

INSTRUMENT CONSTRUCTION MODEL

The following represents, in generic form, the general steps one needs to go through when conceptualizing, developing, administering, and analyzing instruments and data that are forthcoming from them. The MODEL is applicable to cognitive and affective instruments.

MEASUREMENT STAGE	NAME OF STEP	ACTION
Pre measurement	OBJECTIVES	What is it you want to instruct on? Attitudes to change?
Pre measurement	INSTRUCTION/ATTITUDE EXPLORATION	Provide actual instructional effort; attitude formation exercises; etc.
Measurement	TABLE OF SPECIFICATIONS	Make two dimensional (or more) layout of topics/attitudes by levels
Measurement	ITEM COMPILATION	Construct or gather up items appropriate to TABLE OF SPECIFICATIONS
Measurement	INSTRUMENT ADMINISTRATION	Administer the instrument
Measurement	ANALYSIS	Translating item responses to scores for people/objects; item analysis
Post measurement	EVALUATION	Based on item analysis and statistics on measure, final judgment of "worth" or "validity" of scale scores