Workshop 2. Social Desirability and Acquiescence Control

Speaker: David Navarro-González / Technological Innovations in the measure of Latent Traits / Universitat Rovira i Virgili

Objectives:

The impact of response biases in psychological inventories is an issue that has generated a lot of controversy in recent decades. The literature has demonstrated that the presence of those biases in a questionnaire impacts the factor structure (Navarro-González, Lorenzo-Seva, & Vigil-Colet, 2016; Rammstedt, Goldberg, & Borg, 2010) and the validity (Ones, Dilchert, Viswesvaran, & Judge, 2007; Salgado, 2005) of the inventory, distorting the interpretation of both the participant's scores and also the relationship with other variables. The main objective of this workshop is that the participants acquire knowledge about the impact of response biases like the Social Desirability and Acquiescence in typical response measures, and how to deal with them when developing a questionnaire. We are going to show a useful tool to deal with response biases during the construction of a questionnaire, called Psychological Test Toolbox (Navarro-González, Vigil-Colet, Ferrando, & Lorenzo-Seva, 2019), which is a free program designed to apply the response biases control method proposed by Ferrando, Lorenzo-Seva, and Chico (2009). We are also going to illustrate the usefulness of the method included in the program by using real data from OPERAS (Vigil-Colet, Morales-Vives, Camps, Tous, & Lorenzo-Seva, 2013), which is a five-factor personality inventory developed using the methodology previously described. In the final part of the workshop, we are going to analyze the data using the method proposed by Ferrando et al. (2009) and using a traditional Factor Analysis approach. When comparing the results, we are going to analyze the differential impact between both response biases in the factor structure of a personality inventory.

Requirements:

- Basic knowledge of test construction process.
- Experience applying Factor Analysis technique is advisable.

Short Workshop Program:

1. Introduction to response biases (focusing on Social Desirability and Acquiescence) and his impact on typical response measures.
2. How to control the impact of response biases when developing an inventory: existent alternatives and the method by Ferrando, et al. (2009).
3. Psychological Test Toolbox: a software to perform Factor Analysis controlling response biases.
4. An empirical example: OPERAS (Vigil-Colet et al., 2013), a five-factor personality questionnaire which allows scores free of Social Desirability and Acquiescence effects to be obtained.

Key references:

Ferrando, P. J., Lorenzo-Seva U., Chico E. (2009). A general factor-analytic procedure for assessing response bias in questionnaire Measures. *Structural Equation Modeling*, 16(2), 364-381. doi:10.1080/10705510902751374.

Navarro-González D., Lorenzo-Seva U., Vigil-Colet A. (2016). How response bias affects the factorial structure of personality self-reports. *Psicothema*, 28(4), 465-470. doi:10.7334/psicothema2016.113.

Navarro-González, D., Vigil-Colet, A., Ferrando, P. J., & Lorenzo-Seva, U. (2019). Psychological Test Toolbox: A new tool to compute Factor Analysis controlling response bias. *Journal of Statistical Software*, 91(6). doi:10.18637/jss.v091.i06

Vigil-Colet, A., Morales-Vives, F., Camps, E., Tous, J., & Lorenzo-Seva, U. (2013). Development and validation of the Overall Personality Assessment Scale (OPERAS). *Psicothema*, 25(1), 100-106. doi:10.7334/psicothema2011.411