MANIFEST VALIDITY: APPLYING LATENT SEMANTIC ANALYSIS TO THE LANGUAGE OF QUESTIONNAIRE ITEMS

Kai R. Larsen, Leeds School of Business, University of Colorado at Boulder, 5430 Tenino Ave., Boulder, CO 80309, 303-735-6448, kai.larsen@colorado.edu

ABSTRACT

This project disproves a fundamental principle in psychometrics, that questionnaire scale validation always requires empirical investigations. Applying a new theory of language use, Latent Semantic Analysis, the correlation matrix of studies are predicted without use of respondents. Implications on psychometrics and social sciences are explained.