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#### Measurement in social sciences

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### Direct measurement

What would we like to measure?

# Weight

You measure exactly the thing you want to measure

Measurement instrument



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## Indirect measurement

What would we like to measure?

## Work satisfaction

You measure the thing you want to measure through measuring something else

Measurement instrument







## Job satisfaction

- Definition?
- Which dimensions (facets)?
- Which questions/items?



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Intention to take protective

measures

# Conceptualization: protection motivation theory (Rogers, 1975)

 Explores social and cognitive processes leading to self-protection behaviour.



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# **Operacionalization - example**

- Operationalized by Thompson, McGill, Wang (2018)
- Adjusted for smart phone users
- Translation back-translation
- 26 items
- 5-point Likert scale





#### "Security begins at home": Determinants of home computer and mobile device security behavior (Thompson, Wang, McGill, 2017)

To ensure validity and reliability of the items used to measure the model constructs, we selected items that had been validated in relevant behavioral security research studies wherever possible.

Security	I am likely to take security measures on my device
intentions	It is possible that I will take security measures to protect my <i>device</i>
(Adapted from	I am certain that I will take security measures to protect my device
1995)	It is my intention to take measures to protect my device

## Operacionalization: perceived vulnerability





### Operacionalization: perceived severity

#### CONSTRUCT



Photo by <u>Hacker Noon</u> on <u>Unsplash</u>

#### INDICATORS

A security breach on my smart phone would be a serious problem for me

It would be serious problem for me, if I lose my information because of hacking

If someone accessed without my knowledge or my consensus my confidential information on my smart phone, it would be serious problem for me

If someone successfully attack and damage my smart phone, it would be very problematic for me

I view information security attacks on me as harmful

I think that protection of information is important on my smart phone



#### CONSTRUCT



Photo by Markus Winkler on Unsplash

#### INDICATORS

Technical security measures on smart phones help preventing security breaches

Implementing security measures on my smart phone is effective for preventing security breaches

Enabling technical security measures would prevent hackers to steal personal information from smart phones

Preventive measures that are available are effective to stop people from getting confidential data from smart phones

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## **Operacionalization: self-efficacy**

#### CONSTRUCT



Photo by <u>The Average Tech</u> <u>Guy</u> on <u>Unsplash</u>

#### INDICATORS

I have no problems taking measures for security of my smart phone

Taking necessary security measures is entirely under my control

I have resources and the knowledge to take the necessary security measures

Taking necessary security measures is simple

I know how to protect my smartphone by myself

I know how to enable security measures on my smart phone

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#### Translation of questionnaire used abroad



Univerza v Mariboru, Fakulteta za varnostne vede WHO: https://terrance.who.int/mediacentre/data/WHODAS/Guidelines/WHODAS%202.0%20Translation%20guidelines.pdf



#### Make your own questionnaire





## "Good" questionnaire

- Valid and reliable
- A good question should adress three key aspects (Groves et al., 2004):
  - Content (questions ask after the right content).
  - Cognitive (all respondents understand a question in the same way).
  - Usefulness (fill in questionnaire easily and enables the use of the predicted statistical tests).



## Measurement validity – questionnaire testing

Does a questionnaire measure what it is suppose to measure?

#### Content

- Do questions adress all dimensions of a concept?
  - Expert assessment
  - Face validity = nonexpert assessment

#### Criterion

- Predictive
- Between-group difference
- Correlation with existing questionnaire

#### Construct

- Do questions measure the concept they are suppose to measure?
  - Factor analysis



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#### Content validity



#### Face validity

- To what extent does it seem that the questions measure what they are suppose to measure.
- A questionnaire has face validity when also non-professionals are able to identify the content the questionnaire is adressing.
- Example: a researcher prepares a questionnaire to measure depression and asks a colleague to see if he or she finds the questions valid (to measure depression).
- **Example:** A larger number of respondents evaluate the validity on the Likert scale (1 the questionnaire is completely unsuitable for measuring a certain concept up to 5 the questionnaire is completely appropriate ..)



## **Expert validity**

- The extent to which the questions measure what they should measure is judged by the experts in the field.
- They can also state what each question is measuring.
- The researcher reviews their answers.
- Example: a questionnaire on depression is reviewed by psychiatrists to assess the extent to which each question actually measures depression (for example, through various symptoms)



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#### Criterion validity



#### Predictive validity

- Predict an event or situation (criterion variable) on the basis of a current variable.
- Example: do results on a final exam (graduate examination) at the end of the high school predict the success of the study at university



#### **Concurrent validity**

- Variable correlates highly with an existing valid criterion variable
- **Example**: are strong religious beliefs associated with attendance of religious services?



