 So I decided I would go ahead and get

NOTE Confidence: 0.80879652

00:12:22.116 --> 00:12:24.566 in on that mix and so I sent emails

NOTE Confidence: 0.80879652

00:12:24.566 --> 00:12:26.474 to everyone I knew and simply said

NOTE Confidence: 0.80879652

00:12:26.474 --> 00:12:29.640 give me a on a on a scale of 1 to 9.

NOTE Confidence: 0.80879652

00:12:29.640 --> 00:12:32.680 How funny do you think this joke is?

NOTE Confidence: 0.80879652

00:12:32.680 --> 00:12:33.919 And this is from my class project,

NOTE Confidence: 0.80879652

00:12:33.920 --> 00:12:35.500 please help me out.

NOTE Confidence: 0.80879652

00:12:35.500 --> 00:12:37.475 It was brief 1 liners.

NOTE Confidence: 0.80879652

00:12:37.480 --> 00:12:40.049 I could score them on what's called

NOTE Confidence: 0.80879652

00:12:40.049 --> 00:12:42.884 a Likert scale from 1 to 9 and a

NOTE Confidence: 0.80879652

00:12:42.884 --> 00:12:44.994 priori determined based on face

NOTE Confidence: 0.80879652

00:12:44.994 --> 00:12:47.923 value only and the convergence of

NOTE Confidence: 0.80879652

00:12:47.923 --> 00:12:50.031 researchers who determined whether

NOTE Confidence: 0.80879652

00:12:50.031 --> 00:12:53.610 or not each one liner fit into

NOTE Confidence: 0.80879652

00:12:53.610 --> 00:12:56.000 particular type of humor category.

NOTE Confidence: 0.80879652

00:12:56.000 --> 00:12:59.080 And the types of of humor categories

NOTE Confidence: 0.80879652

00:12:59.080 --> 00:13:01.100 we we we operationally defined.

NOTE Confidence: 0.80879652

00:13:01.100 --> 00:13:01.480 Again,

NOTE Confidence: 0.80879652

00:13:01.480 --> 00:13:03.760 it's like 3 sub constructs under

NOTE Confidence: 0.848170146923077

00:13:03.828 --> 00:13:05.300 the large construct, right.

NOTE Confidence: 0.848170146923077

00:13:05.300 --> 00:13:07.100 So we've got the large construct

NOTE Confidence: 0.848170146923077

00:13:07.100 --> 00:13:08.799 being being humor type of humor,

NOTE Confidence: 0.848170146923077

00:13:08.800 --> 00:13:09.613 appreciation of humor.

NOTE Confidence: 0.848170146923077

00:13:09.613 --> 00:13:11.680 But we saw that as being, you know,

NOTE Confidence: 0.848170146923077

00:13:11.680 --> 00:13:12.560 some people like slapstick,

NOTE Confidence: 0.848170146923077

00:13:12.560 --> 00:13:14.320 some people only like highbrow.

NOTE Confidence: 0.848170146923077

00:13:14.320 --> 00:13:17.120 You know what are these humor types.

NOTE Confidence: 0.848170146923077

00:13:17.120 --> 00:13:18.840 And we sort of did this in a way by,

NOTE Confidence: 0.848170146923077

00:13:18.840 --> 00:13:20.880 you know, finding a whole bunch

NOTE Confidence: 0.848170146923077

00:13:20.880 --> 00:13:22.808 of jokes and then classifying them

NOTE Confidence: 0.848170146923077

00:13:22.808 --> 00:13:24.700 according to kind of the types of

NOTE Confidence: 0.848170146923077

00:13:24.700 --> 00:13:27.460 comedians or what we thought would

NOTE Confidence: 0.848170146923077

00:13:27.460 --> 00:13:29.100 be corresponding with each type.

NOTE Confidence: 0.848170146923077

00:13:29.100 --> 00:13:30.280 So we've got witticisms,

NOTE Confidence: 0.848170146923077

00:13:30.280 --> 00:13:33.358 the Jerry Seinfeld type of humor,

NOTE Confidence: 0.848170146923077

00:13:33.360 --> 00:13:36.060 you know, these sort of clever

NOTE Confidence: 0.848170146923077

00:13:36.060 --> 00:13:37.804 little observations about the

NOTE Confidence: 0.848170146923077

00:13:37.804 --> 00:13:39.914 actually exposed into the microscope.

NOTE Confidence: 0.848170146923077

00:13:39.920 --> 00:13:41.040 This is kind of a little funny,

NOTE Confidence: 0.848170146923077

00:13:41.040 --> 00:13:42.448 isn't it?

NOTE Confidence: 0.848170146923077

00:13:42.448 --> 00:13:46.168 Then the dry Stephen Wright sort

NOTE Confidence: 0.848170146923077

00:13:46.168 --> 00:13:48.940 of humor may be a little bit

NOTE Confidence: 0.848170146923077

00:13:48.940 --> 00:13:53.204 dark and then the dark and and

NOTE Confidence: 0.848170146923077

00:13:53.204 --> 00:13:54.916 potentially in poor taste.

NOTE Confidence: 0.848170146923077

00:13:54.920 --> 00:13:57.467 And then the I I think of it as

NOTE Confidence: 0.848170146923077

00:13:57.467 --> 00:14:00.239 like the Lewis Black type of true

NOTE Confidence: 0.848170146923077

00:14:00.239 --> 00:14:02.479 but more mocking other people's

NOTE Confidence: 0.848170146923077

00:14:02.479 --> 00:14:04.683 shortcomings or seemingly subpar

NOTE Confidence: 0.848170146923077

00:14:04.683 --> 00:14:08.053 intelligence or kind of like everyday

NOTE Confidence: 0.848170146923077

00:14:08.053 --> 00:14:11.118 gaffes or something like that.

NOTE Confidence: 0.848170146923077

00:14:11.120 --> 00:14:12.068 Lewis Black.

NOTE Confidence: 0.848170146923077

00:14:12.068 --> 00:14:13.016 Yeah, OK,

NOTE Confidence: 0.848170146923077

00:14:13.016 --> 00:14:15.200 What we found highly,

NOTE Confidence: 0.848170146923077

00:14:15.200 --> 00:14:17.540 highly reliable subscales and and

NOTE Confidence: 0.848170146923077

00:14:17.540 --> 00:14:19.515 reliability refers to the extent

NOTE Confidence: 0.848170146923077

00:14:19.515 --> 00:14:22.390 to which items cling together that

NOTE Confidence: 0.848170146923077

00:14:22.390 --> 00:14:24.318 theoretically should cling together.

NOTE Confidence: 0.848170146923077

00:14:24.320 --> 00:14:25.418 In other words,

NOTE Confidence: 0.848170146923077

00:14:25.418 --> 00:14:27.248 if somebody rated one witticism

NOTE Confidence: 0.848170146923077

00:14:27.248 --> 00:14:29.199 very high as being humorous,

NOTE Confidence: 0.848170146923077

00:14:29.200 --> 00:14:31.664 they would be more likely to evaluate

NOTE Confidence: 0.848170146923077

00:14:31.664 --> 00:14:34.000 another witticism as being very humorous,

NOTE Confidence: 0.848170146923077

00:14:34.000 --> 00:14:36.360 And conversely, if not humorous,

NOTE Confidence: 0.848170146923077

00:14:36.360 --> 00:14:37.410 also not humorous.

NOTE Confidence: 0.848170146923077

00:14:37.410 --> 00:14:40.210 So it really is just it's almost like

NOTE Confidence: 0.848170146923077

00:14:40.210 --> 00:14:42.344 a large correlation coefficient where

NOTE Confidence: 0.848170146923077

00:14:42.344 --> 00:14:44.984 you're actually controlling for the

NOTE Confidence: 0.848170146923077

00:14:44.984 --> 00:14:48.066 number of items comprising scale so.

NOTE Confidence: 0.848170146923077

00:14:48.066 --> 00:14:50.957 But reliability is one of the first

NOTE Confidence: 0.848170146923077

00:14:50.957 --> 00:14:54.458 tenets that we look for in determining

NOTE Confidence: 0.848170146923077

00:14:54.458 --> 00:14:55.360 psychometric appropriateness.

NOTE Confidence: 0.848170146923077

00:14:55.360 --> 00:14:56.960 So you need reliability,

NOTE Confidence: 0.848170146923077

00:14:56.960 --> 00:14:58.496 and I'm going to get into

NOTE Confidence: 0.848170146923077

00:14:58.496 --> 00:14:59.520 reliability and validating what

NOTE Confidence: 0.848170146923077

00:14:59.573 --> 00:15:00.875 these mean a little bit more.

NOTE Confidence: 0.848170146923077

00:15:00.880 --> 00:15:03.715 But that was pretty cool that we found that,

NOTE Confidence: 0.848170146923077

00:15:03.720 --> 00:15:04.542 you know,

NOTE Confidence: 0.848170146923077

00:15:04.542 --> 00:15:07.638 that these did seem to the the items

NOTE Confidence: 0.848170146923077

00:15:07.638 --> 00:15:10.060 that we determined at the face value

NOTE Confidence: 0.848170146923077

00:15:10.131 --> 00:15:13.085 should relate to each other did in

NOTE Confidence: 0.848170146923077

00:15:13.085 --> 00:15:15.599 fact highly intercorrelate with one another,

NOTE Confidence: 0.848170146923077

00:15:15.600 --> 00:15:17.520 did not do what's called a factor analysis.

NOTE Confidence: 0.848170146923077

00:15:17.520 --> 00:15:19.235 That was just way too sophisticated for

NOTE Confidence: 0.848170146923077

00:15:19.235 --> 00:15:21.277 where I was at that level of training.

NOTE Confidence: 0.848170146923077

00:15:21.280 --> 00:15:22.160 And I didn't really have

NOTE Confidence: 0.848170146923077

00:15:22.160 --> 00:15:23.040 the table size for it.

NOTE Confidence: 0.848170146923077

00:15:23.040 --> 00:15:23.440 I'm sorry.

NOTE Confidence: 0.848170146923077

00:15:23.440 --> 00:15:24.640 I'm I'm saying I I I.

NOTE Confidence: 0.848170146923077

00:15:24.640 --> 00:15:25.176 Because honestly,

NOTE Confidence: 0.848170146923077

00:15:25.176 --> 00:15:27.320 I did all the work on this thing

NOTE Confidence: 0.848170146923077

00:15:27.320 --> 00:15:30.596 and then did get a great grade.

NOTE Confidence: 0.848170146923077

00:15:30.600 --> 00:15:30.857 Actually,

NOTE Confidence: 0.848170146923077

00:15:30.857 --> 00:15:32.399 that professor still remembers me and

NOTE Confidence: 0.848170146923077

00:15:32.399 --> 00:15:34.181 wrote to me some decades later because

NOTE Confidence: 0.848170146923077

00:15:34.181 --> 00:15:35.923 he very much thought that we should

NOTE Confidence: 0.848170146923077

00:15:35.923 --> 00:15:37.715 have tried to submit it for publication.

NOTE Confidence: 0.848170146923077

00:15:37.720 --> 00:15:39.988 But I was aiming to get into a doctoral

NOTE Confidence: 0.848170146923077

00:15:39.988 --> 00:15:42.116 program to specialize in eating disorders.

NOTE Confidence: 0.848170146923077

00:15:42.120 --> 00:15:43.527 And it just seemed I was worried

NOTE Confidence: 0.848170146923077

00:15:43.527 --> 00:15:44.957 at the time that it would be,

NOTE Confidence: 0.848170146923077

00:15:44.960 --> 00:15:45.750 you know,

NOTE Confidence: 0.848170146923077

00:15:45.750 --> 00:15:47.725 not that it wouldn't necessarily

NOTE Confidence: 0.848170146923077

00:15:47.725 --> 00:15:50.097 register me as the serious scholar

NOTE Confidence: 0.848170146923077

00:15:50.097 --> 00:15:52.317 that I was trying to become.

NOTE Confidence: 0.848170146923077

00:15:52.320 --> 00:15:53.528 Ironically, 30 years later,

NOTE Confidence: 0.848170146923077

00:15:53.528 --> 00:15:55.038 I'm still not so much.

NOTE Confidence: 0.848170146923077

00:15:55.040 --> 00:15:56.736 But you know, whatever,

NOTE Confidence: 0.848170146923077

00:15:56.736 --> 00:15:58.600 OK, why are we doing this?

NOTE Confidence: 0.848170146923077

00:15:58.600 --> 00:16:00.920 We,

NOTE Confidence: 0.848170146923077

00:16:00.920 --> 00:16:01.264 the,

NOTE Confidence: 0.848170146923077

00:16:01.264 --> 00:16:02.984 the are are going through

NOTE Confidence: 0.848170146923077

00:16:02.984 --> 00:16:04.360 this entire area of

NOTE Confidence: 0.775094401818182

00:16:04.431 --> 00:16:07.328 education, the process of defining

NOTE Confidence: 0.775094401818182

00:16:07.328 --> 00:16:09.116 constructs, coming upon a consensus

NOTE Confidence: 0.775094401818182

00:16:09.116 --> 00:16:11.320 of what of how we are all,

NOTE Confidence: 0.775094401818182

00:16:11.320 --> 00:16:14.518 as the researchers and our colleagues,

NOTE Confidence: 0.775094401818182

00:16:14.520 --> 00:16:17.490 going to agree on this

NOTE Confidence: 0.775094401818182

00:16:17.490 --> 00:16:18.678 operational definition.

NOTE Confidence: 0.775094401818182

00:16:18.680 --> 00:16:21.328 Developing questions and these

NOTE Confidence: 0.775094401818182

00:16:21.328 --> 00:16:24.638 questionnaires is actually pretty hard.

NOTE Confidence: 0.775094401818182

00:16:24.640 --> 00:16:26.638 Doctor Goldman can speak to this.

NOTE Confidence: 0.775094401818182

00:16:26.640 --> 00:16:28.880 It's a pretty complicated process.

NOTE Confidence: 0.775094401818182

00:16:28.880 --> 00:16:31.316 The numbers end up surprising you.

NOTE Confidence: 0.775094401818182

00:16:31.320 --> 00:16:32.740 The method of data collection

NOTE Confidence: 0.775094401818182

00:16:32.740 --> 00:16:33.876 ends up surprising you.

NOTE Confidence: 0.775094401818182

00:16:33.880 --> 00:16:37.508 And then unfortunately it just it

NOTE Confidence: 0.775094401818182

00:16:37.508 --> 00:16:40.480 takes a lot of time and energy.

NOTE Confidence: 0.775094401818182

00:16:40.480 --> 00:16:42.940 Subtle little details about the

NOTE Confidence: 0.775094401818182

00:16:42.940 --> 00:16:44.908 administration of your questions

NOTE Confidence: 0.775094401818182

00:16:44.908 --> 00:16:48.344 can have a significant impact

NOTE Confidence: 0.775094401818182

00:16:48.344 --> 00:16:50.364 on on the results of of what

NOTE Confidence: 0.775094401818182

00:16:50.364 --> 00:16:51.440 you're actually going to see.

NOTE Confidence: 0.775094401818182

00:16:51.440 --> 00:16:53.925 And I'm going to show you more

NOTE Confidence: 0.775094401818182

00:16:53.925 --> 00:16:57.199 on that on these subtleties,

NOTE Confidence: 0.775094401818182

00:16:57.200 --> 00:16:59.246 what I did in this questionnaire

NOTE Confidence: 0.775094401818182

00:16:59.246 --> 00:17:01.615 that you all just completed, right?

NOTE Confidence: 0.775094401818182

00:17:01.615 --> 00:17:03.400 Everybody had the QR code and you

NOTE Confidence: 0.775094401818182

00:17:03.400 --> 00:17:04.959 answered a couple of questions.

NOTE Confidence: 0.775094401818182

00:17:04.960 --> 00:17:07.095 What you didn't know is that I

NOTE Confidence: 0.775094401818182

00:17:07.095 --> 00:17:09.382 had embedded a randomizer at the

NOTE Confidence: 0.775094401818182

00:17:09.382 --> 00:17:11.248 beginning of the questionnaire so that

NOTE Confidence: 0.775094401818182

00:17:11.248 --> 00:17:13.126 people received slightly different

NOTE Confidence: 0.775094401818182

00:17:13.126 --> 00:17:15.784 questions in your quick little 6

NOTE Confidence: 0.775094401818182

00:17:15.784 --> 00:17:18.079 item survey or whatever it was.

NOTE Confidence: 0.775094401818182

00:17:18.080 --> 00:17:20.000 They were subtly different

NOTE Confidence: 0.775094401818182

00:17:20.000 --> 00:17:22.740 by just a few little pieces.

NOTE Confidence: 0.775094401818182

00:17:22.740 --> 00:17:25.120 So everyone should have seen this meme.

NOTE Confidence: 0.775094401818182

00:17:25.120 --> 00:17:28.350 Did everybody see this meme right and

NOTE Confidence: 0.775094401818182

00:17:28.350 --> 00:17:30.000 you were simply asked to evaluate?

NOTE Confidence: 0.775094401818182

00:17:30.000 --> 00:17:32.716 How funny do you think this is?

NOTE Confidence: 0.775094401818182

00:17:32.720 --> 00:17:34.880 Does anybody happen to know which

NOTE Confidence: 0.775094401818182

00:17:34.880 --> 00:17:36.752 one they received? Which version?

NOTE Confidence: 0.775094401818182

00:17:36.752 --> 00:17:39.920 Do you see the difference in the versions?

NOTE Confidence: 0.775094401818182

00:17:39.920 --> 00:17:40.160 OK,

NOTE Confidence: 0.897552783333333

00:17:45.450 --> 00:17:48.770 can anyone guess what might happen

NOTE Confidence: 0.897552783333333

00:17:48.770 --> 00:17:51.050 here if we were to, let's say,

NOTE Confidence: 0.897552783333333

00:17:51.050 --> 00:17:54.749 let's say let's score this at 123 and four,

NOTE Confidence: 0.897552783333333

00:17:54.749 --> 00:17:56.450 with four being, you know,

NOTE Confidence: 0.897552783333333

00:17:56.450 --> 00:17:58.050 people thought it was funnier.

