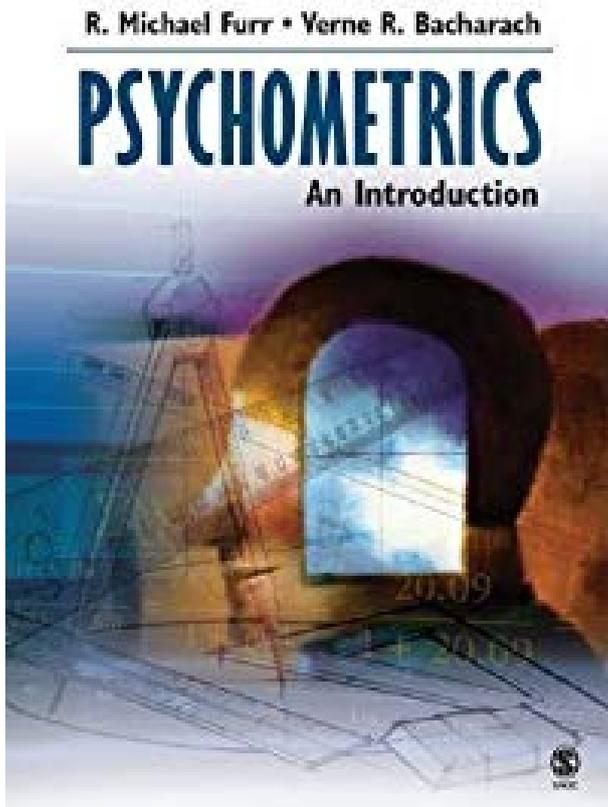


Psychometrics: An Introduction



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" The main advantage of the text is a more contemporary and conceptual presentation of the material. I have been looking for a book with this level and focus for some time " Steven Pulos, "University" of Northern Colorado" In Psychometrics: An Introduction, authors R. Michael Furr and Verne R. Bacharach center their presentation of material around a conceptual understanding of psychometric issues, such as validity and reliability, and on purpose rather than procedure, the why rather than the how to. Their goal is to introduce psychometric principles at a level that is deeper and more focused than found in introductory undergraduate testing and measurement texts but that is more intuitive than traditionally found in the more technical publications intended for graduate courses. By emphasizing concepts over mathematical proofs and by focusing on practical significance, this book assists students in appreciating not just how measurement problems can be addressed and why it is important to address them. KEY FEATURES - "Presents information in a clear, easy-to-read, conversational style: "The authors introduce concepts in a way that is accessible to nonprofessionals without sacrificing the academic integrity of the material. "Highlights practical applications: "Intended to enhance readers appreciation of the importance of psychometrics, the book provides examples that will resonate with students. "Offers an up-to-date treatment of topics in psychometrics: "The book offers readers the most contemporary views of topics in psychometrics available in the nontechnical psychometric literature. "Introduces statistical procedures in the context of their use rather than in a separate chapter: "The authors integrate statistics with a discussion of their use as tools to solve particular psychometric problems,

encouraging a more complete understanding of both. INTENDED AUDIENCE Appropriate for advanced undergraduate and graduate courses such as Psychometrics, Testing and Measurement, Research Methods, and Experimental Methods across a range of behavioral sciences and education."