## Known groups validity

- Choosing different groups of people for which it is known they differ in a measured concept, which validity we want to assess
- Example: Validity of new scale measuring the extent of a political conservatism is assessed by deploying it to the conservative and liberal associations/organizations...in



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#### Construct validity – exploratory factor analysis

#### Objectives

- Test construct validity
  - Do indicators really measure the concept they are supposed to measure?
- Reduce the number of variables
  - Can we reduce the number of variables in the data?





## When?

- Big enough sample size
- Continous variables (Likert type variables also allowed)
- Normally distributed variables
- Strong correlations between variables measuring the same construct and weak between variables measuring a different construct.



## What is a big enough sample size?



Photo by Owen Cannon on Unsplash

- Number of subjects per variable
  - 10 subjects per variable (Nunnally, 1978)
  - 5 subjects per variable or 100 subjects (Hatcher, 1994)
  - 2 subjects per variable (Kline, 1994)
- Total sample size
  - 100 subjects, when clear structure (Kline, 1994)
  - 300 subjects, high correlations among variables → fewer than 300 (Tabachnik and Fidell, 2001)

Factor analysis (FA) – can relationships between variables be explained by a lower number of factors?

#### CONSTRUCT or LATENT VARIABLE or FACTOR (F)



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### Graphical presentation



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## Revisiting PMT (KMO = 0,87)

- PERCEIVED VULNERABILITY (PV)
- My smart phone could be a target to a serious information security threat (PV1)
- By using a smart phone I am facing more and more information security threats (PV2)
- I think that my smart phone could be vulnerable to a security threat (PV3)
- It is likely, that my smart phone will be subject to a successful online attack (PV4)
- Information and data on my smart phone are vulnerable to security breaches (PV5)
- I could become a victim to a malicious attack if I would not follow good security practices (PV6)
- SECURITY INTENTIONS (SI)
- I will probably take security measures on my smart phone (SI1)
- It is possible that I will take security measures to protect my smart phone (SI2)
- I am certain that I will take security measures to protect my smart phone (SI3)
- I am planning to take measures to protect my smart phone (SI4)

## Examining correlation matrix

Bartlett test of sphericity: Is a correlation matrix an identity matrix? Should be significant!

PMT Bartlett's Test of Sphericity  $\chi^2$  (45) =1755.3; p < 0.001

	PV1	PV2	PV3	PV4	PV5	PV6	SI1	SI2	SI3	SI4
PV1										
PV2	0.63**									
PV3	0.74**	0.65**								
PV4	0.53**	0.46**	0.57**							
PV5	0.60**	0.53**	0.67**	0.56**						
PV6	0.53**	0.44**	0.51**	0.41**	0.44**					
SI1	0.20**	0.10	0.16**	0.03	0.11	0.31**				
SI2	0.20**	0.09	0.13*	0.04	0.08	0.31**	0.84**			
SI3	0.20**	0.09	0.15**	0.07	0.07	0.27**	0.75**	0.71**		
SI4	0.19**	0.10	0.14*	0.05	0.06	0.34**	0.70**	0.70**	0.74**	

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## Factor rotation – enhance interpretability

- Oblique
  - Factors are correlated (for example different dimensions of work satiskaction)
  - First step.

- Orthogonal
  - Factors are independent, uncorrelated (for example job satisfaction and body height)
  - After oblique rotation the correlations between factors are low (< 0.32)</li>



#### How many factors to extract?

- Scree plot (elbow diagram)
  - Graphical presentation of the share of variance, explained by each common factor.
  - Breaking point → number of factors preceding it



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## How many factors to extract?

After oblique rotation % of variance explained by each factor can't be calculated

- Keiser-Guttman criteria
  - Number of factors with eigenvalues > 1
  - Eigenvalues → calculation of the % of variance of items explained by each coomon factor

	Initial Eigenvalues				Eigenvalues after rotation					
Factor										
	<b>-</b>	o/ <b>c</b> )/ ·		<b>-</b> / /	o/ <b>c</b> >/ ·		<b>-</b> · ·			
	Iotal	% of Variance	Cumulative %	Iotal	% of Variance	Cumulative %	lotal			
1	4.3	43.0	43.0	3.9	39.5	39.5	3.5			
2	2.8	28.0	70.9	2.5	24.9	64.4	3.2			
3	0.6	5.8	76.7							
4	0.5	5.4	82.1							
5	0.4	4.4	86.6							
6	0.4	3.7	90.3							
7	0.3	3.4	93.7							
8	0.2	2.5	96.1							
9	0.2	2.4	98.5							
10	0.2	1.5	100.0							