NOTE Confidence: 0.897552783333333

00:17:58.050 --> 00:18:00.366 This let's not score at all

NOTE Confidence: 0.897552783333333

00:18:00.370 --> 00:18:02.325 because it's not applicable and

NOTE Confidence: 0.897552783333333

00:18:02.325 --> 00:18:05.729 we've still got one 2-3 and four.

NOTE Confidence: 0.897552783333333

00:18:05.729 --> 00:18:08.794 Does anybody have any hypotheses?

NOTE Confidence: 0.897552783333333

00:18:08.800 --> 00:18:11.047 So let's say for because these people

NOTE Confidence: 0.897552783333333

00:18:11.047 --> 00:18:13.438 didn't get the not applicable option,

NOTE Confidence: 0.897552783333333

00:18:13.440 --> 00:18:14.742 are people going to skip that question

NOTE Confidence: 0.897552783333333

00:18:14.742 --> 00:18:16.480 or what do you think they're going to do?

NOTE Confidence: 0.94750035

00:18:25.220 --> 00:18:27.420 Well, I could tell you what I did,

NOTE Confidence: 0.915504028888889

00:18:27.420 --> 00:18:29.814 which is I got the first one or the

NOTE Confidence: 0.915504028888889

00:18:29.814 --> 00:18:32.164 one that's on the left and I didn't

NOTE Confidence: 0.915504028888889

00:18:32.164 --> 00:18:34.935 get it and so I rated it as not funny.

NOTE Confidence: 0.915504028888889

00:18:34.940 --> 00:18:38.630 So my hypothesis would be that, you know,

NOTE Confidence: 0.915504028888889

00:18:38.630 --> 00:18:40.940 that the on the second question,

NOTE Confidence: 0.915504028888889

00:18:40.940 --> 00:18:43.064 you know, you would probably have

NOTE Confidence: 0.915504028888889

00:18:43.064 --> 00:18:45.302 whoever said not funny would be

NOTE Confidence: 0.915504028888889

00:18:45.302 --> 00:18:47.197 further speciated into those two.

NOTE Confidence: 0.860873355

00:18:48.760 --> 00:18:51.688 Yes, I agree. So the the thought is

NOTE Confidence: 0.860873355

00:18:51.688 --> 00:18:54.166 OK didn't get it. I'll explain it.

NOTE Confidence: 0.860873355

00:18:54.166 --> 00:18:56.338 It's a song called Africa by

NOTE Confidence: 0.860873355

00:18:56.338 --> 00:18:58.679 the band Toto And. Yeah, OK.

NOTE Confidence: 0.860873355

00:18:58.679 --> 00:19:01.600 So that was like a hit and early.

NOTE Confidence: 0.805989

00:19:01.600 --> 00:19:04.144 Oh, now I get it. Oh, thank you,

NOTE Confidence: 0.805989

00:19:04.144 --> 00:19:07.760 Marnie. All right. So,

NOTE Confidence: 0.949916942

00:19:07.760 --> 00:19:11.120 OK, so fun song lyrics,

NOTE Confidence: 0.949916942

00:19:11.120 --> 00:19:12.496 a whole lot of pop, cultural reference

NOTE Confidence: 0.949916942

00:19:12.496 --> 00:19:14.536 all mushed together, fun, you know,

NOTE Confidence: 0.949916942

00:19:14.536 --> 00:19:16.720 I'm amused by these kinds of things.

NOTE Confidence: 0.949916942

00:19:16.720 --> 00:19:21.665 So, so the hypothesis then being

NOTE Confidence: 0.949916942

00:19:21.665 --> 00:19:23.888 that's probably the means over here

NOTE Confidence: 0.949916942

00:19:23.888 --> 00:19:26.016 might be a little bit higher, right?

NOTE Confidence: 0.949916942

00:19:26.016 --> 00:19:27.896 Because anybody who didn't get

NOTE Confidence: 0.949916942

00:19:27.896 --> 00:19:30.518 it is just going to be exempted.

NOTE Confidence: 0.949916942

00:19:30.520 --> 00:19:32.096 And anybody who thinks it's funny or at

NOTE Confidence: 0.949916942

00:19:32.096 --> 00:19:33.638 least that that's that's my hypothesis.

NOTE Confidence: 0.949916942

00:19:33.640 --> 00:19:35.160 I thought, I think in terms of what we're at,

NOTE Confidence: 0.949916942

00:19:35.160 --> 00:19:36.960 we're at the way we're actually

NOTE Confidence: 0.949916942

00:19:36.960 --> 00:19:38.680 expecting the data to pan out.

NOTE Confidence: 0.949916942

00:19:38.680 --> 00:19:40.752 So we've got plenty of people thinking

NOTE Confidence: 0.949916942

00:19:40.752 --> 00:19:42.320 that not applicable, you know,

NOTE Confidence: 0.949916942

00:19:42.320 --> 00:19:44.360 they're like, I don't get it.

NOTE Confidence: 0.949916942

00:19:44.360 --> 00:19:46.492 And then some people like know, you know,

NOTE Confidence: 0.949916942

00:19:46.492 --> 00:19:47.689 very, very few people, whatever.

NOTE Confidence: 0.949916942

00:19:47.689 --> 00:19:49.423 Not very many people were as

NOTE Confidence: 0.949916942

00:19:49.423 --> 00:19:50.838 amused by this as I was.

NOTE Confidence: 0.949916942

00:19:50.840 --> 00:19:53.480 Let's put it that way.

NOTE Confidence: 0.949916942

00:19:53.480 --> 00:19:56.510 Now for the not applicable, when there's.

NOTE Confidence: 0.949916942

00:19:56.510 --> 00:19:58.435 When we don't have the not applicable,

NOTE Confidence: 0.949916942

00:19:58.440 --> 00:20:00.477 we've just got. This is not funny.

NOTE Confidence: 0.949916942

00:20:00.480 --> 00:20:02.160 Two, it is funny.

NOTE Confidence: 0.949916942

00:20:02.160 --> 00:20:03.000 We've got.

NOTE Confidence: 0.949916942

00:20:03.000 --> 00:20:05.954 Now this is consistent with your hypothesis,

NOTE Confidence: 0.949916942

00:20:05.960 --> 00:20:06.322 right?

NOTE Confidence: 0.949916942

00:20:06.322 --> 00:20:06.684 Like,

NOTE Confidence: 0.949916942

00:20:06.684 --> 00:20:08.856 because if we were to add

NOTE Confidence: 0.949916942

00:20:08.856 --> 00:20:10.920 the not applicable here,

NOTE Confidence: 0.949916942

00:20:10.920 --> 00:20:12.712 they'd show up here,

NOTE Confidence: 0.949916942

00:20:12.712 --> 00:20:13.160 right?

NOTE Confidence: 0.949916942

00:20:13.160 --> 00:20:14.000 Except

NOTE Confidence: 0.9701650675

00:20:16.640 --> 00:20:19.080 what we've got here,

NOTE Confidence: 0.9701650675

00:20:19.080 --> 00:20:21.440 and the way I'm interpreting this is when

NOTE Confidence: 0.9701650675

00:20:21.440 --> 00:20:23.957 we have the not applicable option here.

NOTE Confidence: 0.9701650675

00:20:23.960 --> 00:20:27.600 We should theoretically just

NOTE Confidence: 0.9701650675

00:20:27.600 --> 00:20:29.696 see these two being equivalent.

NOTE Confidence: 0.9701650675

00:20:29.696 --> 00:20:31.808 Instead, we've got a couple of

NOTE Confidence: 0.9701650675

00:20:31.808 --> 00:20:33.741 different factors that might have

NOTE Confidence: 0.9701650675

00:20:33.741 --> 00:20:35.636 influenced the pattern of responses.

NOTE Confidence: 0.9701650675

00:20:35.640 --> 00:20:40.274 One is having that not applicable option

NOTE Confidence: 0.9701650675

00:20:40.280 --> 00:20:42.499 might have told those people who thought

NOTE Confidence: 0.9701650675

00:20:42.499 --> 00:20:45.360 it was a little bit amusing that it's

NOTE Confidence: 0.9701650675

00:20:45.360 --> 00:20:47.970 actually a funnier than it is because oh,

NOTE Confidence: 0.9701650675

00:20:47.970 --> 00:20:50.560 I'm in on this inside joke a little bit.

NOTE Confidence: 0.9701650675

00:20:50.560 --> 00:20:52.360 Other people might not get it.

NOTE Confidence: 0.9701650675

00:20:52.360 --> 00:20:56.080 That actually makes it a little bit funnier.

NOTE Confidence: 0.9701650675

00:20:56.080 --> 00:20:59.384 Or it could be something as simple as

NOTE Confidence: 0.9701650675

00:20:59.384 --> 00:21:02.316 the graphic of the five point scale.

NOTE Confidence: 0.9701650675

00:21:02.320 --> 00:21:04.679 People do look at the number of

NOTE Confidence: 0.9701650675

00:21:04.679 --> 00:21:06.716 response options, 4 versus 5,

NOTE Confidence: 0.9701650675

00:21:06.716 --> 00:21:09.880 and we draw all kinds of inferences,

NOTE Confidence: 0.9701650675

00:21:09.880 --> 00:21:11.672 especially when it comes to Likert scaling

NOTE Confidence: 0.9701650675

00:21:11.672 --> 00:21:14.040 and a five point scale versus a four point.

NOTE Confidence: 0.9701650675

00:21:14.040 --> 00:21:17.880 We look for middle a middle response option.

NOTE Confidence: 0.9701650675

00:21:17.880 --> 00:21:19.372 Obviously the middle response

NOTE Confidence: 0.9701650675

00:21:19.372 --> 00:21:21.237 option is the most popular.

NOTE Confidence: 0.9701650675

00:21:21.240 --> 00:21:22.794 When we've got a 5 point scale,

NOTE Confidence: 0.96413547

00:21:26.440 --> 00:21:30.518 we see a little bit less of that

NOTE Confidence: 0.96413547

00:21:30.518 --> 00:21:33.240 when we've only got the four points.

NOTE Confidence: 0.70128859375

00:21:35.520 --> 00:21:37.760 It's there are a lot of different poses.

NOTE Confidence: 0.70128859375

00:21:37.760 --> 00:21:39.237 I don't know which one is correct.

NOTE Confidence: 0.70128859375

00:21:39.240 --> 00:21:41.438 All I know is that including that

NOTE Confidence: 0.70128859375

00:21:41.438 --> 00:21:43.133 non applicable option changes the

NOTE Confidence: 0.70128859375

00:21:43.133 --> 00:21:45.221 pattern of results and this is

NOTE Confidence: 0.70128859375

00:21:45.221 --> 00:21:46.598 highly significant if we actually

NOTE Confidence: 0.70128859375

00:21:46.598 --> 00:21:48.180 put these into means to treat them

NOTE Confidence: 0.70128859375

00:21:48.226 --> 00:21:49.840 not applicables as a missing value,

NOTE Confidence: 0.70128859375

00:21:49.840 --> 00:21:52.479 it's highly significant like point OO1 and

NOTE Confidence: 0.70128859375

00:21:52.479 --> 00:21:55.239 it happens over and over and over again.

NOTE Confidence: 0.70128859375

00:21:55.240 --> 00:21:56.880 All right, shifting gears now,

NOTE Confidence: 0.9663842725

00:21:59.320 --> 00:22:03.192 let's say we've got these.

NOTE Confidence: 0.9663842725

00:22:03.192 --> 00:22:05.936 Now I kind of want to review

NOTE Confidence: 0.9663842725

00:22:05.936 --> 00:22:07.912 some thoughts around real

NOTE Confidence: 0.9663842725

00:22:07.912 --> 00:22:10.440 life research questions and

NOTE Confidence: 0.930884406666667

00:22:12.920 --> 00:22:15.312 how we're going to need to determine our

NOTE Confidence: 0.930884406666667

00:22:15.312 --> 00:22:17.440 measurement on both sides of the question.

NOTE Confidence: 0.930884406666667

00:22:17.440 --> 00:22:19.841 OK. So let's just say we've got

NOTE Confidence: 0.930884406666667

00:22:19.841 --> 00:22:21.276 a hypothetical research question

NOTE Confidence: 0.930884406666667

00:22:21.276 --> 00:22:23.677 about whether or not our policy or

NOTE Confidence: 0.930884406666667

00:22:23.677 --> 00:22:25.671 practice or procedure influences

NOTE Confidence: 0.930884406666667

00:22:25.671 --> 00:22:27.496 patient experience, right.

NOTE Confidence: 0.930884406666667

00:22:27.496 --> 00:22:30.772 We've got to now think about

NOTE Confidence: 0.930884406666667

00:22:30.772 --> 00:22:32.716 what about patient experience?

NOTE Confidence: 0.930884406666667

00:22:32.720 --> 00:22:33.640 Do we really care about?

NOTE Confidence: 0.930884406666667

00:22:33.640 --> 00:22:34.920 Are we looking at satisfaction?

NOTE Confidence: 0.930884406666667

00:22:34.920 --> 00:22:36.780 Are we looking at the competence

NOTE Confidence: 0.930884406666667

00:22:36.780 --> 00:22:39.040 of our of our medical staff?

NOTE Confidence: 0.930884406666667

00:22:39.040 --> 00:22:40.726 Are we looking at perceptions of

NOTE Confidence: 0.930884406666667

00:22:40.726 --> 00:22:42.455 care and nurturance that might be

NOTE Confidence: 0.930884406666667

00:22:42.455 --> 00:22:44.117 different from competence and so on.

NOTE Confidence: 0.930884406666667

00:22:44.120 --> 00:22:45.954 So there are a lot of different

NOTE Confidence: 0.930884406666667

00:22:45.954 --> 00:22:47.998 ways that we might aim to measure

NOTE Confidence: 0.930884406666667

00:22:48.000 --> 00:22:52.252 patient experience and there

NOTE Confidence: 0.930884406666667

00:22:52.252 --> 00:22:55.093 might be many existing measures

NOTE Confidence: 0.930884406666667

00:22:55.093 --> 00:22:57.158 to evaluate each of them.

NOTE Confidence: 0.81300388

00:22:59.480 --> 00:23:00.705 I don't this three shouldn't

NOTE Confidence: 0.81300388

00:23:00.705 --> 00:23:02.358 be there. That's an error.

NOTE Confidence: 0.865875629333333

00:23:04.920 --> 00:23:06.536 Once we figure out what it is we're

NOTE Confidence: 0.865875629333333

00:23:06.536 --> 00:23:07.957 exactly trying to focus on our measure,

NOTE Confidence: 0.865875629333333

00:23:07.960 --> 00:23:09.696 we next have to figure out whether or

NOTE Confidence: 0.865875629333333

00:23:09.696 --> 00:23:11.519 not there are questionnaires out there,

NOTE Confidence: 0.865875629333333

00:23:11.520 --> 00:23:13.116 measures out there that will do it.

NOTE Confidence: 0.865875629333333

00:23:13.120 --> 00:23:15.142 There are many different types of

NOTE Confidence: 0.865875629333333

00:23:15.142 --> 00:23:16.153 patient experience questionnaires.

NOTE Confidence: 0.865875629333333

00:23:16.160 --> 00:23:18.785 It developed in many different

NOTE Confidence: 0.865875629333333

00:23:18.785 --> 00:23:20.360 subfields or specializations,

NOTE Confidence: 0.865875629333333

00:23:20.360 --> 00:23:23.042 and it is up to you now to go

NOTE Confidence: 0.865875629333333

00:23:23.042 --> 00:23:24.719 searching and finding them.

NOTE Confidence: 0.865875629333333

00:23:24.720 --> 00:23:27.040 Here's how to do that.

NOTE Confidence: 0.865875629333333

00:23:27.040 --> 00:23:31.288 There's actually something called the Health

NOTE Confidence: 0.865875629333333

00:23:31.288 --> 00:23:34.120 and Psychosocial Instruments Database.

NOTE Confidence: 0.865875629333333

00:23:34.120 --> 00:23:35.256 GAIL has it. It's.

NOTE Confidence: 0.865875629333333

00:23:35.256 --> 00:23:37.200 I don't know how to pronounce it.

NOTE Confidence: 0.865875629333333

00:23:37.200 --> 00:23:38.691 Happy, I guess.

NOTE Confidence: 0.865875629333333

00:23:38.691 --> 00:23:40.679 Health and psychosocial instruments.

NOTE Confidence: 0.865875629333333

00:23:40.680 --> 00:23:43.560 Ask your medical librarian.

NOTE Confidence: 0.865875629333333

00:23:43.560 --> 00:23:45.720 They're remarkably helpful.

NOTE Confidence: 0.865875629333333

00:23:45.720 --> 00:23:47.841 You can also try cited reference searching

NOTE Confidence: 0.865875629333333

00:23:47.841 --> 00:23:49.919 and scope as your web of science.

NOTE Confidence: 0.865875629333333

00:23:49.920 --> 00:23:52.174 I prefer Google Scholar, even though our

NOTE Confidence: 0.865875629333333

00:23:52.174 --> 00:23:53.998 public health librarian doesn't like it.

NOTE Confidence: 0.865875629333333

00:23:54.000 --> 00:23:54.594 I'm just.

NOTE Confidence: 0.865875629333333

00:23:54.594 --> 00:23:55.188 But anyway,

NOTE Confidence: 0.865875629333333

00:23:55.188 --> 00:23:57.200 I feel bad kind of recommending it,

NOTE Confidence: 0.854962248888889

00:23:59.480 --> 00:24:01.576 given that librarians have

NOTE Confidence: 0.854962248888889

00:24:01.576 --> 00:24:04.196 identified many flaws with it.

