

# Methods

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## Research Methods Decision of Using Composite or Summated Scale Score

The notion of summated scale score is regarded as a group of collected questions that are internally related with each other and focus on measuring the constructs. This is similar to the idea of work orientation scale (The University of Texas at Austin, 2007). Conversely, the perception of composite score scale is often used by the psychological researchers while considering huge figure of variables in their respective studies. The prime intent of composite score scale is to develop ethical approaches for dealing with multiple number of variables found in psychological research (Bland, 2008). In order to decide about using composite or summated scale score for each question in the survey developed, it can be affirmed that the summated scale score can be used for the initial three questions. This might be owing to the reason that the results acquired from these questions will be quite limited and tends to be interrelated with one another. Though these three questions can be segregated into close-ended one, the summated scale score can be used in place of composite scale score. It is worth mentioning that the fourth and fifth questions are open-ended. It is projected that the answers or the responses of these questions will vary based on individual perspectives. Thus, the notion of composite scale score can be used in this situation. Specially mentioning, one of the functions of composite scale score can be ascertained as dealing with multiple data. Thus, for the questions ranging from 4-10, the applicability of composite scale score is justified (Spector, 2013).

## Measurement of Reliability, Validity and Sensitivity

The reliability, validity along with sensitivity are often regarded as the key tools of measuring varied sorts of errors that occur while conducting a

survey. The notion of reliability mainly refers to the consistency or the dependability of the respondents towards research variables. Thus, it can be measured by evaluating the results of the research. The idea of validity mainly reflects the expected results of the research. With this concern, the validity can be measured by determining the effectiveness and most vitally the viability of the research results or responses. Finally, the perception of sensitivity denotes assessing the fractions of all the possibilities related to the completion of a particular research. It is in this circumstance the sensitivity can be duly measured in the form of ascertaining the information obtained from the respondents and appropriate interpretation of such data or information (Fayers & Machin, 2002).

#### Dealing with Ethical Dilemmas during the Research Process

It is quite obvious to the fact that the researchers often face numerous ethical dilemmas while conducting a particular research. In this similar concern, the varied sorts of ethical problems can be apparently recognized as informed consent, beneficence and maintenance of privacy, confidentiality along with anonymity. After acquiring a brief idea about the prevalence of distinct ethical dilemmas, certain ways can be apparently observed to deal with such dilemmas effectively. These ways entail gaining precise along with proper consent of research participants, keeping the obtained responses separately so that privacy as well as confidentiality of valuable does not get hampered and paying much respect towards anonymity among others (SAGE Publications, 2007).

#### References

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