

Sport Management Symposium and Tutorial (Part I): Pragmatic Procedures and Techniques for Establishing the Validity of Survey Instruments

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**Research/statistical
methodology**

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**60-minute symposium,
roundtable, or workshop
(Room 415)**

Abstract 2013-273

11:15 AM

Due to the popularity of survey research in sport management, the purpose of this symposium will be to discuss the appropriate procedures and contemporary issues in establishing the validity of quantitative survey research instruments pertaining to sport management. Fundamental and advanced measurement theories, procedures, and applications will be introduced and discussed in a tutorial fashion without statistical jargon to accommodate audience with diverse research backgrounds. This symposium will start with a brief introduction on the steps in survey instrument development. Then, the following four areas of validity: face validity, content validity, criterion validity, and construct validity will be introduced. The main purpose of these validities is (a) to establish an instrument's ease of use, clarity, and readability, (b) to establish an instrument's credibility, accuracy, relevance, and breadth of knowledge regarding the domain area, (c) to establish an instrument's selection over another or the predictability of the measure for a future criterion, and (d) to establish an instrument's ability to evaluate the construct it was developed, respectively (Burton & Mazerolle, 2011). The similarities and differences of the four validities as well as their establishment are discussed in detail. Specifically, the modified Delphi technique (Linstone & Turoff, 1975) and the Content Validity Ratio (Lawshe, 1975) will be presented to quantify the quality of content validity. Emphases will be placed on the methods and procedures in improving a survey instrument's face validity and content validity during the item formulation stage. Furthermore, the two types of criterion validity will be introduced (i.e., concurrent validity and predictive validity). In terms of construct validity, various theories and methods of selecting extraction and rotation methods in an exploratory factor analysis (EFA) will be explained. The common practices, misunderstandings, and flaws in the application of EFA in sport management studies will be presented. Further discussion will be on the determination of the sample size, factor extraction and rotation methods, as well as factor and item determination. The symposium will be concluded with an introduction to the cross-validation process using confirmatory factor analysis (CFA). Specifically, the relationship between EFA, CFA, and Structural Equation Modeling will be discussed. Nevertheless, because of the time constraint of this symposium, we intend to provide a more in-depth discussion on the CFA (e.g., estimation method, model specification, LISREL programming, etc.) in our future symposium and tutorial.