



Statistics

# SEMINAR

## **ABSTRACT:**

Response styles refer to stylistic tendencies in how respondents use rating scales when responding to test/survey items. In this talk, I will present a methodological approach to the study and control of extreme response style---the tendency to choose the extreme endpoints of a rating scale---using an item response theory model that portrays response style as a simultaneous influence (along with the substantive trait) on the item response. The model provides a basis for studying the biasing effects of response style on the measurement of psychological constructs. It can also be used to adjust scale scores so as to account for the effects of response style. Two examples will be presented, including a study of nicotine dependence among smokers attempting to quit and a cross-national study of attitudes toward science among elementary students.

## **TITLE:**

**Measurement of  
Response Style in Educational  
and Psychological Tests**

## **SPEAKER:**

**Professor Dan Bolt  
Dept. of Educational Psychology  
UW-Madison**



## **TIME & PLACE:**

**Wednesday, November 30, 2011  
Room 140 Bardeen  
4pm**



THE UNIVERSITY  
of  
**WISCONSIN**  
MADISON

*Cookies & Coffee @ 3:30p in Rm 1210 MSC*