

Cronbach's alpha

assessing scale reliability

- ▶ Cronbach's alpha is an index of reliability associated with the variation accounted for by the true score of the "underlying construct."
- ▶ Allows a researcher to measure the internal consistency of scale items, based on the average inter-item correlation
- ▶ Indicates the extent to which the items in your questionnaire are related to each other
- ▶ Indicates whether a scale is unidimensional or multidimensional

Interpreting scale reliability

- ▶The higher the score, the more reliable the generated scale is
- ▶A score of .70 or greater is generally considered to be acceptable
 - .90 or > = high reliability
 - .80-.89 = good reliability
 - .70-.79 = acceptable reliability
 - .65-.69 = marginal reliability
- ▶lower thresholds are sometimes used in the literature.