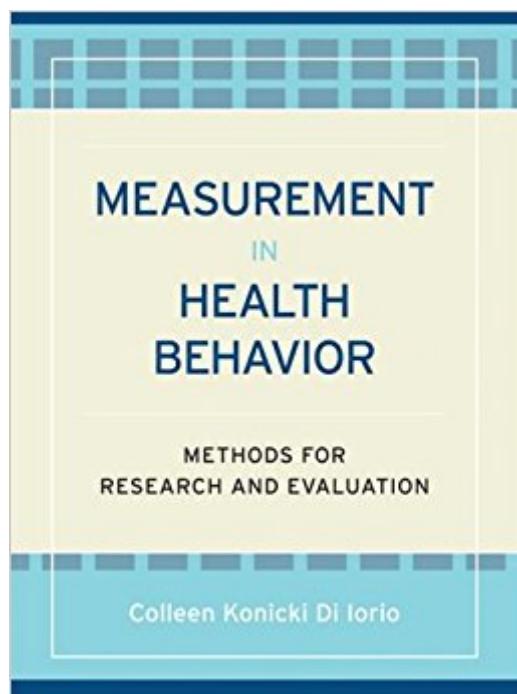


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Measurement In Health Behavior: Methods For Research And Evaluation



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Measurement in Health Behavior offers faculty, students, researchers, and public health professionals the information they need to improve their knowledge of instrument development and testing and their understanding of reliability and validity testing discussed in articles and reports. The book also helps improve students' and professionals' ability to conduct basic tests for reliability and validity and hones their skills in interpreting the results of data analysis. Based on data collected from the author's more than ten years of research and program development, Measurement in Health Behavior provides realistic examples from the public health arena to clearly demonstrate the book's concepts.

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realistic examples from the public health arena to clearly demonstrate the book's concepts. A comprehensive resource, *Measurement in Health Behavior* Presents a brief description of the different types of measures that are used to collect data about health behavior or associated factors Includes strategies for reducing measurement errors Offers information about survey development and knowledge test construction Covers information about scale development and includes important information related to the analysis of concepts Presents basic statistical concepts and puts the focus on reliability Offers a presentation of classical test theory and includes the different types of reliability assessment Includes several strategies for assessing validity and presents the basic principles of factor analysis Contains an elementary description of item response theory

Colleen Konicki Di Iorio, Ph.D., R.N., F.A.A.N, is a professor in the department of behavioral sciences and health education at Rollins School of Public Health, Emory University, and the associate editor of *The Journal of Nursing Measurement*. She has published numerous journal articles and book chapters on research and measurement methods in public health. Di Iorio is a contributor to the third edition of *Health Education and Health Behavior* from Jossey-Bass.

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