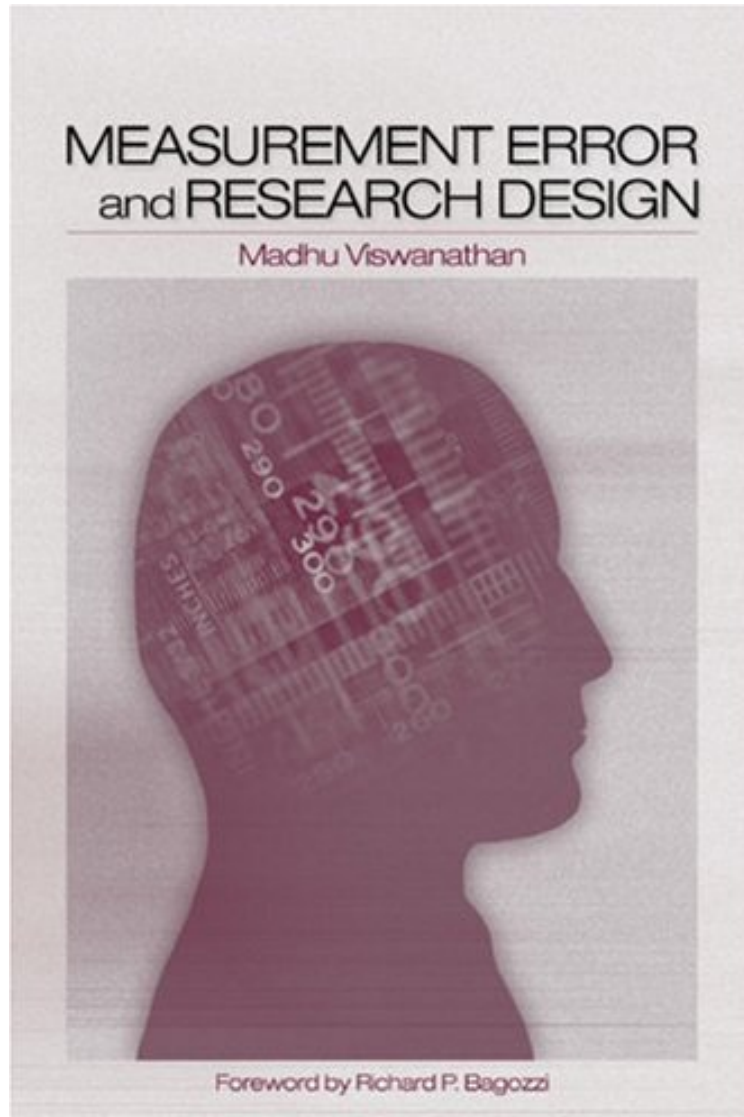


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Most books on measurement present a statistical orientation or an orientation toward measurement theory. Although these approaches are valuable, Measurement Error and Research Design is motivated by the lack of literature that enhances understanding of measurement error, its sources, and its effects on responses. This books purpose is to enhance the design of research, both of measures and of methods. An author maintained website, <http://www.business.uiuc.edu/~madhuv/msmt.html> features datasets and suggestions for using the book in courses.