# How much variance of an item is explained by common factors?

Communalities		
	Initial	Extraction
My smart phone could be a target to a serious information security threat	0.63	0.70
By using a smart phone I am facing more and more information security threats	0.48	0.52
I think that my smart phone could be vulnerable to a security threat	0.68	0.78
It is likely, that my smart phone will be subject to a successful online attack	0.42	0.45
Information and data on my smart phone are vulnerable to security breaches	0.53	0.58
I could become a victim to a malicious attack if I would not follow good security practices	0.40	0.43
I will probably take security measures on my smart phone	0.76	0.81
It is possible that I will take security measures to protect my smart phone	0.73	0.77
I am certain that I will take security measures to protect my smart phone	0.67	0.71
I am planing to take measures to protect my smart phone	0.64	0.69
Extraction Method: Principal Axis Eactoring		

### Factor weights

	Fa	ctor	
	PV	SI	
My smart phone could be a target to a serious information security threat (PV1)	0.82	0.07	
By using a smart phone I am facing more and more information security threats (PV2)	0.73	-0.04	
I think that my smart phone could be vulnerable to a security threat (PV3)	0.89	-0.02	
It is likely, that my smart phone will be subject to a successful online attack (PV4)	0.68	-0.07	
Information and data on my smart phone are vulnerable to security breaches (PV5)	0.77	-0.07	
I could become a victim to a malicious attack if I would not follow good security practices (PV6)	0.55	0.25	
I will probably take security measures on my smart phone (SI1)	-0.01	0.90	
It is possible that I will take security measures to protect my smart phone (SI2)	-0.02	0.88	
I am certain that I will take security measures to protect my smart phone (SI3)	0.01	0.84	
I am planning to take measures to protect my smart phone (SI4)	0.00	0.83	

FACTOR SCORE:  $PV = 0.82 \cdot PV1 + 0.73 \cdot PV2 \dots + 0 \cdot SI4$ SI = 0.07 \cdot PV1 - 0.04 \cdot PV2 \dots + 0.83 \cdot SI4 Crossloadings? Low factor weights?



#### Reduction of observed variables

- Calculate factor score for each factor from factor equation
- Calculate aritmetic mean of item scores, measuring each factor (so called composite variable) → more common





## Assess measurement reliability of factors





#### Use of new variables in the analysis

- As dependent/independent variables in linear regression analysis
- As independent variables in discriminant analysis
- As dependent variables in t-test and ANOVA
- etc.



# Testing the PMT model

 Composite variables are included in multiple regression analysis.





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#### Construct validity – confirmatory factor analysis



#### "Subdimensions" of construct validity





## Confirmatory factor analysis (CFA)

- Part of Structural Equation Modeling (SEM) first step
- Specifies indicators, constructs and their interrelationships.

EFA

- Underlying structure derived from data
- Crossloadings allowed
- Orthogonal rotation permitted

CFA

- Underlying structure based on theory
- Crossloadings not allowed
- Oblique rotation assumed





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#### CFA and SEM

1. Step CFA – measurement model

a visual representation that specifies the model's constructs, indicator variables, and interrelationships. CFA provides quantitative measures of the reliability and validity of the constructs. 2. Step SEM – structural model

a set of dependence relationships linking the hypothesized model's constructs. SEM determines whether relationships exist between the constructs – and along with CFA enables one to accept or reject one's theory.



## Basic elements of CFA model (and SEM)



## Reflective vs. formative measurement theory and CFA

#### REFLECTIVE

- Factors cause the indicator
- Error = inability of the latent construct to fully explain the indicators
- Arrows from construct to indicator

#### FORMATIVE

- Indicators cause the construct
- Error = inability of the indicators to fully explain the construct
- Arrows from indicator to construct

#### EXAMPLE: STRESS

Blood pressure, anxiety, perspiration, nervousness, sleeplessness, increased heart rate, shallow breading, nausea... Gender, personality, age, family-work balance, work load, disliked boss, customer mistreatement, illness...



#### Path diagram





## The logic behind CFA and SEM

Each element of covariance matrix is expressed by a structural and measurement equations (a function of the model parameters (relationships, variances, errors)).

