

Scale development: theory and application

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20464998&lokasi=lokal>

Abstrak

"In the Fourth Edition of Scale Development, Robert F. DeVellis demystifies measurement by emphasizing a logical rather than strictly mathematical understanding of concepts. The text supports readers in comprehending newer approaches to measurement, comparing them to classical approaches, and grasping more clearly the relative merits of each. This edition addresses new topics pertinent to modern measurement approaches and includes additional exercises and topics for class discussion."--Publisher description.