NOTE Confidence: 0.854962248888889

00:24:04.200 --> 00:24:06.360 This is an incredibly helpful

NOTE Confidence: 0.854962248888889

00:24:06.360 --> 00:24:10.365 slide and resource. Go to Ovid.

NOTE Confidence: 0.854962248888889

00:24:10.365 --> 00:24:12.240 Psych Test is another option.

NOTE Confidence: 0.854962248888889

00:24:12.240 --> 00:24:13.720 Psych Info is another option,

NOTE Confidence: 0.854962248888889

00:24:13.720 --> 00:24:15.760 but Happy is really going

NOTE Confidence: 0.854962248888889

00:24:15.760 --> 00:24:18.240 to pull your info for you.

NOTE Confidence: 0.854962248888889

00:24:18.240 --> 00:24:20.796 The next question are the psychometric

NOTE Confidence: 0.854962248888889

00:24:20.796 --> 00:24:23.160 properties of these scales adequate?

NOTE Confidence: 0.854962248888889

00:24:23.160 --> 00:24:25.211 All right, now a little crash course

NOTE Confidence: 0.854962248888889

00:24:25.211 --> 00:24:26.919 in what psychometric properties are.

NOTE Confidence: 0.854962248888889

00:24:26.920 --> 00:24:29.704 Again, you first want to establish

NOTE Confidence: 0.854962248888889

00:24:29.704 --> 00:24:31.560 that your properties are

NOTE Confidence: 0.774401733333333

00:24:35.040 --> 00:24:38.679 reliable, then valid,

NOTE Confidence: 0.774401733333333

00:24:38.680 --> 00:24:40.955 and if you are looking at subscales,

NOTE Confidence: 0.774401733333333

00:24:40.960 --> 00:24:44.068 you also need to gauge the

NOTE Confidence: 0.774401733333333

00:24:44.068 --> 00:24:46.840 liability and validity of those.

NOTE Confidence: 0.8792440075

00:24:50.720 --> 00:24:51.670 I'm sorry, I'm a little

NOTE Confidence: 0.8792440075

00:24:51.670 --> 00:24:52.240 distracted because I'm.

NOTE Confidence: 0.8792440075

00:24:52.240 --> 00:24:54.328 I'm concerned that I'm showing you

NOTE Confidence: 0.8792440075

00:24:54.328 --> 00:24:56.310 the wrong slide show because I've

NOTE Confidence: 0.8792440075

00:24:56.310 --> 00:24:58.080 got three slides open right now.

NOTE Confidence: 0.8792440075

00:24:58.080 --> 00:24:58.824 Now This is correct.

NOTE Confidence: 0.8792440075

00:24:58.824 --> 00:24:59.680 All right, this is fine.

NOTE Confidence: 0.685591043076923

00:25:03.760 --> 00:25:05.686 I I described inter item reliability

NOTE Confidence: 0.685591043076923

00:25:05.686 --> 00:25:08.038 a little bit a few slides back.

NOTE Confidence: 0.685591043076923

00:25:08.040 --> 00:25:11.640 Inter item liability is almost like a large

NOTE Confidence: 0.927375267272727

00:25:14.280 --> 00:25:17.622 correlation coefficient of all of the

NOTE Confidence: 0.927375267272727

00:25:17.622 --> 00:25:20.440 items comprising a particular scale.

NOTE Confidence: 0.927375267272727

00:25:20.440 --> 00:25:22.440 The by and large,

NOTE Confidence: 0.927375267272727

00:25:22.440 --> 00:25:25.960 the more items you have on a scale,

NOTE Confidence: 0.927375267272727

00:25:25.960 --> 00:25:28.636 the higher your reliability will be.

NOTE Confidence: 0.927375267272727

00:25:28.640 --> 00:25:32.000 But that doesn't mean that's a good thing

NOTE Confidence: 0.927375267272727

00:25:32.000 --> 00:25:35.640 because it does control somewhat for the N,

NOTE Confidence: 0.927375267272727

00:25:35.640 --> 00:25:37.355 the N being the number of items.

NOTE Confidence: 0.927375267272727

00:25:37.360 --> 00:25:39.802 You can artificially drive up an

NOTE Confidence: 0.927375267272727

00:25:39.802 --> 00:25:41.430 inter item reliability coefficient

NOTE Confidence: 0.927375267272727

00:25:41.500 --> 00:25:43.552 which is called Chromebox Alpha in

NOTE Confidence: 0.927375267272727

00:25:43.552 --> 00:25:46.240 most cases just by having extra and

NOTE Confidence: 0.927375267272727

00:25:46.240 --> 00:25:47.840 and potentially unnecessary items.

NOTE Confidence: 0.927375267272727

00:25:47.840 --> 00:25:49.208 What you always want.

NOTE Confidence: 0.927375267272727

00:25:49.208 --> 00:25:50.234 And so sometimes,

NOTE Confidence: 0.927375267272727

00:25:50.240 --> 00:25:52.880 like pseudo scientific jargon will say,

NOTE Confidence: 0.927375267272727

00:25:52.880 --> 00:25:54.792 oh, our scale is so much better because

NOTE Confidence: 0.927375267272727

00:25:54.792 --> 00:25:56.761 we have a coefficient alpha of .93,

NOTE Confidence: 0.927375267272727

00:25:56.761 --> 00:25:58.366 and the gold standard that's

NOTE Confidence: 0.927375267272727

00:25:58.366 --> 00:26:00.312 been used before this only has

NOTE Confidence: 0.927375267272727

00:26:00.312 --> 00:26:02.144 a coefficient alpha of .89.

NOTE Confidence: 0.927375267272727

00:26:02.144 --> 00:26:04.640 No, no, no, no,

NOTE Confidence: 0.927375267272727

00:26:04.640 --> 00:26:08.240 that's not really that impressive of a leap,

NOTE Confidence: 0.927375267272727

00:26:08.240 --> 00:26:10.340 especially if somebody's asking

NOTE Confidence: 0.927375267272727

00:26:10.340 --> 00:26:12.965 or measuring something with 35

NOTE Confidence: 0.927375267272727

00:26:12.965 --> 00:26:14.859 questions and somebody else can

NOTE Confidence: 0.927375267272727

00:26:14.859 --> 00:26:17.142 get it done in six and still

NOTE Confidence: 0.927375267272727

00:26:17.142 --> 00:26:18.797 have a good coefficient alpha.

NOTE Confidence: 0.927375267272727

00:26:18.800 --> 00:26:20.480 That's the one you want to choose.

NOTE Confidence: 0.9214322

00:26:23.000 --> 00:26:25.352 So internal consistency is the extent

NOTE Confidence: 0.9214322

00:26:25.352 --> 00:26:27.800 to which those items interrelate.

NOTE Confidence: 0.9214322

00:26:27.800 --> 00:26:31.124 You. Also that once you've established

NOTE Confidence: 0.9214322

00:26:31.124 --> 00:26:33.200 reliability, you can then talk about

NOTE Confidence: 0.9214322

00:26:33.200 --> 00:26:34.720 various types of validity content,

NOTE Confidence: 0.9214322

00:26:34.720 --> 00:26:36.760 validity and criteria and validity.

NOTE Confidence: 0.9214322

00:26:36.760 --> 00:26:39.280 And when you have all of these together,

NOTE Confidence: 0.9214322

00:26:39.280 --> 00:26:42.880 now you've got evidence of construct

NOTE Confidence: 0.9214322

00:26:42.880 --> 00:26:44.244 validity, reliability measures.

NOTE Confidence: 0.9214322

00:26:44.244 --> 00:26:46.154 There are particular different kinds.

NOTE Confidence: 0.9214322

00:26:46.160 --> 00:26:52.238 There's inter rater reliability which is

NOTE Confidence: 0.9214322

00:26:52.240 --> 00:26:55.905 if you have you know multiple individuals,

NOTE Confidence: 0.9214322

00:26:55.905 --> 00:26:59.030 for example evaluating a particular

NOTE Confidence: 0.9214322

00:26:59.030 --> 00:27:02.480 stimulus or interview or diagnosis.

NOTE Confidence: 0.9214322

00:27:02.480 --> 00:27:04.862 That's a little bit less relevant

NOTE Confidence: 0.9214322

00:27:04.862 --> 00:27:06.891 to scale development but you'll

NOTE Confidence: 0.9214322

00:27:06.891 --> 00:27:08.716 see it in the literature.

NOTE Confidence: 0.9214322

00:27:08.720 --> 00:27:09.720 Test, retest,

NOTE Confidence: 0.9214322

00:27:09.720 --> 00:27:11.720 reliability which you generally

NOTE Confidence: 0.9214322

00:27:11.720 --> 00:27:14.480 want to establish if possible.

NOTE Confidence: 0.9214322

00:27:14.480 --> 00:27:16.805 That's where when you're when

NOTE Confidence: 0.9214322

00:27:16.805 --> 00:27:19.130 you're looking at the properties

NOTE Confidence: 0.9214322

00:27:19.213 --> 00:27:21.789 of your measure you then want to

NOTE Confidence: 0.9214322

00:27:21.789 --> 00:27:24.764 re administer it to at least a sub

NOTE Confidence: 0.9214322

00:27:24.764 --> 00:27:27.020 sample of your population and look

NOTE Confidence: 0.9214322

00:27:27.020 --> 00:27:29.890 at the correlation looked at at how

NOTE Confidence: 0.9214322

00:27:29.890 --> 00:27:32.613 well these measures align but with

NOTE Confidence: 0.9214322

00:27:32.613 --> 00:27:34.317 each other from time 1 to time 2.

NOTE Confidence: 0.9214322

00:27:34.320 --> 00:27:35.120 Now again this is a,

NOTE Confidence: 0.9214322

00:27:35.120 --> 00:27:37.916 this is really in reference to

NOTE Confidence: 0.9214322

00:27:37.920 --> 00:27:39.812 questionnaire development and construction.

NOTE Confidence: 0.9214322

00:27:39.812 --> 00:27:42.650 But when you are choosing your

NOTE Confidence: 0.9214322

00:27:42.716 --> 00:27:45.320 measures you want those that have

NOTE Confidence: 0.9214322

00:27:45.320 --> 00:27:47.320 appropriate inter item reliability and

NOTE Confidence: 0.9214322

00:27:47.320 --> 00:27:49.120 test retest reliability that should

NOTE Confidence: 0.9214322

00:27:49.120 --> 00:27:51.597 be established if it's going to be

NOTE Confidence: 0.9214322

00:27:51.597 --> 00:27:53.142 a solid self report questionnaire

NOTE Confidence: 0.9214322

00:27:53.142 --> 00:27:55.199 that's used out there in the field.

NOTE Confidence: 0.9214322

00:27:55.200 --> 00:27:56.784 And these you know screen share

NOTE Confidence: 0.9214322

00:27:56.784 --> 00:27:58.919 this or not screen share just screen

NOTE Confidence: 0.9214322

00:27:58.919 --> 00:28:00.279 grab this particular slide.

NOTE Confidence: 0.9214322

00:28:00.280 --> 00:28:03.265 Because these are just the the

NOTE Confidence: 0.9214322

00:28:03.265 --> 00:28:04.990 reliability coefficients that you'll be

NOTE Confidence: 0.9214322

00:28:04.990 --> 00:28:07.039 using either alpha split half or ICC,

NOTE Confidence: 0.9214322

00:28:07.040 --> 00:28:09.532 which is a interclass correlation

NOTE Confidence: 0.9214322

00:28:09.532 --> 00:28:11.076 coefficient if you're using,

NOTE Confidence: 0.9214322

00:28:11.080 --> 00:28:14.720 you know, non continuous data.

NOTE Confidence: 0.9214322

00:28:14.720 --> 00:28:16.805 If you're looking at categorical

NOTE Confidence: 0.9214322

00:28:16.805 --> 00:28:18.473 outcomes or categorical decisions,

NOTE Confidence: 0.9214322

00:28:18.480 --> 00:28:19.940 then you might be looking

NOTE Confidence: 0.9214322

00:28:19.940 --> 00:28:21.640 at what's called the KR 20.

NOTE Confidence: 0.9214322

00:28:21.640 --> 00:28:23.320 These are just different statistics

NOTE Confidence: 0.9214322

00:28:23.320 --> 00:28:25.000 that ultimately are going to

NOTE Confidence: 0.9214322

00:28:25.058 --> 00:28:26.318 tell you the same thing.

NOTE Confidence: 0.9214322

00:28:26.320 --> 00:28:28.378 And then I also just want to

NOTE Confidence: 0.9214322

00:28:28.378 --> 00:28:30.649 give you some of the guidelines

NOTE Confidence: 0.9214322

00:28:30.649 --> 00:28:32.839 for what is considered adequate.

NOTE Confidence: 0.9214322

00:28:32.840 --> 00:28:35.262 Anything above .7 is going to look

NOTE Confidence: 0.9214322

00:28:35.262 --> 00:28:36.710 pretty good, especially again,

NOTE Confidence: 0.9214322

00:28:36.710 --> 00:28:39.710 sometimes you'll see like a three or four

NOTE Confidence: 0.9214322

00:28:39.777 --> 00:28:42.640 item scale with a .7 reliability coefficient.

NOTE Confidence: 0.9214322

00:28:42.640 --> 00:28:44.920 That's excellent that I would

NOTE Confidence: 0.9214322

00:28:44.920 --> 00:28:47.200 get very excited about that.

NOTE Confidence: 0.9214322

00:28:47.200 --> 00:28:47.720 Of course,

NOTE Confidence: 0.9214322

00:28:47.720 --> 00:28:49.540 you know you always want to see

NOTE Confidence: 0.9214322

00:28:49.540 --> 00:28:50.798 something in the point nines,

NOTE Confidence: 0.9214322

00:28:50.800 --> 00:28:54.140 but you're always wanting to

NOTE Confidence: 0.9214322

00:28:54.140 --> 00:28:55.800 balance against participant burden.

NOTE Confidence: 0.9214322

00:28:55.800 --> 00:28:58.495 You'd much rather have full and complete

NOTE Confidence: 0.9214322

00:28:58.495 --> 00:29:00.891 data than highly reliable data where

NOTE Confidence: 0.9214322

00:29:00.891 --> 00:29:02.250 20% of your respondents have dropped

NOTE Confidence: 0.9214322

00:29:02.250 --> 00:29:03.920 off by the end of the of the study.

NOTE Confidence: 0.885562011428571

00:29:06.680 --> 00:29:08.465 Validity. OK, I've spoken about

NOTE Confidence: 0.885562011428571

00:29:08.465 --> 00:29:10.250 reliability and and you almost

NOTE Confidence: 0.885562011428571

00:29:10.313 --> 00:29:12.317 think of reliability as being like

NOTE Confidence: 0.885562011428571

00:29:12.317 --> 00:29:14.306 the the likelihood that you can

NOTE Confidence: 0.885562011428571

00:29:14.306 --> 00:29:16.076 get the same response every time.

NOTE Confidence: 0.885562011428571

00:29:16.080 --> 00:29:17.304 That's the precision.

NOTE Confidence: 0.885562011428571

00:29:17.304 --> 00:29:20.160 Validity is whether or not it's true.

NOTE Confidence: 0.885562011428571

00:29:20.160 --> 00:29:21.960 So in order for something to be valid,

NOTE Confidence: 0.885562011428571

00:29:21.960 --> 00:29:25.880 it must first be established to be reliable.

NOTE Confidence: 0.885562011428571

00:29:25.880 --> 00:29:27.320 You can have something be very,

NOTE Confidence: 0.885562011428571

00:29:27.320 --> 00:29:32.168 very reliable, but wrong, right?

NOTE Confidence: 0.885562011428571

00:29:32.168 --> 00:29:35.260 So the bathroom scale can give

NOTE Confidence: 0.885562011428571

00:29:35.260 --> 00:29:37.240 you the same answer every time,

NOTE Confidence: 0.885562011428571

00:29:37.240 --> 00:29:38.960 but it might be 10 lbs off, and

NOTE Confidence: 0.83424054

00:29:41.320 --> 00:29:43.950 it's going to be 10 lbs off for every

NOTE Confidence: 0.83424054

00:29:43.950 --> 00:29:45.480 single participant that gets on it.

NOTE Confidence: 0.83424054

00:29:45.480 --> 00:29:48.371 So it's reliable. That reliably gives you

NOTE Confidence: 0.83424054

00:29:48.371 --> 00:29:50.680 consistent measures, but it's not valid.

NOTE Confidence: 0.876496048461538

00:29:54.080 --> 00:29:56.579 And valid validity is established by a

NOTE Confidence: 0.876496048461538

00:29:56.579 --> 00:29:58.838 bunch of different types of criteria,

NOTE Confidence: 0.876496048461538

00:29:58.840 --> 00:30:00.360 so there are different kinds.

NOTE Confidence: 0.876496048461538

00:30:00.360 --> 00:30:01.708 Face validity can generally

NOTE Confidence: 0.876496048461538

00:30:01.708 --> 00:30:03.393 get from the research group,

NOTE Confidence: 0.876496048461538

00:30:03.400 --> 00:30:04.944 or from focus groups,

NOTE Confidence: 0.876496048461538

00:30:04.944 --> 00:30:06.874 or from the Delphi panel.

NOTE Confidence: 0.876496048461538

00:30:06.880 --> 00:30:09.211 This is whether or not your measure

NOTE Confidence: 0.876496048461538

00:30:09.211 --> 00:30:11.279 is intending what or is measuring.

NOTE Confidence: 0.876496048461538

00:30:11.280 --> 00:30:15.044 The it's it's how obvious

NOTE Confidence: 0.876496048461538

00:30:15.044 --> 00:30:16.890 it is really does it?

NOTE Confidence: 0.876496048461538

00:30:16.890 --> 00:30:17.815 Is it measuring what it

NOTE Confidence: 0.876496048461538

00:30:17.815 --> 00:30:18.800 seems like it's measuring?

NOTE Confidence: 0.9171125

00:30:20.840 --> 00:30:22.835 Does anybody have any ideas of what

NOTE Confidence: 0.9171125

00:30:22.835 --> 00:30:24.240 this questionnaire is measuring?