Parameter estimates obtained by the used estimation method  $\rightarrow$  maximum likelihood estimation (MLE) most commonly used (minimizes differences between the observed and estimated covariance matrices).

Examine goodness-of-fit  $\rightarrow$  how well a model reproduces covariance matrix of the indicators.

Examine construct validity and reliability of the specified measurement model.



## Three types of goodness-of-fit measures

ABSOLUTE	INCREMENTAL	PARSIMONY
How well your estimated model reproduces the observed data?	How well your estimated model fits relative to some alternative baseline model (usually the one in which all observed variables are uncorrelated)	Can your model be improved by specifying fewer estimated parameter paths (specifying a simpler model).



## (Some) goodness-of-fit measures (indices)

Fit index	Description	Cut-off
X <sup>2</sup>	The difference btw the two covariance matrices	p > 0.05
χ²/df	$\chi^2$ sensitive to sample size	1 - 3
RMSEA	The degree to which lack of fit is due to misspecification of the model tested vs being due to sampling error	< 0.08
NNFI	How much better the hypothesized model fitted a null model that did not specify any relationships between the variables (adjusted for degrees of freedom)	>0.90
IFI	Adjusts the Normed Fit Index (NFI) for sample size and degrees of freedom	>0.90
CFI	Comparison btw proposed and baseline model (no relationships between variables), adjusted for the degrees of freedom	>0.90
SRMR	The square-root of the difference between the residuals of the sample covariance matrix and the hypothesized model	< 0.08

## Construct validity – convergent validity

- Examine:
  - (Standardized) factor loadings (>0.50 and statistically significant)
    - Each indicator should load substantially and statistically significantly on the construct it is supposed to measure.
  - Average variance extracted (AVE) (>0.50)
    - How much variance in the items can be explained by the construct.
  - Composite reliability (CR) (>0.70 or >0.60)
    - Is a measure of internal consistency in scale items, much like Cronbach's alpha. It can be thought of as being equal to the total amount of true score variance relative to the total scale score variance.







## Poor fit of the model, next steps

- Identify problems with model fit
  - Examine standardized residuals (standardized differences between estimated and observed covariance matrices)
  - Examine modification indices (the program proposes changes to be made in the model):
    - Add error covariances
    - Add paths (relationships) between variables in the model
  - Modify the model:
    - Omit indicators (one change at a time)
    - Add or remove paths (relationships) between constructs



## Construct validity – discriminant validity

#### • Examine:

- Correlations between factors (r < 0.85)</li>
- 95% confidence interval of the correlation coefficients (the upper limit should not include 1)
- All AVE larger than squared interconstruct correlation estimates.
- Better fit of the model without restricted correlation coefficients between constructs to 1.

## PMT revisited – fitting CFA model – convergent validity



chi-square=694.99, df=289, p-value=0.00000, RMSEA=0.071 Univerza v Mariboru, Fakulteta za varnostne vede AVE > 0.50 CR > 0.7

$$AVE_{PV} = \frac{0.84^2 + 0.71^2 + \dots + 0.60^2}{(0.84^2 + 0.71^2 + \dots + 0.60^2) + ((1 - 0.84^2) + (1 - 0.71^2) + \dots + (1 - 0.60^2))} = 0.56$$

$$CR_{PV} = \frac{(0.84 + 0.71 + \dots + 0.60)^2}{(0.84 + 0.71 + \dots + 0.60)^2 + ((1 - 0.84) + (1 - 0.71) + \dots + (1 - 0.60))} = 0.88$$

	AVE	CR
PS	0.65	0.92
RE	0.56	0.84
SE	0.63	0.91
SI	0.75	0.92

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## PMT revisited – fitting CFA model – goodness of fit

•  $\chi^2 = 694.9$ ; df = 289; p < 0.001 Significant

- $\chi^2/df = 2.4$
- RMSEA = 0.071
- NNFI = 0.96
- IFI = 0.96
- CFI = 0.96
- SRMR = 0.07

1 - 3 < 0.08 > 0.90 > 0.90 > 0.90 < 0.08 Goodness of Fit Statistics

Degrees of Freedom = 289 Minimum Fit Function Chi-Square = 674.992 (P = 0.0) Normal Theory Weighted Least Squares Chi-Square = 694.989 (P = 0.0) Estimated Non-centrality Parameter (NCP) = 405.989 90 Percent Confidence Interval for NCP = (332.618 ; 487.056)