"This book provides a useful systematic introduction to an important and neglected area, that of measurement error in the social sciences. It will prove valuable both to students studying this topic in courses, and to Ph.D. students and researchers starting to carry out social research under their own steam."--Dougal Hutchison "Dr. Viswanathan has made an important contribution to the array of books available on measurement. In his book, he calls the reader's attention to types of errors encountered in measurement, how they are made, and most importantly, how researchers can go about identifying and eliminating them. If you are doing research, whether you are developing measures or using already developed measures, the information in this book will help you to understand how to investigate the limitations of the measures you work with."--Dennis L. Jackson ""The principles and methods outlined in this text are likely to be useful and necessary to researchers who are developing new studies." --Holly E. R. Morrell (05/31/2007) ""This book provides a useful systematic introduction to an important and neglected area, that of measurement error in the social sciences. It will prove valuable both to students studying this topic in courses, and to Ph.D. students and researchers starting to carry out social research under their own steam."--Dougal Hutchison "Dr. Viswanathan has made an important contribution to the array of books available on measurement. In his book, he calls the reader's attention to types of errors encountered in measurement, how they are made, and most importantly, how researchers can go about identifying and eliminating them. If you are doing research, whether you are developing measures or using already developed measures, the information in this book will help you to understand how to investigate the limitations of the measures you work with."--Dennis L. Jackson "A particular virtue of the book is the author's balanced perspective. He acknowledges the reductionism that too often accompanies our increasingly sophisticated research methods--the risk that as we learn more and more about narrower issues we will lose sight of the larger contexts in which they are embedded. Essential, too, in the author's view, is a receptive stance on the part of the researcher, who should maintain an openness to alternative theories, to different measures and methods, and to different interpretations of data."--Stefan Krug, Simmons College School of Social Work (05/05/2006) "The principles and methods outlined in this text are likely to be useful and necessary to researchers who are developing new studies." --Holly E. R. Morrell (05/31/2007)-Dr. Viswanathan has made an important contribution to the array of books available on measurement. In his book, he calls the reader's attention to types of errors encountered in measurement, how they are made, and most importantly, how researchers can go about identifying and eliminating them. If you are doing research, whether you are developing measures or using already developed measures, the information in this book will help you to understand how to investigate the limitations of the measures you work with."--Dennis L. Jackson -This book provides a useful systematic introduction to an important and neglected area, that of measurement error in the social sciences. It will prove valuable both to students studying this topic in courses, and to Ph.D. students and researchers starting to carry out social research under their own steam.---Dougal Hutchison -A particular virtue of the book is the author's balanced perspective. He acknowledges the reductionism that too often accompanies our increasingly sophisticated research methods--the risk that as we learn more and more about narrower issues we will lose sight of the larger contexts in which they are embedded. Essential, too, in the author's view, is a receptive stance on the part of the researcher, who should maintain an openness to alternative theories, to different measures and methods, and to different interpretations of data.---Stefan Krug, Simmons College School of Social Work (05/05/2006)-The principles and methods outlined in this text are likely to be useful and necessary to researchers who are developing new studies.- --Holly E. R. Morrell (05/31/2007) "Dr. Viswanathan has made an important contribution to the array of books available on measurement. In his book, he calls the readers attention to types of errors encountered in measurement, how they are made, and most importantly, how researchers can go about

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About the Author Madhu Viswanathan is an Associate Professor of Marketing in the Department of Business Administration within the College of Business at the University of Illinois, Urbana-Champaign, Illinois, where he has been on the faculty since 1990. He holds a Ph.D. in Business Administration (Marketing) from the University of Minnesota, and a Bachelor of Technology in Mechanical Engineering from the Indian Institute of Technology, Madras. He teaches a course on measurement and research methods to Ph.D. students and marketing research to undergraduate and MBA students. He has been listed several times as an excellent instructor at the University of Illinois. His research has appeared in journals, including the Journal of Applied Psychology, the Journal of Consumer Psychology, the Journal of Marketing Research, Personality and Social Psychology Bulletin, and Computer, Speech, and Language. His research is in two areas: measurement and research methodology and low-literate buyer and seller behavior. His work on literacy has been supported by grants from the National Science Foundation, and the Illinois Center for International Business Education and Research. He serves on the editorial boards of the Journal of Consumer Psychology, the Journal of Consumer Research, and Psychology and Marketing. He has served as the Secretary-Treasurer for the Society for Consumer Psychology and as the Chair of the Consumer Behavior Special Interest Group of the American Marketing Association. He also chaired national conferences for the American Marketing Association and the Society for Consumer Psychology. He directs the Marketplace Literacy Project (www.marketplaceliteracy.org), a nonprofit organization which aims to disseminate knowledge about low-literate buyer and seller behavior. Its activities include the development and distribution of educational materials for adult education, nutrition, and other programs targeted at low-literate consumers in the US, and development and provision of business and consumer literacy training for low-literate, low-income adults in India and other similar contexts. He lives in Champaign, Illinois, with his wife and 10-year old son.