NOTE Confidence: 0.781939624285714

00:30:27.680 --> 00:30:29.598 It's question one of a of a

NOTE Confidence: 0.781939624285714

00:30:29.600 --> 00:30:31.040 widely used validated measure.

NOTE Confidence: 0.781939624285714

00:30:31.040 --> 00:30:33.200 What do you think it's measuring?

NOTE Confidence: 0.86487187

00:30:45.080 --> 00:30:45.760 Any ideas?

NOTE Confidence: 0.9628087475

00:30:50.800 --> 00:30:56.000 Don't be shy, guys. Chat or open. Or unmute.

NOTE Confidence: 0.820892848888889

00:30:56.520 --> 00:30:57.764 Yeah, seriously, Jordan, Yell.

NOTE Confidence: 0.820892848888889

00:30:57.764 --> 00:30:59.400 I'd like to be interrupted. I'd

NOTE Confidence: 0.909390871

00:31:01.760 --> 00:31:02.444 like to converse.

NOTE Confidence: 0.909390871

00:31:02.444 --> 00:31:04.040 I don't like to talk at all.

NOTE Confidence: 0.888960512

00:31:06.880 --> 00:31:08.240 Right. What do we have?

NOTE Confidence: 0.888960512

00:31:08.240 --> 00:31:10.120 We've got. This is depression.

NOTE Confidence: 0.888960512

00:31:10.120 --> 00:31:10.768 Yes. Excellent.

NOTE Confidence: 0.888960512

00:31:10.768 --> 00:31:12.712 This is the first question of

NOTE Confidence: 0.888960512

00:31:12.712 --> 00:31:14.680 the Beck Depression Inventory.

NOTE Confidence: 0.888960512

00:31:14.680 --> 00:31:16.339 Widely used. Excellent.

NOTE Confidence: 0.888960512

00:31:16.339 --> 00:31:19.710 So face valid? Yes, pretty obvious.

NOTE Confidence: 0.888960512

00:31:19.710 --> 00:31:22.560 Perhaps even to non specialists,

NOTE Confidence: 0.888960512

00:31:22.560 --> 00:31:23.760 even to patients.

NOTE Confidence: 0.888960512

00:31:23.760 --> 00:31:25.760 What this is probably measuring,

NOTE Confidence: 0.888960512

00:31:25.760 --> 00:31:28.184 right don't need a whole lot of of

NOTE Confidence: 0.888960512

00:31:28.184 --> 00:31:30.119 education and depression to guess.

NOTE Confidence: 0.888960512

00:31:30.120 --> 00:31:31.320 This is probably what it's about.

NOTE Confidence: 0.888960512

00:31:31.320 --> 00:31:32.680 It's at least measuring sadness.

NOTE Confidence: 0.9184310575

00:31:35.680 --> 00:31:36.780 Does anybody know what

NOTE Confidence: 0.9184310575

00:31:36.780 --> 00:31:37.880 this might be measuring?

NOTE Confidence: 0.9184310575

00:31:37.880 --> 00:31:41.480 These are three items on the

NOTE Confidence: 0.9184310575

00:31:41.480 --> 00:31:44.198 same subscale of another widely

NOTE Confidence: 0.9184310575

00:31:44.198 --> 00:31:45.716 used psychiatric instrument.

NOTE Confidence: 0.93156795

00:32:00.360 --> 00:32:01.160 Any ideas,

NOTE Confidence: 0.25626293

00:32:07.400 --> 00:32:10.320 Ruchika, You unmuted. There we go.

NOTE Confidence: 0.487658206

00:32:10.320 --> 00:32:11.720 That's great. Oh, I'm sorry.

NOTE Confidence: 0.487658206

00:32:11.720 --> 00:32:13.622 I didn't. I didn't realize. Unmuted.

NOTE Confidence: 0.487658206

00:32:13.622 --> 00:32:16.394 But I was thinking about anxiety.

NOTE Confidence: 0.487658206

00:32:16.400 --> 00:32:17.360 Good, good, good. Good idea.

NOTE Confidence: 0.892473141666667

00:32:17.360 --> 00:32:19.040 So anxiety and depression.

NOTE Confidence: 0.892473141666667

00:32:19.040 --> 00:32:20.360 Or anxiety. Or depression.

NOTE Confidence: 0.892473141666667

00:32:20.360 --> 00:32:21.560 Maybe a mix of anxiety,

NOTE Confidence: 0.892473141666667

00:32:21.560 --> 00:32:23.291 depression or anxiety.

NOTE Confidence: 0.892473141666667

00:32:23.291 --> 00:32:25.599 So that right there,

NOTE Confidence: 0.892473141666667

00:32:25.600 --> 00:32:29.716 given that we have different ideas

NOTE Confidence: 0.892473141666667

00:32:29.720 --> 00:32:31.834 as to what this could be measuring,

NOTE Confidence: 0.892473141666667

00:32:31.840 --> 00:32:35.320 suggests that it's maybe not as face valid.

NOTE Confidence: 0.892473141666667

00:32:35.320 --> 00:32:37.098 And in fact I would not consider

NOTE Confidence: 0.892473141666667

00:32:37.098 --> 00:32:39.159 this to be a face valid measure.

NOTE Confidence: 0.892473141666667

00:32:39.160 --> 00:32:42.000 This is the depression scale of the MNPI,

NOTE Confidence: 0.892473141666667

00:32:42.000 --> 00:32:43.760 the Minnesota Multi Basic

NOTE Confidence: 0.892473141666667

00:32:43.760 --> 00:32:44.640 Personality Inventory.

NOTE Confidence: 0.892473141666667

00:32:44.640 --> 00:32:47.180 This measure was what's called

NOTE Confidence: 0.892473141666667

00:32:47.180 --> 00:32:48.505 empirically keyed, meaning,

NOTE Confidence: 0.892473141666667

00:32:48.505 --> 00:32:50.945 it is not that these items are not

NOTE Confidence: 0.892473141666667

00:32:50.945 --> 00:32:54.030 put together based on their value or

NOTE Confidence: 0.892473141666667

00:32:54.030 --> 00:32:56.220 their obvious correspondence with the

NOTE Confidence: 0.892473141666667

00:32:56.294 --> 00:32:59.240 construct that they're trying to measure.

NOTE Confidence: 0.892473141666667

00:32:59.240 --> 00:32:59.642 Rather,

NOTE Confidence: 0.892473141666667

00:32:59.642 --> 00:33:01.250 they individuals were classified

NOTE Confidence: 0.892473141666667

00:33:01.250 --> 00:33:03.668 according to the construct and then

NOTE Confidence: 0.892473141666667

00:33:03.668 --> 00:33:06.083 based on how they responded to these

NOTE Confidence: 0.892473141666667

00:33:06.083 --> 00:33:08.199 individual measures or the individual items,

NOTE Confidence: 0.892473141666667

00:33:08.200 --> 00:33:11.021 those items then mapped on to the

NOTE Confidence: 0.892473141666667

00:33:11.021 --> 00:33:13.958 creation of the scale as it happens.

NOTE Confidence: 0.892473141666667

00:33:13.960 --> 00:33:14.786 Appetite disturbance,

NOTE Confidence: 0.892473141666667

00:33:14.786 --> 00:33:17.264 sleep disturbance and mood of course

NOTE Confidence: 0.892473141666667

00:33:17.264 --> 00:33:20.133 are all prongs that relate to a

NOTE Confidence: 0.892473141666667

00:33:20.133 --> 00:33:21.717 clinical diagnosis of depression.

NOTE Confidence: 0.892473141666667

00:33:21.720 --> 00:33:26.200 However, not obviously so to everybody,

NOTE Confidence: 0.892473141666667

00:33:26.200 --> 00:33:32.440 right? Not face valid one more.

NOTE Confidence: 0.892473141666667

00:33:32.440 --> 00:33:34.400 Does anybody have any ideas

NOTE Confidence: 0.892473141666667

00:33:34.400 --> 00:33:36.360 what this might be measuring?

NOTE Confidence: 0.847129102857143

00:33:41.730 --> 00:33:43.767 Again, 4 items on the same subscale?

NOTE Confidence: 0.96316078

00:34:01.140 --> 00:34:04.444 Great idea. The question mark already

NOTE Confidence: 0.96316078

00:34:04.444 --> 00:34:05.980 tells me it's not face valid.

NOTE Confidence: 0.8320574

00:34:11.800 --> 00:34:14.600 This is the MMPIK scale,

NOTE Confidence: 0.8320574

00:34:14.600 --> 00:34:18.205 which is actually a correction scale and

NOTE Confidence: 0.8320574

00:34:18.205 --> 00:34:21.835 what it measures is social desirability.

NOTE Confidence: 0.8320574

00:34:21.840 --> 00:34:25.784 And when people score very highly on this

NOTE Confidence: 0.8320574

00:34:25.784 --> 00:34:28.926 scale, it invalidates their responses on the

NOTE Confidence: 0.8320574

00:34:28.926 --> 00:34:33.239 rest of the of the Large Assessment Battery.

NOTE Confidence: 0.8320574

00:34:33.240 --> 00:34:35.396 What this? At times I feel like,

NOTE Confidence: 0.8320574

00:34:35.400 --> 00:34:37.080 and this is all true. False, right?

NOTE Confidence: 0.8320574

00:34:37.080 --> 00:34:40.160 At times I feel like swearing false.

NOTE Confidence: 0.8320574

00:34:40.160 --> 00:34:42.812 Come on, criticism or

NOTE Confidence: 0.8320574

00:34:42.812 --> 00:34:44.436 scolding hurts me terribly.

NOTE Confidence: 0.8320574

00:34:44.440 --> 00:34:46.080 False. No, I'm good with it.

NOTE Confidence: 0.8320574

00:34:46.080 --> 00:34:48.000 It really helps me become a better person,

NOTE Confidence: 0.8320574

00:34:48.000 --> 00:34:49.358 you know, Come on, this is off.

NOTE Confidence: 0.8320574

00:34:49.360 --> 00:34:52.420 You know, if if people are saying false,

NOTE Confidence: 0.8320574

00:34:52.420 --> 00:34:53.200 false, false, they're

NOTE Confidence: 0.93968522625

00:34:55.520 --> 00:34:56.640 trying to present themselves

NOTE Confidence: 0.93968522625

00:34:56.640 --> 00:34:57.760 in a better light.

NOTE Confidence: 0.93968522625

00:34:57.760 --> 00:34:59.164 What that means is that their

NOTE Confidence: 0.93968522625

00:34:59.164 --> 00:35:00.400 response is on our side,

NOTE Confidence: 0.93968522625

00:35:00.400 --> 00:35:04.438 something that's very not face valid,

NOTE Confidence: 0.93968522625

00:35:04.440 --> 00:35:06.477 but was able to be determined again

NOTE Confidence: 0.93968522625

00:35:06.477 --> 00:35:07.760 through that empirical keying,

NOTE Confidence: 0.93968522625

00:35:07.760 --> 00:35:09.518 which I think is just fascinating.

NOTE Confidence: 0.906653648

00:35:12.240 --> 00:35:15.600 Other types of validity criterion, validity.

NOTE Confidence: 0.906653648

00:35:15.600 --> 00:35:17.696 This is really the meat of a

NOTE Confidence: 0.906653648

00:35:17.696 --> 00:35:19.432 lot of what we want to do.

NOTE Confidence: 0.906653648

00:35:19.440 --> 00:35:21.414 We're not usually just going out there

NOTE Confidence: 0.906653648

00:35:21.414 --> 00:35:23.448 trying to find a measure to measure

NOTE Confidence: 0.906653648

00:35:23.448 --> 00:35:25.431 something because of the sake of we

NOTE Confidence: 0.906653648

00:35:25.431 --> 00:35:27.279 want to make sure that we can truly,

NOTE Confidence: 0.906653648

00:35:27.280 --> 00:35:29.198 you know, know the status of truth

NOTE Confidence: 0.906653648

00:35:29.198 --> 00:35:30.600 of this particular construct.

NOTE Confidence: 0.906653648

00:35:30.600 --> 00:35:32.925 We're actually trying to relate

NOTE Confidence: 0.906653648

00:35:32.925 --> 00:35:34.320 to something meaningful,

NOTE Confidence: 0.906653648

00:35:34.320 --> 00:35:36.204 which means we want our scores

NOTE Confidence: 0.906653648

00:35:36.204 --> 00:35:38.239 on our measures to actually tell

NOTE Confidence: 0.906653648

00:35:38.239 --> 00:35:40.357 us something on down the line,

NOTE Confidence: 0.906653648

00:35:40.360 --> 00:35:43.390 whether it maps onto a particular

NOTE Confidence: 0.906653648

00:35:43.390 --> 00:35:45.280 diagnosis or, you know,

NOTE Confidence: 0.906653648

00:35:45.280 --> 00:35:46.600 recovery button, whatever.

NOTE Confidence: 0.906653648

00:35:46.600 --> 00:35:49.946 That would be concurrent validity if we're

NOTE Confidence: 0.906653648

00:35:49.946 --> 00:35:53.531 looking for our measure to relate to a

NOTE Confidence: 0.906653648

00:35:53.531 --> 00:35:56.164 diagnosis or some other gold standard.

NOTE Confidence: 0.906653648

00:35:56.164 --> 00:35:59.256 If we're looking for our screening tool

NOTE Confidence: 0.906653648

00:35:59.256 --> 00:36:06.000 to map onto an actual lengthier battery

NOTE Confidence: 0.906653648

00:36:06.000 --> 00:36:07.720 or something called predictive living,

NOTE Confidence: 0.906653648

00:36:07.720 --> 00:36:10.365 which is simply whether or not accurate

NOTE Confidence: 0.906653648

00:36:10.365 --> 00:36:12.590 knowledge of our questionnaire predicts

NOTE Confidence: 0.906653648

00:36:12.590 --> 00:36:14.840 something meaningful in the future,

NOTE Confidence: 0.906653648

00:36:14.840 --> 00:36:18.018 I love the old MCAT score and

NOTE Confidence: 0.906653648

00:36:18.018 --> 00:36:20.080 performance in medical school.

NOTE Confidence: 0.906653648

00:36:20.080 --> 00:36:22.106 Predictive validity?

NOTE Confidence: 0.906653648

00:36:22.106 --> 00:36:24.839 No, not a lot.

NOTE Confidence: 0.906653648

00:36:24.840 --> 00:36:26.880 We certainly know that's the case

NOTE Confidence: 0.906653648

00:36:26.880 --> 00:36:29.275 in the PhD sciences that GRE scores

NOTE Confidence: 0.906653648

00:36:29.275 --> 00:36:31.104 have like I believe it's about,

NOTE Confidence: 0.906653648

00:36:31.104 --> 00:36:36.660 I think it's at point O2 correlation

NOTE Confidence: 0.906653648

00:36:36.660 --> 00:36:38.456 coefficient with dissertation

NOTE Confidence: 0.906653648

00:36:38.456 --> 00:36:40.122 quality of resource, productivity.

NOTE Confidence: 0.906653648

00:36:40.122 --> 00:36:42.376 So of course we've got other issues

NOTE Confidence: 0.906653648

00:36:42.376 --> 00:36:43.997 like restriction of range and so on.

NOTE Confidence: 0.906653648

00:36:44.000 --> 00:36:44.548 But ultimately,

NOTE Confidence: 0.906653648

00:36:44.548 --> 00:36:46.740 if we're going to go through all the

NOTE Confidence: 0.906653648

00:36:46.795 --> 00:36:48.640 process of administering a measure,

NOTE Confidence: 0.906653648

00:36:48.640 --> 00:36:51.394 we want it to relate to something of value,

NOTE Confidence: 0.906653648

00:36:51.400 --> 00:36:52.480 something meaningful.

NOTE Confidence: 0.871831098888889

00:36:55.280 --> 00:36:56.790 These are the measures appropriate

NOTE Confidence: 0.871831098888889

00:36:56.790 --> 00:36:57.998 for your target population.

NOTE Confidence: 0.871831098888889

00:36:58.000 --> 00:37:00.079 And this is what I had mentioned

NOTE Confidence: 0.871831098888889

00:37:00.079 --> 00:37:01.480 previously about, you know,

NOTE Confidence: 0.871831098888889

00:37:01.480 --> 00:37:03.880 you might have something that's been

NOTE Confidence: 0.871831098888889

00:37:03.880 --> 00:37:06.575 validated for use in adults and

NOTE Confidence: 0.871831098888889

00:37:06.575 --> 00:37:08.870 it's not necessarily as translated

NOTE Confidence: 0.871831098888889

00:37:08.957 --> 00:37:11.110 to use in adolescence or children.

NOTE Confidence: 0.871831098888889

00:37:11.110 --> 00:37:13.143 And so you just want to make sure that

NOTE Confidence: 0.871831098888889

00:37:13.143 --> 00:37:14.691 if there's an existing construct out

NOTE Confidence: 0.871831098888889

00:37:14.691 --> 00:37:16.892 there that it has been validated for use

NOTE Confidence: 0.871831098888889

00:37:16.892 --> 00:37:18.866 in your particular population or that

NOTE Confidence: 0.871831098888889

00:37:18.866 --> 00:37:21.796 the population that you're studying.

NOTE Confidence: 0.871831098888889

00:37:21.800 --> 00:37:23.000 Hopefully that is the case.

NOTE Confidence: 0.871831098888889

00:37:23.000 --> 00:37:24.572 If not, you might have yourself

NOTE Confidence: 0.871831098888889

00:37:24.572 --> 00:37:25.358 a revalidation study,

NOTE Confidence: 0.912597319090909

00:37:27.840 --> 00:37:29.200 advice, advice, advice, advice.

NOTE Confidence: 0.912597319090909

00:37:29.200 --> 00:37:31.680 Once you've picked all of these things,

NOTE Confidence: 0.912597319090909

00:37:31.680 --> 00:37:35.092 I want to take you through how to

NOTE Confidence: 0.912597319090909

00:37:35.092 --> 00:37:37.436 avoid shortcomings in administration.

