



How to Measure Survey Reliability and Validity (Survey Kit)

Mark S. Litwin

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Improving the accuracy of a survey is the focus of Mark S. Litwin's book, which shows how to assess and interpret the quality of survey data by thoroughly examining the survey instrument used. He explains how to code and pilot test new and established surveys. In addition, he covers issues such as: how to measure reliability (including test-retest, alternate form, internal consistency, inter-observer and intra-observer reliability); how to measure validity (including content, criterion and construct validity); how to address cross-cultural issues in survey research; and how to scale and score a survey.

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