Minimum Fit Function Value = 2.455 Population Discrepancy Function Value (F0) = 1.476 90 Percent Confidence Interval for F0 = (1.210 ; 1.771) Root Mean Square Error of Approximation (RMSEA) = 0.0715 90 Percent Confidence Interval for RMSEA = (0.0647 ; 0.0783) P-Value for Test of Close Fit (RMSEA < 0.05) = 0.000

Expected Cross-Validation Index (ECVI) = 2.978 90 Percent Confidence Interval for ECVI = (2.711 ; 3.273) ECVI for Saturated Model = 2.553 ECVI for Independence Model = 37.943

Chi-Square for Independence Model with 325 Degrees of Freedom = 10382.330 Independence AIC = 10434.330 Model AIC = 818.989 Saturated AIC = 702.000 Independence CAIC = 10554.460 Model CAIC = 1105.454 Saturated CAIC = 2323.761

> Normed Fit Index (NFI) = 0.935 Non-Normed Fit Index (NNFI) = 0.957 Parsimony Normed Fit Index (PNFI) = 0.831 Comparative Fit Index (CFI) = 0.962 Incremental Fit Index (IFI) = 0.962 Relative Fit Index (RFI) = 0.927

> > Critical N (CN) = 142.719

Root Mean Square Residual (RMR) = 0.0796 Standardized RMR = 0.0748 Goodness of Fit Index (GFI) = 0.837 Adjusted Goodness of Fit Index (AGFI) = 0.802 Parsimony Goodness of Fit Index (PGFI) = 0.689

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#### Standardized residuals and modification indices

#### Standardized Residuals

	Q7a	Q7b	Q7c	Q7d	Q7e
Q7a					
Q7b	1.177				
Q7c	0.525	0.685			
Q7d	-0.885	-0.305	-0.948		
Q7e	-1.298	-0.357	0.048	2.794	
Q7f	1.011	-0.201	-1.281	-0.254	-0.753
Q8a	1.188	0.193	0.736	-0.426	1.707
Q8b	-2.023	-3.516	-1.502	-1.436	-1.912
Q8c	-1.681	-2.020	-1.404	-1.339	-0.932
Q8d	-2.575	-2.374	-1.137	-0.032	-0.660
Q8e	0.985	-0.595	2.296	0.119	1.407
Q8f	3.503	0.819	4.100	2.054	3.112
Q9a	1.578	1.797	1.709	-1.064	0.267
Q9b	-0.684	1.240	-0.969	-1.892	-1.564
Q9c	0.827	0.095	-0.908	-1.100	-0.089

	The	e Modificat	tion India	ces	Suggest	to A	dd the		
Path	to	from	Decrease	in	Chi-Squa	are	New	Estimate	2
Q7f		PSev		10.	.1			0.24	
Q7f		RE		14.	. 4			0.35	
Q7f		SE		9.	.0			0.28	
Q7f		SI		25.	. 6			0.35	
Q8f		PVuln		18.	. 8			0.24	
Q8f		SI		26.	. 4			0.27	
Q10a		PSev		9.	.5			0.15	
Q10a		RE		34.	. 4			0.50	
Q10a		SI		24.	.2			0.30	
Q10b		RE		8.	.5			0.28	
Q10f		RE		12.	. 4		-	0.22	
Qllb		RE		8.	. 6		-	0.16	
Qllb		SE		14.	.5		-	0.21	
Qllc		SE		17.	.3			0.27	

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#### PMT revisited: SEM vs. multiple linear regression



 $\chi^2$ /df = 2,4; CFI = 0.96; IFI = 0.96; NNFI = 0.96; SRMR = 0.075



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# Advantage of SEM: testing indirect relationships – proposed model



https://www.researchgate.net/publication/342143492\_Maintenance\_of\_heavy\_trucks\_an\_international\_study\_on\_truck\_drivers Univerza v Mariboru, Fakulteta za varnostne vede



# Advantage of SEM: testing indirect relationships – modified model



SB χ2 = 8.6; df = 6; p < 0.200;SB χ2/ df = 1.4; RMSEA = 0.083; NFI = 0.98; NNFI = 0.99; CFI =0.99; IFI = 0.99; SRMR = 0.04; GFI = 0.98)

SEM:

\*p < 0.05; \*\*p < 0.01

Note: indicators are not shown to simplify the model.

*Fig. 3.* Modified structural equation model (standardised regression coefficients are shown; MTC = maintenance in transport companies; PRE = preventive behaviour; PRO = proactive behaviour; SR = small repairs; TCT = technical condition of the truck; TU = truck utilisation)

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#### Faculty of Criminal Justice and Security

#### Proposed further reading



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