NOTE Confidence: 0.912597319090909

00:37:37.440 --> 00:37:42.885 And I've done most of these blunders

NOTE Confidence: 0.912597319090909

00:37:42.885 --> 00:37:45.380 myself over the past decades.

NOTE Confidence: 0.912597319090909

00:37:45.380 --> 00:37:47.664 I've done something like, you know,

NOTE Confidence: 0.912597319090909

00:37:47.664 --> 00:37:49.008 it's it's the best way to learn

NOTE Confidence: 0.912597319090909

00:37:49.008 --> 00:37:50.279 and it makes you meticulous.

NOTE Confidence: 0.912597319090909

00:37:50.280 --> 00:37:54.198 But I I, I collected thousands

NOTE Confidence: 0.912597319090909

00:37:54.200 --> 00:37:56.468 of participants of data only to

NOTE Confidence: 0.912597319090909

00:37:56.468 --> 00:37:59.185 discover after the fact that I had

NOTE Confidence: 0.912597319090909

00:37:59.185 --> 00:38:01.340 somehow left education out of the

NOTE Confidence: 0.912597319090909

00:38:01.340 --> 00:38:03.040 out of my demographic battery.

NOTE Confidence: 0.912597319090909

00:38:03.040 --> 00:38:07.325 So I had a really flimsy measure of socio

NOTE Confidence: 0.912597319090909

00:38:07.325 --> 00:38:09.600 economic status and educational attainment.

NOTE Confidence: 0.912597319090909

00:38:09.600 --> 00:38:12.638 And I mean it's just it's sickening,

NOTE Confidence: 0.912597319090909

00:38:12.640 --> 00:38:14.420 but it happens anyway.

NOTE Confidence: 0.912597319090909

00:38:14.420 --> 00:38:17.725 I want to to draw your attention to some

NOTE Confidence: 0.912597319090909

00:38:17.725 --> 00:38:19.969 kind of finely tuned things and and to

NOTE Confidence: 0.912597319090909

00:38:19.969 --> 00:38:22.080 help you kind of map out your research.

NOTE Confidence: 0.912597319090909

00:38:22.080 --> 00:38:23.130 Think of it,

NOTE Confidence: 0.912597319090909

00:38:23.130 --> 00:38:25.230 while you're setting up your questionnaires

NOTE Confidence: 0.912597319090909

00:38:25.230 --> 00:38:27.718 in Qualtrics or in Redcap or whatever,

NOTE Confidence: 0.912597319090909

00:38:27.720 --> 00:38:29.460 think forward about how you're

NOTE Confidence: 0.912597319090909

00:38:29.460 --> 00:38:31.200 going to analyse your data.

NOTE Confidence: 0.911131286153846

00:38:33.600 --> 00:38:36.365 I would caution you against using many

NOTE Confidence: 0.911131286153846

00:38:36.365 --> 00:38:38.639 open-ended questions if at all possible.

NOTE Confidence: 0.911131286153846

00:38:38.640 --> 00:38:41.604 If you do get a qualitative

NOTE Confidence: 0.911131286153846

00:38:41.604 --> 00:38:43.960 researcher on board early on,

NOTE Confidence: 0.911131286153846

00:38:43.960 --> 00:38:45.796 think about the scale of measurement.

NOTE Confidence: 0.911131286153846

00:38:45.800 --> 00:38:46.920 Are you going to be using True,

NOTE Confidence: 0.911131286153846

00:38:46.920 --> 00:38:50.000 false, Yes No, Yes, No,

NOTE Confidence: 0.911131286153846

00:38:50.000 --> 00:38:53.156 Maybe Yes No does not apply.

NOTE Confidence: 0.911131286153846

00:38:53.160 --> 00:38:55.000 Think about whether you're using

NOTE Confidence: 0.911131286153846

00:38:55.000 --> 00:38:57.692 multiple choice, rank ordering,

NOTE Confidence: 0.911131286153846

00:38:57.692 --> 00:39:00.860 ordinal data, or the good old fashioned

NOTE Confidence: 0.911131286153846

00:39:00.860 --> 00:39:02.316 Likert scale continuous data.

NOTE Confidence: 0.911131286153846

00:39:02.320 --> 00:39:04.680 I love the Likert scale.

NOTE Confidence: 0.911131286153846

00:39:04.680 --> 00:39:06.436 I don't know why.

NOTE Confidence: 0.911131286153846

00:39:06.436 --> 00:39:09.070 I find that it allows me

NOTE Confidence: 0.911131286153846

00:39:09.177 --> 00:39:11.998 to do a lot more data wise.

NOTE Confidence: 0.911131286153846

00:39:12.000 --> 00:39:15.642 That's just my preference and it's almost

NOTE Confidence: 0.911131286153846

00:39:15.642 --> 00:39:17.680 like why do I like cats as much as I do?

NOTE Confidence: 0.911131286153846

00:39:17.680 --> 00:39:20.119 I can't really explain it, I just know

NOTE Confidence: 0.911131286153846

00:39:20.119 --> 00:39:22.562 it's the case open-ended questions.

NOTE Confidence: 0.911131286153846

00:39:22.562 --> 00:39:25.808 I would just caution you against

NOTE Confidence: 0.911131286153846

00:39:25.808 --> 00:39:29.038 these or use them very sparingly.

NOTE Confidence: 0.911131286153846

00:39:29.040 --> 00:39:30.797 They might be appropriate for some things,

NOTE Confidence: 0.911131286153846

00:39:30.800 --> 00:39:32.680 especially some knowledge based things.

NOTE Confidence: 0.911131286153846

00:39:32.680 --> 00:39:33.640 Some things like you know,

NOTE Confidence: 0.911131286153846

00:39:33.640 --> 00:39:37.656 birth year, whatever else you know,

NOTE Confidence: 0.911131286153846

00:39:37.656 --> 00:39:39.198 idea of exposure.

NOTE Confidence: 0.911131286153846

00:39:39.200 --> 00:39:41.152 You know you might be forced to use

NOTE Confidence: 0.911131286153846

00:39:41.152 --> 00:39:43.120 them in particular circumstances,

NOTE Confidence: 0.911131286153846

00:39:43.120 --> 00:39:47.174 but the way you're going to be

NOTE Confidence: 0.911131286153846

00:39:47.174 --> 00:39:48.730 analyzing the information will

NOTE Confidence: 0.911131286153846

00:39:48.802 --> 00:39:52.320 dictate how you'll use them.

NOTE Confidence: 0.911131286153846

00:39:52.320 --> 00:39:55.074 If you are using multiple open-ended

NOTE Confidence: 0.911131286153846

00:39:55.074 --> 00:39:58.040 questions to ask opinion or experience,

NOTE Confidence: 0.911131286153846

00:39:58.040 --> 00:39:59.365 you're definitely going to need

NOTE Confidence: 0.911131286153846

00:39:59.365 --> 00:40:00.160 that qualitative researcher,

NOTE Confidence: 0.911131286153846

00:40:00.160 --> 00:40:02.284 because you're going to need to

NOTE Confidence: 0.911131286153846

00:40:02.284 --> 00:40:04.768 understand how to code open text data.

NOTE Confidence: 0.911131286153846

00:40:04.768 --> 00:40:08.032 I don't know how to do it personally.

NOTE Confidence: 0.911131286153846

00:40:08.040 --> 00:40:08.680 Some people,

NOTE Confidence: 0.911131286153846

00:40:08.680 --> 00:40:10.280 when they're wanting to do

NOTE Confidence: 0.911131286153846

00:40:10.280 --> 00:40:11.240 mixed methods research,

NOTE Confidence: 0.911131286153846

00:40:11.240 --> 00:40:12.878 they need to get that qualitative person.

NOTE Confidence: 0.911131286153846

00:40:12.880 --> 00:40:14.584 I can help on the quantitative

NOTE Confidence: 0.911131286153846

00:40:14.584 --> 00:40:15.720 side with questionnaire stuff.

NOTE Confidence: 0.911131286153846

00:40:15.720 --> 00:40:16.316 I can't.

NOTE Confidence: 0.911131286153846

00:40:16.316 --> 00:40:17.806 Once we start getting into

NOTE Confidence: 0.911131286153846

00:40:17.806 --> 00:40:19.080 analyzing open text stuff,

NOTE Confidence: 0.911131286153846

00:40:19.080 --> 00:40:21.960 I don't know how to do it that

NOTE Confidence: 0.911131286153846

00:40:21.960 --> 00:40:25.152 that's an entirely other parallel

NOTE Confidence: 0.911131286153846

00:40:25.152 --> 00:40:28.320 type of research approach.

NOTE Confidence: 0.911131286153846

00:40:28.320 --> 00:40:29.464 One option,

NOTE Confidence: 0.911131286153846

00:40:29.464 --> 00:40:33.468 if you feel that you must include

NOTE Confidence: 0.911131286153846

00:40:33.468 --> 00:40:34.892 open-ended variables is to do

NOTE Confidence: 0.911131286153846

00:40:34.892 --> 00:40:35.957 kind of a hybrid approach.

NOTE Confidence: 0.911131286153846

00:40:35.960 --> 00:40:38.168 So these are actually questions from

NOTE Confidence: 0.911131286153846

00:40:38.168 --> 00:40:39.640 the Food Addictions questionnaire,

NOTE Confidence: 0.911131286153846

00:40:39.640 --> 00:40:41.640 the Yale Food Addiction Questionnaire,

NOTE Confidence: 0.911131286153846

00:40:41.640 --> 00:40:44.070 where they ask people to indicate

NOTE Confidence: 0.911131286153846

00:40:44.070 --> 00:40:46.832 any specific foods that they in which

NOTE Confidence: 0.911131286153846

00:40:46.832 --> 00:40:48.720 they experience an addictive like

NOTE Confidence: 0.78843607

00:40:53.240 --> 00:40:54.344 addictive like qualities when

NOTE Confidence: 0.78843607

00:40:54.344 --> 00:40:56.000 eating the foods and people feel,

NOTE Confidence: 0.78843607

00:40:56.000 --> 00:40:57.624 you know out of control or that

NOTE Confidence: 0.78843607

00:40:57.624 --> 00:40:59.319 they they can't get enough of them.

NOTE Confidence: 0.78843607

00:40:59.320 --> 00:41:01.910 And so they they ask these very

NOTE Confidence: 0.78843607

00:41:01.910 --> 00:41:04.312 precise food items and then say, oh,

NOTE Confidence: 0.78843607

00:41:04.312 --> 00:41:06.760 and are there any others that that we missed.

NOTE Confidence: 0.78843607

00:41:06.760 --> 00:41:09.148 So that's an option as well seeing is

NOTE Confidence: 0.78843607

00:41:09.148 --> 00:41:10.640 there a question coming through. OK,

NOTE Confidence: 0.7226787125

00:41:14.760 --> 00:41:17.400 a problem with open-ended,

NOTE Confidence: 0.7226787125

00:41:17.400 --> 00:41:21.272 you run the risk of getting answers that

NOTE Confidence: 0.7226787125

00:41:21.272 --> 00:41:24.757 are different from what you had intended.

NOTE Confidence: 0.7226787125

00:41:24.760 --> 00:41:29.439 So you need to always make sure that

NOTE Confidence: 0.7226787125

00:41:29.439 --> 00:41:31.704 you're providing really good instruction

NOTE Confidence: 0.7226787125

00:41:31.704 --> 00:41:33.660 sets and direction for participants.

NOTE Confidence: 0.7226787125

00:41:33.660 --> 00:41:35.535 Fixed response options when you're

NOTE Confidence: 0.7226787125

00:41:35.535 --> 00:41:37.440 talking about fixed response options,

NOTE Confidence: 0.7226787125

00:41:37.440 --> 00:41:38.372 which I always prefer.

NOTE Confidence: 0.7226787125

00:41:38.372 --> 00:41:40.898 But again, that's just because they they so

NOTE Confidence: 0.7226787125

00:41:40.898 --> 00:41:43.160 nicely lend themselves to data analysis,

NOTE Confidence: 0.7226787125

00:41:43.160 --> 00:41:44.408 to empirical analysis.

NOTE Confidence: 0.7226787125

00:41:44.408 --> 00:41:47.320 But you do have options within that,

NOTE Confidence: 0.7226787125

00:41:47.320 --> 00:41:48.960 so the Likert scale,

NOTE Confidence: 0.7226787125

00:41:48.960 --> 00:41:50.600 which I do love,

NOTE Confidence: 0.7226787125

00:41:50.600 --> 00:41:54.300 can be a really nice one in terms of

NOTE Confidence: 0.7226787125

00:41:54.300 --> 00:41:56.639 using what's called a visual analogue.

NOTE Confidence: 0.7226787125

00:41:56.640 --> 00:41:58.398 Just providing people with two anchors.

NOTE Confidence: 0.7226787125

00:41:58.400 --> 00:42:00.620 Now Qualtrics and Redcap will allow

NOTE Confidence: 0.7226787125

00:42:00.620 --> 00:42:03.326 people to use a draggable scale and

NOTE Confidence: 0.7226787125

00:42:03.326 --> 00:42:06.910 actually get it a range from zero to 10

NOTE Confidence: 0.7226787125

00:42:06.910 --> 00:42:09.358 without having numbers involved at all.

NOTE Confidence: 0.7226787125

00:42:09.360 --> 00:42:11.448 Something you need to consider when

NOTE Confidence: 0.7226787125

00:42:11.448 --> 00:42:13.280 you are administering Likert scales.

NOTE Confidence: 0.971491484444445

00:42:16.400 --> 00:42:19.880 You want to make sure that you are

NOTE Confidence: 0.971491484444445

00:42:19.880 --> 00:42:22.220 following the response format of the

NOTE Confidence: 0.971491484444445

00:42:22.220 --> 00:42:24.920 scale as it was originally validated.

NOTE Confidence: 0.971491484444445

00:42:24.920 --> 00:42:25.840 If you're creating your own,

NOTE Confidence: 0.971491484444445

00:42:25.840 --> 00:42:27.400 you have to consider whether or

NOTE Confidence: 0.971491484444445

00:42:27.400 --> 00:42:28.958 not you're using four points or

NOTE Confidence: 0.971491484444445

00:42:28.958 --> 00:42:30.596 five points or seven points or 9,

NOTE Confidence: 0.971491484444445

00:42:30.600 --> 00:42:32.040 whether you're going to give

NOTE Confidence: 0.971491484444445

00:42:32.040 --> 00:42:33.480 them a middle response option,

NOTE Confidence: 0.971491484444445

00:42:33.480 --> 00:42:34.880 and whether or not you're going to

NOTE Confidence: 0.971491484444445

00:42:34.880 --> 00:42:36.200 label all those response options.

NOTE Confidence: 0.904831916

00:42:39.200 --> 00:42:40.880 When you're formatting these things,

NOTE Confidence: 0.904831916

00:42:40.880 --> 00:42:42.388 you want everything to

NOTE Confidence: 0.904831916

00:42:42.388 --> 00:42:44.273 be as clear as possible.

NOTE Confidence: 0.904831916

00:42:44.280 --> 00:42:46.400 Use white space A lot.

NOTE Confidence: 0.904831916

00:42:46.400 --> 00:42:50.481 Use page breaks a lot. Yeah.

NOTE Confidence: 0.904831916

00:42:50.481 --> 00:42:51.605 It's probably pretty unlikely

NOTE Confidence: 0.904831916

00:42:51.605 --> 00:42:53.723 that you're going to be doing many

NOTE Confidence: 0.904831916

00:42:53.723 --> 00:42:54.710 paper questionnaire administrations

NOTE Confidence: 0.904831916

00:42:54.710 --> 00:42:56.862 at this point in time. All my,

NOTE Confidence: 0.904831916

00:42:56.862 --> 00:42:59.160 I can't remember the last time I saw one.

NOTE Confidence: 0.904831916

00:42:59.160 --> 00:43:02.344 If you're using paper basics are, you know,

NOTE Confidence: 0.904831916

00:43:02.344 --> 00:43:04.040 only use the front side of the paper.

NOTE Confidence: 0.904831916

00:43:04.040 --> 00:43:04.985 It's wasteful it,

NOTE Confidence: 0.904831916

00:43:04.985 --> 00:43:07.759 it kind of kills us in this day of,

NOTE Confidence: 0.904831916

00:43:07.760 --> 00:43:08.680 you know, trying to be

NOTE Confidence: 0.962435741111111

00:43:12.240 --> 00:43:13.386 responsible environmentally.

NOTE Confidence: 0.962435741111111

00:43:13.386 --> 00:43:16.251 But people will skip that

NOTE Confidence: 0.962435741111111

00:43:16.251 --> 00:43:17.973 second page. They just will.

NOTE Confidence: 0.962435741111111

00:43:17.973 --> 00:43:19.119 They don't flip over the pages

NOTE Confidence: 0.87488194

00:43:23.000 --> 00:43:24.720 when I say code responses.

NOTE Confidence: 0.959378996363636

00:43:26.920 --> 00:43:32.310 This has actually been done and I see it a

NOTE Confidence: 0.959378996363636

00:43:32.446 --> 00:43:35.305 lot, this whole thing of making people hold

NOTE Confidence: 0.959378996363636

00:43:35.305 --> 00:43:38.119 in their head what is the strongly agree,

NOTE Confidence: 0.959378996363636

00:43:38.120 --> 00:43:41.319 what is strongly disagree and then undecided.

NOTE Confidence: 0.959378996363636

00:43:41.320 --> 00:43:43.336 Now we've got a neon people are having

NOTE Confidence: 0.959378996363636

00:43:43.336 --> 00:43:45.481 to like kind of keep on scrolling back

NOTE Confidence: 0.959378996363636

00:43:45.481 --> 00:43:47.317 to make sure that they're understanding

NOTE Confidence: 0.959378996363636

00:43:47.317 --> 00:43:49.837 you know what each column heading is.

NOTE Confidence: 0.959378996363636

00:43:49.840 --> 00:43:52.684 This is also problematic because that

NOTE Confidence: 0.959378996363636

00:43:52.684 --> 00:43:55.680 you now looks like a fifth point here,

NOTE Confidence: 0.959378996363636

00:43:55.680 --> 00:43:57.804 and so people are assuming that

NOTE Confidence: 0.959378996363636

00:43:57.804 --> 00:44:00.211 disagree is a middle point when in

NOTE Confidence: 0.959378996363636

00:44:00.211 --> 00:44:04.720 fact this entire column is graphically

NOTE Confidence: 0.959378996363636

00:44:04.720 --> 00:44:07.760 telling too much information.

NOTE Confidence: 0.959378996363636

00:44:07.760 --> 00:44:09.835 Another bad idea is making

NOTE Confidence: 0.959378996363636

00:44:09.835 --> 00:44:12.679 people code and put in the box.

NOTE Confidence: 0.959378996363636

00:44:12.680 --> 00:44:14.675 You want to reduce as much burden

NOTE Confidence: 0.959378996363636

00:44:14.675 --> 00:44:16.560 as possible from your participant,

NOTE Confidence: 0.959378996363636

00:44:16.560 --> 00:44:17.460 from your participants.

NOTE Confidence: 0.959378996363636

00:44:17.460 --> 00:44:19.560 That's both in terms of questionnaire length,

NOTE Confidence: 0.959378996363636

00:44:19.560 --> 00:44:21.720 but in also what they need to do.

NOTE Confidence: 0.874461602

00:44:24.520 --> 00:44:26.720 This is from the BDI.

NOTE Confidence: 0.874461602

00:44:26.720 --> 00:44:28.700 This is the way it's actually

NOTE Confidence: 0.874461602

00:44:28.700 --> 00:44:30.479 formally administered in the if you,

NOTE Confidence: 0.874461602

00:44:30.480 --> 00:44:32.784 you know go on to to the psych measures

NOTE Confidence: 0.874461602

00:44:32.784 --> 00:44:34.880 thing and order a packet of 100 BD is

NOTE Confidence: 0.874461602

00:44:34.880 --> 00:44:37.036 this is what it's going to look like?

NOTE Confidence: 0.874461602

00:44:37.040 --> 00:44:41.390 But all the time you see

NOTE Confidence: 0.874461602

00:44:41.390 --> 00:44:44.080 people put fours in the box.

NOTE Confidence: 0.874461602

00:44:44.080 --> 00:44:46.366 I think that we can safely

NOTE Confidence: 0.874461602

00:44:46.366 --> 00:44:48.599 interpret that to mean a three.

NOTE Confidence: 0.874461602

00:44:48.600 --> 00:44:50.240 But now what do you do for the next question?

NOTE Confidence: 0.874461602

00:44:50.240 --> 00:44:51.600 When they put a two in the box?

NOTE Confidence: 0.891160047777778

00:44:54.960 --> 00:44:55.758 I don't know.

NOTE Confidence: 0.891160047777778

00:44:55.758 --> 00:44:57.354 You have to consider that invalid.

NOTE Confidence: 0.891160047777778

00:44:57.360 --> 00:44:59.376 So instead, there's nothing wrong with

NOTE Confidence: 0.891160047777778

00:44:59.376 --> 00:45:01.559 just asking people to check the box,

NOTE Confidence: 0.891160047777778

00:45:01.560 --> 00:45:02.886 to check which one's beside there

NOTE Confidence: 0.891160047777778

00:45:02.886 --> 00:45:04.080 to click the particular button,

NOTE Confidence: 0.891160047777778

00:45:04.080 --> 00:45:06.159 as opposed to making them do all that work.

NOTE Confidence: 0.895952062727273

00:45:10.600 --> 00:45:12.316 Include instructions, but assume

NOTE Confidence: 0.895952062727273

00:45:12.316 --> 00:45:15.320 people are not going to read them.

NOTE Confidence: 0.895952062727273

00:45:15.320 --> 00:45:16.440 When people do read them,

NOTE Confidence: 0.895952062727273

00:45:16.440 --> 00:45:17.968 make sure they're appropriate.

NOTE Confidence: 0.895952062727273

00:45:17.968 --> 00:45:19.878 People get very annoyed when

NOTE Confidence: 0.895952062727273

00:45:19.878 --> 00:45:22.285 you say check the box and it's

NOTE Confidence: 0.895952062727273

00:45:22.285 --> 00:45:23.593 actually circle the number.

NOTE Confidence: 0.895952062727273

00:45:23.600 --> 00:45:26.680 Just keep instructions consistent.

NOTE Confidence: 0.895952062727273

00:45:26.680 --> 00:45:29.760 Also consider your formatting.

NOTE Confidence: 0.964510223333333

00:45:31.760 --> 00:45:34.919 This is so strange. I had a whole animation

NOTE Confidence: 0.97684155

00:45:34.920 --> 00:45:36.999 for this page. I don't know what's going on.

NOTE Confidence: 0.97684155

00:45:37.000 --> 00:45:39.660 Anyway, this, I just this is,

NOTE Confidence: 0.97684155

00:45:39.660 --> 00:45:42.595 this is a real life example from last week

NOTE Confidence: 0.97684155

00:45:42.595 --> 00:45:45.331 this everything looked great on the desktop

NOTE Confidence: 0.97684155

00:45:45.331 --> 00:45:48.399 and then I go to check it with my phone.

NOTE Confidence: 0.97684155

00:45:48.400 --> 00:45:49.520 No one's going to be able this is,

NOTE Confidence: 0.97684155

00:45:49.520 --> 00:45:51.152 this is so much work for

NOTE Confidence: 0.97684155

00:45:51.152 --> 00:45:52.480 the participant to try to.

NOTE Confidence: 0.97684155

00:45:52.480 --> 00:45:54.840 What does that even say?

NOTE Confidence: 0.97684155

00:45:54.840 --> 00:46:01.458 Constant, constant concerns and no concerns.

NOTE Confidence: 0.97684155

00:46:01.458 --> 00:46:04.760 This is terrible, right?

NOTE Confidence: 0.97684155

00:46:04.760 --> 00:46:06.268 It almost flew again,

NOTE Confidence: 0.97684155

00:46:06.268 --> 00:46:08.153 that comment about the paper.

NOTE Confidence: 0.97684155

00:46:08.160 --> 00:46:09.476 People aren't going to flip over the

NOTE Confidence: 0.9479238

00:46:13.080 --> 00:46:15.220 page. Oh, there's my animation. All right.

NOTE Confidence: 0.9479238

00:46:15.220 --> 00:46:17.200 Check your format every single time.

NOTE Confidence: 0.9479238

00:46:17.200 --> 00:46:19.594 Pilot it. Make your children take it.

NOTE Confidence: 0.9479238

00:46:19.600 --> 00:46:22.440 Make your colleagues take it.

NOTE Confidence: 0.9479238

00:46:22.440 --> 00:46:23.187 When you're or,

NOTE Confidence: 0.9479238

00:46:23.187 --> 00:46:25.480 think about the ordering of the of the items.

NOTE Confidence: 0.9479238

00:46:25.480 --> 00:46:28.959 This is a real example as well.

NOTE Confidence: 0.9479238

00:46:28.960 --> 00:46:31.048 I say use page breaks because

NOTE Confidence: 0.9479238

00:46:31.048 --> 00:46:33.559 these two were on the same page.

NOTE Confidence: 0.9479238

00:46:33.560 --> 00:46:34.544 Someone's following along.

NOTE Confidence: 0.9479238

00:46:34.544 --> 00:46:36.512 What I look like is important.

NOTE Confidence: 0.9479238

00:46:36.520 --> 00:46:39.316 Yes, I agree. Yes, I agree.

NOTE Confidence: 0.9479238

00:46:39.320 --> 00:46:40.840 You know, I don't know if I agree that much.

NOTE Confidence: 0.9479238

00:46:40.840 --> 00:46:43.078 I prefer not to send it.

NOTE Confidence: 0.9479238

00:46:43.080 --> 00:46:45.444 All of a sudden the response

NOTE Confidence: 0.9479238

00:46:45.444 --> 00:46:47.480 options have flipped on them.

NOTE Confidence: 0.9479238

00:46:47.480 --> 00:46:50.886 OK, you can avoid this the the

NOTE Confidence: 0.9479238

00:46:50.886 --> 00:46:52.316 errors that this will impose,

NOTE Confidence: 0.9479238

00:46:52.320 --> 00:46:54.924 and it will impose errors because people

NOTE Confidence: 0.9479238

00:46:54.924 --> 00:46:57.239 are they've gotten into their rhythm.

NOTE Confidence: 0.9479238

00:46:57.240 --> 00:46:59.415 They're using what's called a

NOTE Confidence: 0.9479238

00:46:59.415 --> 00:47:03.312 response set now, and to avoid these,

NOTE Confidence: 0.9479238

00:47:03.312 --> 00:47:05.600 so I'm saying, group themes together.

NOTE Confidence: 0.9479238

00:47:05.600 --> 00:47:06.060 You know,

NOTE Confidence: 0.9479238

00:47:06.060 --> 00:47:07.440 if you're asking about particular constructs,

NOTE Confidence: 0.9479238

00:47:07.440 --> 00:47:09.240 you're administering multiple questionnaires.

NOTE Confidence: 0.9479238

00:47:09.240 --> 00:47:11.040 Keep them that way.

NOTE Confidence: 0.9479238

00:47:11.040 --> 00:47:12.558 If you're using a validated questionnaire,

NOTE Confidence: 0.9479238

00:47:12.560 --> 00:47:17.440 do not shuffle the order of items.

NOTE Confidence: 0.9479238

00:47:17.440 --> 00:47:19.112 Keep the items administered

NOTE Confidence: 0.9479238

00:47:19.112 --> 00:47:22.330 in the way in which they are

NOTE Confidence: 0.9479238

00:47:22.330 --> 00:47:24.838 originally presented and validated,

NOTE Confidence: 0.9479238

00:47:24.840 --> 00:47:26.560 and then be sure to use page breaks.

NOTE Confidence: 0.9479238

00:47:26.560 --> 00:47:29.736 Page breaks will allow people to kind of

NOTE Confidence: 0.9479238

00:47:29.736 --> 00:47:33.003 reset for these flipping around changes

NOTE Confidence: 0.9479238

00:47:33.003 --> 00:47:35.560 in instructions or themes as well.

NOTE Confidence: 0.831431218

00:47:38.880 --> 00:47:42.106 When you're looking at at at

NOTE Confidence: 0.831431218

00:47:42.106 --> 00:47:45.220 question quality, always balance.

NOTE Confidence: 0.831431218

00:47:45.220 --> 00:47:48.400 You know your reliability and your

NOTE Confidence: 0.831431218

00:47:48.400 --> 00:47:51.444 validity against the burden on the

NOTE Confidence: 0.831431218

00:47:51.444 --> 00:47:53.200 participant, people will drop off.

NOTE Confidence: 0.924369416666667

00:47:55.920 --> 00:47:58.560 This is all alluding to the

NOTE Confidence: 0.861471907777778

00:48:01.440 --> 00:48:02.576 the types of reliability

NOTE Confidence: 0.861471907777778

00:48:02.576 --> 00:48:03.996 and the types of validity.

NOTE Confidence: 0.861471907777778

00:48:04.000 --> 00:48:05.482 But when you're looking at the

NOTE Confidence: 0.861471907777778

00:48:05.482 --> 00:48:07.008 at which measures you're going to

NOTE Confidence: 0.861471907777778

00:48:07.008 --> 00:48:08.466 choose and you're likely to find

NOTE Confidence: 0.861471907777778

00:48:08.466 --> 00:48:10.079 several that would that would relate.

NOTE Confidence: 0.861471907777778

00:48:10.080 --> 00:48:12.968 It's always just kind of a a balance

NOTE Confidence: 0.861471907777778

00:48:12.968 --> 00:48:15.277 against participants and and how well

NOTE Confidence: 0.861471907777778

00:48:15.277 --> 00:48:18.280 those psychometrics qualities look.

NOTE Confidence: 0.861471907777778

00:48:18.280 --> 00:48:20.730 Also, things to kind of ask yourself

NOTE Confidence: 0.861471907777778

00:48:20.730 --> 00:48:23.440 or have going in the background more.

NOTE Confidence: 0.861471907777778

00:48:23.440 --> 00:48:25.440 The lengthier, the more tedious,

NOTE Confidence: 0.861471907777778

00:48:25.440 --> 00:48:26.379 the more cumbersome,

NOTE Confidence: 0.861471907777778

00:48:26.379 --> 00:48:27.318 the more confusing.

NOTE Confidence: 0.861471907777778

00:48:27.320 --> 00:48:29.240 People are just going to disengage.

NOTE Confidence: 0.860354091428571

00:48:32.160 --> 00:48:35.758 I try to remove as many numbers

NOTE Confidence: 0.860354091428571

00:48:35.760 --> 00:48:39.520 and instructions as possible.

NOTE Confidence: 0.860354091428571

00:48:39.520 --> 00:48:41.408 People don't like numbers.

NOTE Confidence: 0.860354091428571

00:48:41.408 --> 00:48:42.840 It's heartbreaking, I know.

NOTE Confidence: 0.860354091428571

00:48:42.840 --> 00:48:44.492 All right, tell me some questions.

NOTE Confidence: 0.860354091428571

00:48:44.492 --> 00:48:45.757 Some problems with this question.

NOTE Confidence: 0.9706832

00:48:55.050 --> 00:48:56.208 I feel like some people might

NOTE Confidence: 0.854477585

00:48:56.210 --> 00:48:59.225 be overly optimistic.

NOTE Confidence: 0.854477585

00:48:59.225 --> 00:49:02.240 Yes, Assumes consistency.

NOTE Confidence: 0.854477585

00:49:02.240 --> 00:49:03.296 Assumes exercise.

NOTE Confidence: 0.854477585

00:49:03.296 --> 00:49:05.408 Assumes people understand what

NOTE Confidence: 0.854477585

00:49:05.408 --> 00:49:07.835 is meant by exercise. Excellent.

NOTE Confidence: 0.854477585

00:49:07.835 --> 00:49:10.355 You've got all the main the main things.

NOTE Confidence: 0.854477585

00:49:10.360 --> 00:49:11.713 Good, good, good.

NOTE Confidence: 0.854477585

00:49:11.713 --> 00:49:14.290 What does it mean? Guess what?

NOTE Confidence: 0.854477585

00:49:14.290 --> 00:49:16.600 I asked you all this question,

NOTE Confidence: 0.854477585

00:49:16.600 --> 00:49:19.918 except I had my little randomizer again.

NOTE Confidence: 0.854477585

00:49:19.920 --> 00:49:22.116 And what did I ask you?

NOTE Confidence: 0.854477585

00:49:22.120 --> 00:49:24.070 I asked about typical and I

NOTE Confidence: 0.854477585

00:49:24.070 --> 00:49:26.040 asked about just this past week

NOTE Confidence: 0.95925915625

00:49:31.280 --> 00:49:33.960 time and time again. This is our pattern.

NOTE Confidence: 0.818847583333333

00:49:37.360 --> 00:49:39.040 I never understand what this is,

NOTE Confidence: 0.818847583333333

00:49:39.040 --> 00:49:40.874 but that also happens all the time.

NOTE Confidence: 0.818847583333333

00:49:40.880 --> 00:49:45.408 But people's the idea of their typical

NOTE Confidence: 0.818847583333333

00:49:45.408 --> 00:49:48.199 exercise is often a lot better.

NOTE Confidence: 0.818847583333333

00:49:48.200 --> 00:49:49.022 It's not often.

NOTE Confidence: 0.818847583333333

00:49:49.022 --> 00:49:51.530 It's again an AP value of like less than

NOTE Confidence: 0.818847583333333

00:49:51.530 --> 00:49:55.040 point OO one is better than their actual.

NOTE Confidence: 0.818847583333333

00:49:55.040 --> 00:49:57.840 Well, you know, I mean it was cold and rainy.

NOTE Confidence: 0.818847583333333

00:49:57.840 --> 00:49:59.960 There was that major storm that came through.

NOTE Confidence: 0.818847583333333

00:49:59.960 --> 00:50:00.773 It's the holidays.

NOTE Confidence: 0.818847583333333

00:50:00.773 --> 00:50:02.670 I've got to do so much shopping

NOTE Confidence: 0.818847583333333

00:50:02.725 --> 00:50:04.639 doesn't matter if I'm asking this

NOTE Confidence: 0.818847583333333

00:50:04.639 --> 00:50:06.520 in perfect spring weather in August,

NOTE Confidence: 0.818847583333333

00:50:06.520 --> 00:50:07.474 it doesn't matter.

NOTE Confidence: 0.818847583333333

00:50:07.474 --> 00:50:09.382 The same phenomenon occurs and we

NOTE Confidence: 0.818847583333333

00:50:09.382 --> 00:50:11.579 know this everybody wants to that

NOTE Confidence: 0.818847583333333

00:50:11.579 --> 00:50:13.394 social desirability thing of course,

NOTE Confidence: 0.818847583333333

00:50:13.400 --> 00:50:15.428 but we generally believe that our

NOTE Confidence: 0.818847583333333

00:50:15.428 --> 00:50:17.803 that our typical is a little bit

NOTE Confidence: 0.818847583333333

00:50:17.803 --> 00:50:20.210 better than our actual that causes

NOTE Confidence: 0.818847583333333

00:50:20.210 --> 00:50:23.600 difference in what we actually observe.

NOTE Confidence: 0.818847583333333

00:50:23.600 --> 00:50:26.840 Same thing with the frequency

NOTE Confidence: 0.818847583333333

00:50:26.840 --> 00:50:29.432 of our response options.

NOTE Confidence: 0.818847583333333

00:50:29.440 --> 00:50:29.772 OK.

NOTE Confidence: 0.818847583333333

00:50:29.772 --> 00:50:31.764 So asking on what's called a

NOTE Confidence: 0.818847583333333

00:50:31.764 --> 00:50:34.012 high frequency scale versus a low

NOTE Confidence: 0.818847583333333

00:50:34.012 --> 00:50:35.987 frequency scale contributes to a

NOTE Confidence: 0.818847583333333

00:50:35.987 --> 00:50:37.720 different pattern of responding.

NOTE Confidence: 0.818847583333333

00:50:37.720 --> 00:50:40.545 People are drawing inferences about

NOTE Confidence: 0.818847583333333

00:50:40.545 --> 00:50:42.920 these anchors and what they actually mean.

NOTE Confidence: 0.818847583333333

00:50:42.920 --> 00:50:45.111 This was done in a pain study

NOTE Confidence: 0.818847583333333

00:50:45.111 --> 00:50:47.160 or in a pain clinic,

NOTE Confidence: 0.818847583333333

00:50:47.160 --> 00:50:50.360 and it's likely that those who had the

NOTE Confidence: 0.818847583333333

00:50:50.360 --> 00:50:52.535 high frequency scale interpreted that

NOTE Confidence: 0.818847583333333

00:50:52.535 --> 00:50:55.839 to mean like a lower level of pain,

NOTE Confidence: 0.818847583333333

00:50:55.840 --> 00:50:58.380 like the meaning of what, you know,

NOTE Confidence: 0.818847583333333

00:50:58.380 --> 00:51:00.240 the daily headache or aches and

NOTE Confidence: 0.818847583333333

00:51:00.240 --> 00:51:02.358 pains or joint pain or whatever,

NOTE Confidence: 0.818847583333333

00:51:02.360 --> 00:51:05.868 versus the debilitating migraine

NOTE Confidence: 0.818847583333333

00:51:05.868 --> 00:51:08.196 in bed for the entire day,

NOTE Confidence: 0.818847583333333

00:51:08.200 --> 00:51:08.546 right.

NOTE Confidence: 0.818847583333333

00:51:08.546 --> 00:51:10.276 So people are drawing things

NOTE Confidence: 0.818847583333333

00:51:10.276 --> 00:51:12.472 based on the options you give

NOTE Confidence: 0.818847583333333

00:51:12.472 --> 00:51:13.956 them or drawing inferences.

NOTE Confidence: 0.96305559

00:51:16.440 --> 00:51:20.000 Same thing with something a little bit less,

NOTE Confidence: 0.96305559

00:51:20.000 --> 00:51:21.476 a little less objective, you know.

NOTE Confidence: 0.96305559

00:51:21.480 --> 00:51:23.412 So we think about physical pain as

NOTE Confidence: 0.96305559

00:51:23.412 --> 00:51:25.102 being probably about a, you know,

NOTE Confidence: 0.96305559

00:51:25.102 --> 00:51:27.208 you've got something that you feel

NOTE Confidence: 0.96305559

00:51:27.208 --> 00:51:29.140 acutely versus something a little

NOTE Confidence: 0.96305559

00:51:29.140 --> 00:51:31.075 bit more fuzzy and psychological.

NOTE Confidence: 0.96305559

00:51:31.080 --> 00:51:35.984 Yet we see here that providing people with

NOTE Confidence: 0.96305559

00:51:35.984 --> 00:51:38.960 numbers changed the pattern of responding.

NOTE Confidence: 0.96305559

00:51:38.960 --> 00:51:40.493 This is why I've gotten to the

NOTE Confidence: 0.96305559

00:51:40.493 --> 00:51:42.225 point that I try to remove all

NOTE Confidence: 0.96305559

00:51:42.225 --> 00:51:43.644 numbers are my questionnaires.

NOTE Confidence: 0.96305559

00:51:43.644 --> 00:51:45.972 Unless it's something that's been validly

NOTE Confidence: 0.96305559

00:51:45.972 --> 00:51:47.638 established as requiring the number.

NOTE Confidence: 0.96305559

00:51:47.640 --> 00:51:49.600 I asked you all the same thing.

NOTE Confidence: 0.96305559

00:51:49.600 --> 00:51:51.000 Do you like New Haven

NOTE Confidence: 0.936776239230769

00:51:54.400 --> 00:51:56.795 9 point scale ranging from

NOTE Confidence: 0.936776239230769

00:51:56.795 --> 00:52:00.080 either 1:00 to 9:00 or -4 to 4?

NOTE Confidence: 0.936776239230769

00:52:00.080 --> 00:52:01.840 And here's what we see.

NOTE Confidence: 0.936776239230769

00:52:01.840 --> 00:52:03.840 It's just wild to me,

NOTE Confidence: 0.936776239230769

00:52:03.840 --> 00:52:06.104 that something that subtle.

NOTE Confidence: 0.936776239230769

00:52:06.104 --> 00:52:08.420 And again, I do the means analysis

NOTE Confidence: 0.936776239230769

00:52:08.420 --> 00:52:09.954 and I translate all of these

NOTE Confidence: 0.936776239230769

00:52:09.954 --> 00:52:12.068 to 1:00 to 9:00 with an easy

NOTE Confidence: 0.936776239230769

00:52:12.068 --> 00:52:14.120 additive transformation, right?

NOTE Confidence: 0.936776239230769

00:52:14.120 --> 00:52:15.560 We see a very different pattern.

NOTE Confidence: 0.936776239230769

00:52:15.560 --> 00:52:20.656 For some reason people don't want to

NOTE Confidence: 0.936776239230769

00:52:20.656 --> 00:52:23.280 select negative numbers in this context,

NOTE Confidence: 0.9572887625

00:52:24.960 --> 00:52:26.000 which is so interesting.

NOTE Confidence: 0.88748314

00:52:26.000 --> 00:52:28.790 Anything less in the middle value

NOTE Confidence: 0.88748314

00:52:28.790 --> 00:52:30.768 should be an insult or whatever,

NOTE Confidence: 0.88748314

00:52:30.768 --> 00:52:32.078 not just like New Haven,

NOTE Confidence: 0.88748314

00:52:32.080 --> 00:52:33.916 but you know what I mean?

NOTE Confidence: 0.88748314

00:52:33.920 --> 00:52:37.638 Wild to me, labeling effects people

NOTE Confidence: 0.88748314

00:52:37.638 --> 00:52:40.194 also don't want to label themselves.

NOTE Confidence: 0.88748314

00:52:40.200 --> 00:52:42.503 This is a real story from real

NOTE Confidence: 0.88748314

00:52:42.503 --> 00:52:43.880 research conducted at Yale.

NOTE Confidence: 0.88748314

00:52:43.880 --> 00:52:45.808 They had done a whole lot of pilot

NOTE Confidence: 0.88748314

00:52:45.808 --> 00:52:47.482 research and determined that they had

NOTE Confidence: 0.88748314

00:52:47.482 --> 00:52:49.627 more than enough people in the community

NOTE Confidence: 0.88748314

00:52:49.627 --> 00:52:51.597 who drink sugar sweetened beverages.

NOTE Confidence: 0.88748314

00:52:51.600 --> 00:52:53.140 Then they were bringing them into the

NOTE Confidence: 0.88748314

00:52:53.140 --> 00:52:54.962 lab study and they just couldn't get

NOTE Confidence: 0.88748314

00:52:54.962 --> 00:52:56.352 enough people through the screening

NOTE Confidence: 0.88748314

00:52:56.360 --> 00:52:58.064 And they had found that, you know,

NOTE Confidence: 0.88748314

00:52:58.064 --> 00:52:59.590 the the plenty of people have,

NOTE Confidence: 0.88748314

00:52:59.590 --> 00:53:02.880 you know, energy drinks or whatever.

NOTE Confidence: 0.88748314

00:53:02.880 --> 00:53:04.040 And then people would call

NOTE Confidence: 0.88748314

00:53:04.040 --> 00:53:05.200 the screening and you know,

NOTE Confidence: 0.88748314

00:53:05.200 --> 00:53:06.718 the person's like in my office

NOTE Confidence: 0.88748314

00:53:06.718 --> 00:53:07.477 racking their brain.

NOTE Confidence: 0.88748314

00:53:07.480 --> 00:53:08.848 Why can't I get enough subjects

NOTE Confidence: 0.88748314

00:53:08.848 --> 00:53:09.760 for this lab study?

NOTE Confidence: 0.88748314

00:53:09.760 --> 00:53:10.846 I'm like how are you asking

NOTE Confidence: 0.88748314

00:53:10.846 --> 00:53:11.880 the question on the screen?

NOTE Confidence: 0.88748314

00:53:11.880 --> 00:53:12.160 Like we're

NOTE Confidence: 0.842313056666667

00:53:12.160 --> 00:53:13.608 asking if they have two or two or

NOTE Confidence: 0.842313056666667

00:53:13.608 --> 00:53:14.839 more sugar sweetened beverages?

NOTE Confidence: 0.73808527

00:53:15.200 --> 00:53:17.360 I'm like ask it open-ended.

NOTE Confidence: 0.73808527

00:53:17.360 --> 00:53:18.840 Ask them how many they have per week.

NOTE Confidence: 0.73808527

00:53:18.840 --> 00:53:20.121 Boom. Enrollment's covered.

NOTE Confidence: 0.73808527

00:53:20.121 --> 00:53:22.256 People don't want to put

NOTE Confidence: 0.73808527

00:53:22.256 --> 00:53:24.078 themselves in a box of like,

NOTE Confidence: 0.73808527

00:53:24.080 --> 00:53:25.316 oh, why are you asking that?

NOTE Confidence: 0.73808527

00:53:25.320 --> 00:53:28.839 I don't want to be in the pathological group.

NOTE Confidence: 0.73808527

00:53:28.840 --> 00:53:32.674 Now, asking this, do you have at least two?

NOTE Confidence: 0.73808527

00:53:32.680 --> 00:53:35.119 No, I do not. How many do you have?

NOTE Confidence: 0.73808527

00:53:35.120 --> 00:53:39.520 open-ended? 35% versus 22%.

NOTE Confidence: 0.73808527

00:53:39.520 --> 00:53:42.360 Isn't that wild? I

NOTE Confidence: 0.948918229

00:53:42.360 --> 00:53:43.896 know we're fascinating creatures.

NOTE Confidence: 0.948918229

00:53:43.896 --> 00:53:46.200 You see why I study psychology.

NOTE Confidence: 0.8236558

00:53:46.680 --> 00:53:49.038 Love it. All right, similar thing.

NOTE Confidence: 0.8236558

00:53:49.040 --> 00:53:52.640 First Force choice versus an open.

NOTE Confidence: 0.8236558

00:53:52.640 --> 00:53:55.520 Again, we've got these.

NOTE Confidence: 0.8236558

00:53:55.520 --> 00:53:58.344 We've got these irregularly

NOTE Confidence: 0.8236558

00:53:58.344 --> 00:54:00.560 spaced categories that sort

NOTE Confidence: 0.8236558

00:54:00.560 --> 00:54:02.560 of impose A Likert continuum,

NOTE Confidence: 0.8236558

00:54:02.560 --> 00:54:03.592 but they're not.

NOTE Confidence: 0.8236558

00:54:03.592 --> 00:54:04.280 They're uneven.

NOTE Confidence: 0.8236558

00:54:04.280 --> 00:54:05.520 I did this on purpose

NOTE Confidence: 0.76127820375

00:54:07.800 --> 00:54:09.570 and we get very different pattern

NOTE Confidence: 0.76127820375

00:54:09.570 --> 00:54:10.895 of responding from the first

NOTE Confidence: 0.76127820375

00:54:10.895 --> 00:54:12.120 forced choice to the open-ended.

NOTE Confidence: 0.76127820375

00:54:12.120 --> 00:54:13.736 Now, I said before,

NOTE Confidence: 0.76127820375

00:54:13.736 --> 00:54:16.160 I I cautioned against using open-ended.

NOTE Confidence: 0.76127820375

00:54:16.160 --> 00:54:18.148 You can do this with Qualtrics or

NOTE Confidence: 0.76127820375

00:54:18.148 --> 00:54:20.412 Redcap by just having it of 0 to 30

NOTE Confidence: 0.76127820375

00:54:20.412 --> 00:54:22.320 drop down or zero to 31 drop down.

NOTE Confidence: 0.76127820375

00:54:22.320 --> 00:54:23.163 That'll cover that.

NOTE Confidence: 0.76127820375

00:54:23.163 --> 00:54:25.130 Or even using a text box and

NOTE Confidence: 0.76127820375

00:54:25.193 --> 00:54:26.598 letting them type it in,

NOTE Confidence: 0.76127820375

00:54:26.600 --> 00:54:28.371 but validate it that the range of

NOTE Confidence: 0.76127820375

00:54:28.371 --> 00:54:30.318 scores can only range from zero to 31.

NOTE Confidence: 0.92219092

00:54:33.520 --> 00:54:34.720 Food cravings again administered.

NOTE Confidence: 0.92219092

00:54:34.720 --> 00:54:36.456 This should be very, very straightforward.

NOTE Confidence: 0.92219092

00:54:36.456 --> 00:54:38.600 I gave some of you check the box

NOTE Confidence: 0.92219092

00:54:38.655 --> 00:54:40.320 of how many I gave. Some of you,

NOTE Confidence: 0.92219092

00:54:40.320 --> 00:54:42.359 you know go through and answer yes or no.

NOTE Confidence: 0.92219092

00:54:42.360 --> 00:54:44.040 How many of these have you?

NOTE Confidence: 0.92219092

00:54:44.040 --> 00:54:47.612 Have you people take information from

NOTE Confidence: 0.92219092

00:54:47.612 --> 00:54:50.520 the number of options you give them.

NOTE Confidence: 0.92219092

00:54:50.520 --> 00:54:52.158 If you give them just eight,

NOTE Confidence: 0.92219092

00:54:52.160 --> 00:54:53.400 they'll select two or three.

NOTE Confidence: 0.92219092

00:54:53.400 --> 00:54:54.440 If you give them twenty,

NOTE Confidence: 0.92219092

00:54:54.440 --> 00:54:56.120 they might select five or six.

NOTE Confidence: 0.92219092

00:54:56.120 --> 00:54:57.116 If you give them a hundred,

NOTE Confidence: 0.92219092

00:54:57.120 --> 00:54:59.280 they might select 30.

NOTE Confidence: 0.92219092

00:54:59.280 --> 00:55:02.208 Forcing people to say yes or no again,

NOTE Confidence: 0.92219092

00:55:02.208 --> 00:55:04.648 you get a very different

NOTE Confidence: 0.92219092

00:55:04.648 --> 00:55:06.112 pattern of responding.

NOTE Confidence: 0.92219092

00:55:06.120 --> 00:55:07.479 These are heuristics.

NOTE Confidence: 0.92219092

00:55:07.479 --> 00:55:10.346 They're little graphic things that

NOTE Confidence: 0.92219092

00:55:10.346 --> 00:55:13.358 people unconsciously consider when

NOTE Confidence: 0.92219092

00:55:13.358 --> 00:55:16.880 generating their answers for you.

NOTE Confidence: 0.92219092

00:55:16.880 --> 00:55:18.400 What is my point of all of this?

NOTE Confidence: 0.92219092

00:55:18.400 --> 00:55:22.408 Oh, I'm actually doing it on time this time.

NOTE Confidence: 0.92219092

00:55:22.408 --> 00:55:25.655 Amazing bias can be introduced accidentally

NOTE Confidence: 0.92219092

00:55:25.655 --> 00:55:28.880 by any number of subtle things.

NOTE Confidence: 0.92219092

00:55:28.880 --> 00:55:32.360 Be very careful. Pilot everything.

NOTE Confidence: 0.92219092

00:55:32.360 --> 00:55:34.796 Look at your raw data too.

NOTE Confidence: 0.92219092

00:55:34.800 --> 00:55:37.624 So give it to five friends or five

NOTE Confidence: 0.92219092

00:55:37.624 --> 00:55:39.906 colleagues to complete on their own,

NOTE Confidence: 0.92219092

00:55:39.906 --> 00:55:41.718 and then pull the spreadsheet and

NOTE Confidence: 0.92219092

00:55:41.718 --> 00:55:43.480 make sure the coding matches.

NOTE Confidence: 0.92219092

00:55:43.480 --> 00:55:44.880 Answer it yourself a couple

NOTE Confidence: 0.92219092

00:55:44.880 --> 00:55:46.000 of times on paper.

NOTE Confidence: 0.92219092

00:55:46.000 --> 00:55:46.798 You know, like print it out,

NOTE Confidence: 0.92219092

00:55:46.800 --> 00:55:47.528 do it on paper,

NOTE Confidence: 0.92219092

00:55:47.528 --> 00:55:48.438 go through and do it,

NOTE Confidence: 0.92219092

00:55:48.440 --> 00:55:49.880 And then make sure the scores are right.

NOTE Confidence: 0.92219092

00:55:49.880 --> 00:55:51.847 Because you can have all kinds of

NOTE Confidence: 0.92219092

00:55:51.847 --> 00:55:53.400 little glitches inside of Qualtrics.

NOTE Confidence: 0.92219092

00:55:53.400 --> 00:55:54.894 You know you can overcome them

NOTE Confidence: 0.92219092

00:55:54.894 --> 00:55:56.400 by recoding at the tail end,

NOTE Confidence: 0.92219092

00:55:56.400 --> 00:55:58.472 but it's just so much you can save

NOTE Confidence: 0.92219092

00:55:58.472 --> 00:56:00.600 yourself the headaches by getting it taken

NOTE Confidence: 0.92219092

00:56:00.600 --> 00:56:02.759 care of before you collect your data.

NOTE Confidence: 0.92219092

00:56:02.760 --> 00:56:04.092 Absolutely administer your questionnaires

NOTE Confidence: 0.92219092

00:56:04.092 --> 00:56:06.600 in the way they were originally validated,

NOTE Confidence: 0.92219092

00:56:06.600 --> 00:56:09.040 because these small little modifications

NOTE Confidence: 0.92219092

00:56:09.040 --> 00:56:11.400 can really mess things up.

NOTE Confidence: 0.92219092

00:56:11.400 --> 00:56:13.794 Even things like adding a Not applicable.

NOTE Confidence: 0.92219092

00:56:13.800 --> 00:56:15.480 I know you think that you're like

NOTE Confidence: 0.92219092

00:56:15.480 --> 00:56:17.010 cleaning up data and you think

NOTE Confidence: 0.92219092

00:56:17.010 --> 00:56:18.534 that you're coming to the patient

NOTE Confidence: 0.92219092

00:56:18.534 --> 00:56:19.560 where where they are.

NOTE Confidence: 0.92219092

00:56:19.560 --> 00:56:21.585 Allow people to skip questions

NOTE Confidence: 0.92219092

00:56:21.585 --> 00:56:22.800 that'll cover that.

NOTE Confidence: 0.92219092

00:56:22.800 --> 00:56:23.796 Unless, of course,

NOTE Confidence: 0.92219092

00:56:23.796 --> 00:56:24.792 the original questionnaire

NOTE Confidence: 0.92219092

00:56:24.792 --> 00:56:26.120 included or not applicable,

NOTE Confidence: 0.90465698

00:56:29.160 --> 00:56:31.560 and then power of the questionnaire.

NOTE Confidence: 0.90465698

00:56:31.560 --> 00:56:32.420 It's glorious.

NOTE Confidence: 0.90465698

00:56:32.420 --> 00:56:35.000 You can answer your research questions,

NOTE Confidence: 0.90465698

00:56:35.000 --> 00:56:36.800 You can satisfy your curiosity,

NOTE Confidence: 0.90465698

00:56:36.800 --> 00:56:37.694 You can screen.

NOTE Confidence: 0.90465698

00:56:37.694 --> 00:56:40.570 And of course you can win the debate on

NOTE Confidence: 0.90465698

00:56:40.570 --> 00:56:43.434 how you're going to spell your child's name.

NOTE Confidence: 0.90465698

00:56:43.440 --> 00:56:46.254 My sweet, sweet spouse knows that I

NOTE Confidence: 0.90465698

00:56:46.254 --> 00:56:48.039 specialize in psychometrics and yet,

NOTE Confidence: 0.90465698

00:56:48.040 --> 00:56:49.393 for whatever reason,

NOTE Confidence: 0.90465698

00:56:49.393 --> 00:56:52.034 has allowed his fate at the fate

NOTE Confidence: 0.90465698

00:56:52.034 --> 00:56:54.519 of our home to be subject to the

NOTE Confidence: 0.90465698

00:56:54.519 --> 00:56:56.839 demands of my online questionnaires,

NOTE Confidence: 0.90465698

00:56:56.840 --> 00:56:58.947 and still hasn't realized that I have

NOTE Confidence: 0.90465698

00:56:58.947 --> 00:57:01.211 figured out how to introduce bias to

NOTE Confidence: 0.90465698

00:57:01.211 --> 00:57:03.155 make myself right every single time.

NOTE Confidence: 0.90465698

00:57:03.160 --> 00:57:04.120 And that is it.

NOTE Confidence: 0.90465698

00:57:04.120 --> 00:57:04.360 That's

NOTE Confidence: 0.939260645

00:57:04.360 --> 00:57:08.456 all I wanted to it on time.

NOTE Confidence: 0.939260645

00:57:08.456 --> 00:57:09.480 Hooray, amazing.

NOTE Confidence: 0.939260645

00:57:09.480 --> 00:57:11.880 And with a sick child at home by the way,

NOTE Confidence: 0.939260645

00:57:11.880 --> 00:57:14.400 I might add, so super impressed.

NOTE Confidence: 0.939260645

00:57:14.400 --> 00:57:16.528 And you know, I feel like I need

NOTE Confidence: 0.939260645

00:57:16.528 --> 00:57:18.923 to take your course because I have

NOTE Confidence: 0.939260645

00:57:18.923 --> 00:57:21.520 introduced so much error in retrospect.

NOTE Confidence: 0.939260645

00:57:21.520 --> 00:57:23.131 But questions from,

NOTE Confidence: 0.939260645

00:57:23.131 --> 00:57:26.353 you know our audience on here,

NOTE Confidence: 0.969461055

00:57:29.880 --> 00:57:32.679 I have a question about

NOTE Confidence: 0.959675386666667

00:57:32.680 --> 00:57:36.480 the reliability of your respondent

NOTE Confidence: 0.965513924

00:57:36.480 --> 00:57:37.600 like when you said that

NOTE Confidence: 0.9525026175

00:57:38.560 --> 00:57:40.400 there was that questionnaire

NOTE Confidence: 0.955414978

00:57:40.400 --> 00:57:43.620 that if if they scored highly it became

NOTE Confidence: 0.955414978

00:57:43.620 --> 00:57:46.700 basically invalidated their responses.

NOTE Confidence: 0.955414978

00:57:46.700 --> 00:57:50.200 So you know I think that how do you

NOTE Confidence: 0.7980321125

00:57:54.680 --> 00:57:57.800 control for that? Yeah, I mean basically how,

NOTE Confidence: 0.7980321125

00:57:57.800 --> 00:57:59.375 how could you you really assess and

NOTE Confidence: 0.7980321125

00:57:59.375 --> 00:58:01.351 say you know I'm I've gather all this

NOTE Confidence: 0.7980321125

00:58:01.351 --> 00:58:04.386 data but like how accurately does it?

NOTE Confidence: 0.7980321125

00:58:04.386 --> 00:58:06.740 Absolutely. I think the problem is the,

NOTE Confidence: 0.7980321125

00:58:06.740 --> 00:58:09.158 the power of the, I mean the, you know,

NOTE Confidence: 0.7980321125

00:58:09.160 --> 00:58:11.600 with, I feel like with surveys you only

NOTE Confidence: 0.7980321125

00:58:11.600 --> 00:58:14.120 get like a 10 to 20% response rate.

NOTE Confidence: 0.7980321125

00:58:14.560 --> 00:58:15.880 Yeah, absolutely.

NOTE Confidence: 0.838426766

00:58:17.960 --> 00:58:20.200 Very complicated. An excellent question,

NOTE Confidence: 0.838426766

00:58:20.200 --> 00:58:22.185 very important. Michael and I

NOTE Confidence: 0.838426766

00:58:22.185 --> 00:58:24.760 have fallen victim to an invalid

NOTE Confidence: 0.951727516

00:58:26.960 --> 00:58:28.320 responses. We were collaborating,

NOTE Confidence: 0.951727516

00:58:28.320 --> 00:58:30.360 trying to work on a project,

NOTE Confidence: 0.951727516

00:58:30.360 --> 00:58:31.380 which I think should be

NOTE Confidence: 0.951727516

00:58:31.380 --> 00:58:32.425 resurrected by the way, Michael,

NOTE Confidence: 0.951727516

00:58:32.425 --> 00:58:34.000 but let's give it like 6 months.

NOTE Confidence: 0.859094606666666

00:58:36.640 --> 00:58:38.530 He was working on a measure

NOTE Confidence: 0.859094606666666

00:58:38.530 --> 00:58:39.475 of physician burnout.

NOTE Confidence: 0.859094606666666

00:58:39.480 --> 00:58:41.239 Right? Was it burnout?

NOTE Confidence: 0.859094606666666

00:58:41.240 --> 00:58:42.320 What were we working on?

NOTE Confidence: 0.919537211

00:58:44.400 --> 00:58:44.904 Physician trust.

NOTE Confidence: 0.919537211

00:58:44.904 --> 00:58:46.920 It was, it was a really important construct.

NOTE Confidence: 0.919537211

00:58:46.920 --> 00:58:49.013 But now I've fed bedside manner.

NOTE Confidence: 0.919537211

00:58:49.013 --> 00:58:53.104 Bedside manner. Oh my gosh. Yes.

NOTE Confidence: 0.919537211

00:58:53.104 --> 00:58:54.720 And it was really, really good.

NOTE Confidence: 0.919537211

00:58:54.720 --> 00:58:57.016 But we were, and we were trying

NOTE Confidence: 0.919537211

00:58:57.016 --> 00:58:58.932 to measure just by, you know,

NOTE Confidence: 0.919537211

00:58:58.932 --> 00:59:00.915 we weren't even compensating people,

NOTE Confidence: 0.919537211

00:59:00.915 --> 00:59:06.315 but we had too many invalid response patterns

NOTE Confidence: 0.919537211

00:59:06.320 --> 00:59:08.917 and realize that the data were correct.

NOTE Confidence: 0.919537211

00:59:08.920 --> 00:59:11.521 We can build in flags like if you are

NOTE Confidence: 0.919537211

00:59:11.521 --> 00:59:12.836 paying it, it's kind of like, you know,

NOTE Confidence: 0.919537211

00:59:12.840 --> 00:59:16.435 the whole captcha thing does, right?

NOTE Confidence: 0.919537211

00:59:16.435 --> 00:59:18.635 So you can build in things in between.

NOTE Confidence: 0.919537211

00:59:18.640 --> 00:59:20.242 You can actually build in Captchas

NOTE Confidence: 0.919537211

00:59:20.242 --> 00:59:22.000 in the middle of your survey.

NOTE Confidence: 0.919537211

00:59:22.000 --> 00:59:23.000 But I'll say things like,

NOTE Confidence: 0.919537211

00:59:23.000 --> 00:59:25.160 you know, to make sure our

NOTE Confidence: 0.919537211

00:59:25.160 --> 00:59:26.600 survey is functioning properly.

NOTE Confidence: 0.919537211

00:59:26.600 --> 00:59:30.240 Please select option C for this question.

NOTE Confidence: 0.919537211

00:59:30.240 --> 00:59:31.788 And that's actually a really good

NOTE Confidence: 0.919537211

00:59:31.788 --> 00:59:33.440 one to to reset if you've got

NOTE Confidence: 0.919537211

00:59:33.500 --> 00:59:34.972 different questionnaires from that

NOTE Confidence: 0.919537211

00:59:34.972 --> 00:59:37.180 strongly agree to agree and then

NOTE Confidence: 0.919537211

00:59:37.240 --> 00:59:38.998 the next bank might be reversed.

NOTE Confidence: 0.919537211

00:59:39.000 --> 00:59:41.275 I'll usually build in a page break.

NOTE Confidence: 0.919537211

00:59:41.280 --> 00:59:43.480 Ask something like that you know to to

NOTE Confidence: 0.919537211

00:59:43.480 --> 00:59:45.917 make sure that we're doing this correctly.

NOTE Confidence: 0.919537211

00:59:45.920 --> 00:59:48.200 Please select question three or

NOTE Confidence: 0.919537211

00:59:48.200 --> 00:59:51.280 to make sure our survey is is,

NOTE Confidence: 0.919537211

00:59:51.280 --> 00:59:53.280 you know, coding things correctly.

NOTE Confidence: 0.919537211

00:59:53.280 --> 00:59:56.276 Please select the the question you know.

NOTE Confidence: 0.919537211

00:59:56.280 --> 00:59:57.770 Please select the correct response

NOTE Confidence: 0.919537211

00:59:57.770 --> 01:00:00.294 for 2 + 4 or whatever and you'll

NOTE Confidence: 0.919537211

01:00:00.294 --> 01:00:02.555 just build in a couple of these

NOTE Confidence: 0.919537211

01:00:02.624 --> 01:00:04.400 little checks for attention.

NOTE Confidence: 0.919537211

01:00:04.400 --> 01:00:06.556 But they're actually ways to screen out.

NOTE Confidence: 0.919537211

01:00:06.560 --> 01:00:08.628 If you've been hit by, you know,

NOTE Confidence: 0.919537211

01:00:08.628 --> 01:00:10.124 people randomly responding and

NOTE Confidence: 0.919537211

01:00:10.124 --> 01:00:12.719 trying to get the completion code,

NOTE Confidence: 0.919537211

01:00:12.720 --> 01:00:13.380 very frequently,

NOTE Confidence: 0.919537211

01:00:13.380 --> 01:00:16.615 you know people will go on M Turk or one

NOTE Confidence: 0.919537211

01:00:16.615 --> 01:00:19.320 of the other kind of data collection.

NOTE Confidence: 0.919537211

01:00:19.320 --> 01:00:20.440 Services.

NOTE Confidence: 0.831770464444444

01:00:22.680 --> 01:00:24.600 And then, you know, people are out there

NOTE Confidence: 0.831770464444444

01:00:24.600 --> 01:00:26.032 just answering questions for money.

NOTE Confidence: 0.831770464444444

01:00:26.032 --> 01:00:29.027 So you need to make sure that you can build

NOTE Confidence: 0.831770464444444

01:00:29.027 --> 01:00:31.080 in little checks of attention like that.

NOTE Confidence: 0.44599813

01:00:33.320 --> 01:00:35.440 Probably have time for one more question.

NOTE Confidence: 0.912538152857143

01:00:35.440 --> 01:00:36.917 Julia, did you want to ask something?

NOTE Confidence: 0.912538152857143

01:00:36.920 --> 01:00:38.278 I saw you put yourself on on

NOTE Confidence: 0.90149826

01:00:40.800 --> 01:00:43.800 video. I need to see it.

NOTE Confidence: 0.90149826

01:00:43.800 --> 01:00:45.640 I was mostly just playing myself on video.

NOTE Confidence: 0.90149826

01:00:45.640 --> 01:00:49.040 I have I I I guess there's

NOTE Confidence: 0.90149826

01:00:49.040 --> 01:00:50.640 a lot on this topic,

NOTE Confidence: 0.90149826

01:00:50.640 --> 01:00:52.970 so I'm just curious just like if there

NOTE Confidence: 0.90149826

01:00:52.970 --> 01:00:54.424 is something that comes to mind for

NOTE Confidence: 0.90149826

01:00:54.424 --> 01:00:57.040 you to talk about other languages,

NOTE Confidence: 0.90149826

01:00:57.040 --> 01:00:58.746 whether that's like already validated,

NOTE Confidence: 0.90149826

01:00:58.746 --> 01:01:00.656 already gone through that process

NOTE Confidence: 0.90149826

01:01:00.656 --> 01:01:02.344 and translated and using other

NOTE Confidence: 0.90149826

01:01:02.344 --> 01:01:04.078 languages that we might not know.

NOTE Confidence: 0.90149826

01:01:04.080 --> 01:01:05.064 I'm in the process of doing

NOTE Confidence: 0.90149826

01:01:05.064 --> 01:01:06.400 a lot of like transition fact

NOTE Confidence: 0.90149826

01:01:06.400 --> 01:01:07.688 translation with cultural work and

NOTE Confidence: 0.90149826

01:01:07.688 --> 01:01:09.824 there's so many idioms and like

NOTE Confidence: 0.90149826

01:01:09.824 --> 01:01:11.954 the most commonly used things.

NOTE Confidence: 0.90149826

01:01:11.960 --> 01:01:13.760 So just curious overarching

NOTE Confidence: 0.654814706

01:01:13.800 --> 01:01:15.192 thoughts about multilingual.

NOTE Confidence: 0.654814706

01:01:15.192 --> 01:01:17.200 I mean it sounds like you nailed it,

NOTE Confidence: 0.654814706

01:01:17.200 --> 01:01:19.088 translation and back translation.

NOTE Confidence: 0.654814706

01:01:19.088 --> 01:01:21.448 Also consideration of the scaling

NOTE Confidence: 0.654814706

01:01:21.448 --> 01:01:23.771 itself because there are some cultures

NOTE Confidence: 0.654814706

01:01:23.771 --> 01:01:26.370 that the Likert scale or the four

NOTE Confidence: 0.654814706

01:01:26.370 --> 01:01:28.235 point scale really doesn't work.

NOTE Confidence: 0.654814706

01:01:28.240 --> 01:01:31.252 I'm not sure if the visual

NOTE Confidence: 0.654814706

01:01:31.252 --> 01:01:33.840 Analogue would work as well.

NOTE Confidence: 0.654814706

01:01:33.840 --> 01:01:36.808 So we've had kind of, you know,

NOTE Confidence: 0.654814706

01:01:36.808 --> 01:01:38.216 just collaborating with experts

NOTE Confidence: 0.654814706

01:01:38.216 --> 01:01:40.439 who are fluent in that language,

NOTE Confidence: 0.654814706

01:01:40.440 --> 01:01:41.940 ideally as their primary language

NOTE Confidence: 0.654814706

01:01:41.940 --> 01:01:43.990 and culture to weigh in on this

NOTE Confidence: 0.654814706

01:01:43.990 --> 01:01:45.719 and simply defer to them has been

NOTE Confidence: 0.654814706

01:01:45.719 --> 01:01:47.854 their approach for us when I've been

NOTE Confidence: 0.654814706

01:01:47.854 --> 01:01:51.560 involved in this particular process.

NOTE Confidence: 0.654814706

01:01:51.560 --> 01:01:52.598 Thank you. Great.

NOTE Confidence: 0.86420569

01:01:52.920 --> 01:01:53.838 Thank you, Marnie.

NOTE Confidence: 0.86420569

01:01:53.838 --> 01:01:54.756 Thank you again.

NOTE Confidence: 0.86420569

01:01:54.760 --> 01:01:55.924 Really appreciate it.

NOTE Confidence: 0.86420569

01:01:55.924 --> 01:01:57.476 Really appreciate your expertise

NOTE Confidence: 0.86420569

01:01:57.476 --> 01:01:59.479 sharing with us and as I said,

NOTE Confidence: 0.86420569

01:01:59.480 --> 01:02:01.314 doing it with somebody's to get home.

NOTE Confidence: 0.86420569

01:02:01.320 --> 01:02:02.400 So thank you.

NOTE Confidence: 0.837076415714286

01:02:03.040 --> 01:02:03.980 Thank you. Have a great

NOTE Confidence: 0.837076415714286

01:02:03.980 --> 01:02:05.360 day everyone. Thanks right.