Use reliability and validity to evaluate the quality of your research

Week 2 HRA2

Hotel Management School Maastricht

Can we trust the results?

You're working as GM for a Myriad Hotel.
The bosses Charles & Stefan are visiting.
They ask you: 'What can we do at our Myriad hotels to increase guest satisfaction?'

There are 54 rooms/guests
48 deluxe suites and 6 executive suites
18 business guests and 34 leisure guests

You interviewed 9 guests

Increasing guests satisfaction:

- What do their customers value?
  E.g. F&B, front desk, shuttle service, swimming pool
- How to measure customer satisfaction?
  E.g. NPS, reviews, #complaints

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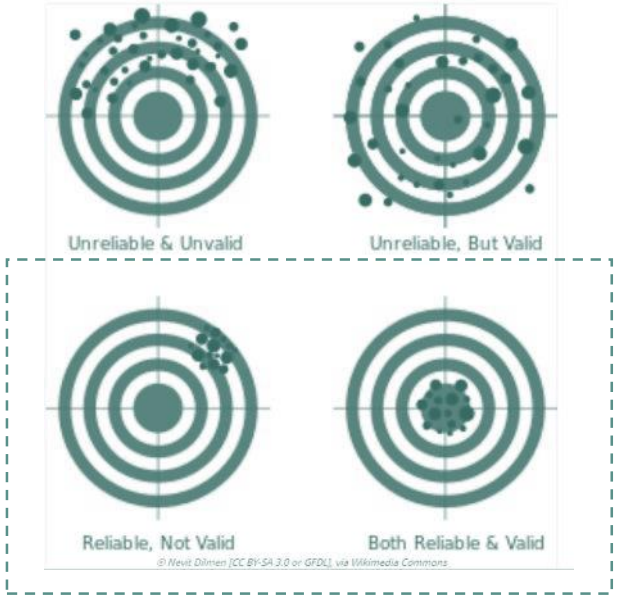
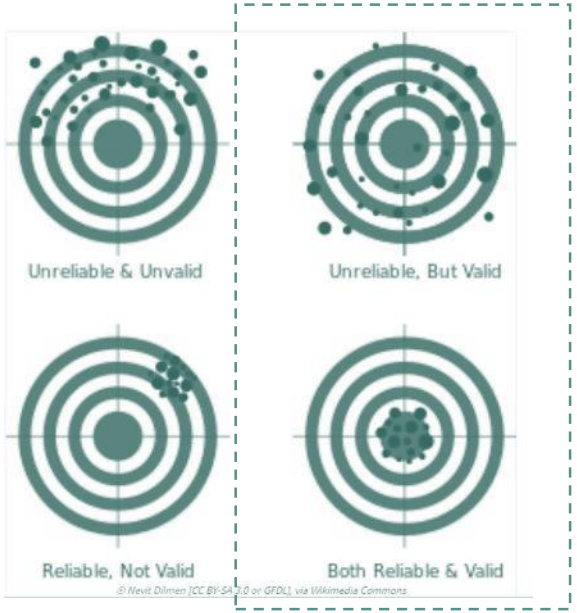


Reliability: is there consistency?



Validity: are you reaching your desired goal?

Threats to validity and reliability

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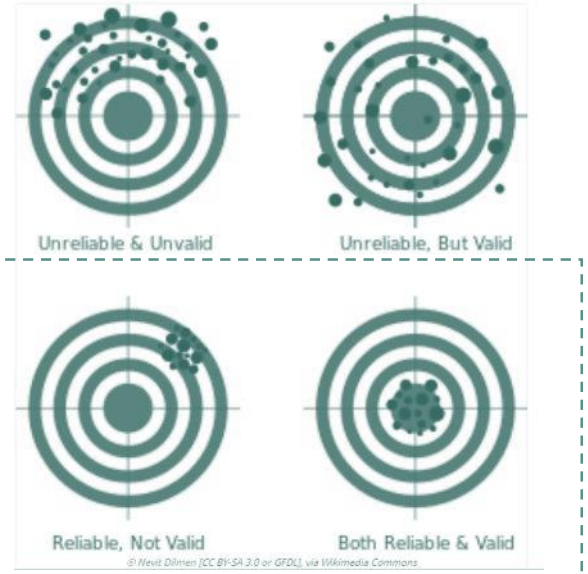

Reliability: is there consistency?

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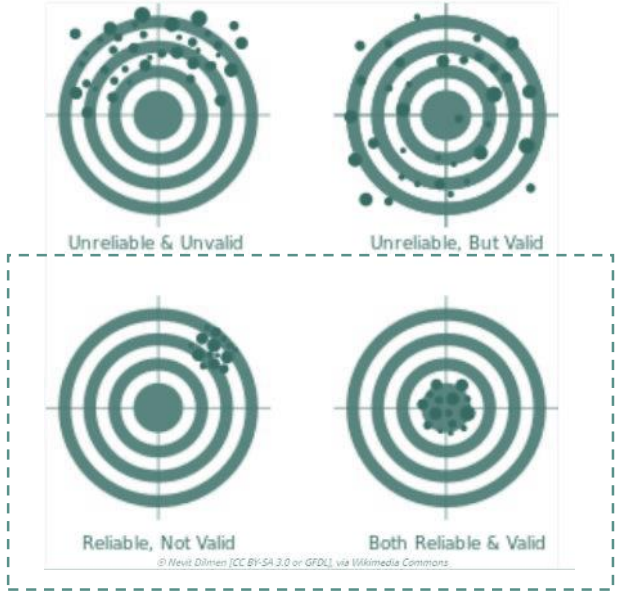
Reliability: Is it consistent?

- Would the results hold when you or someone else performs the experiment/research again?

- Mestreechs keteerke (Maastricht's fifteen minutes)



Reliability: Is it consistent?

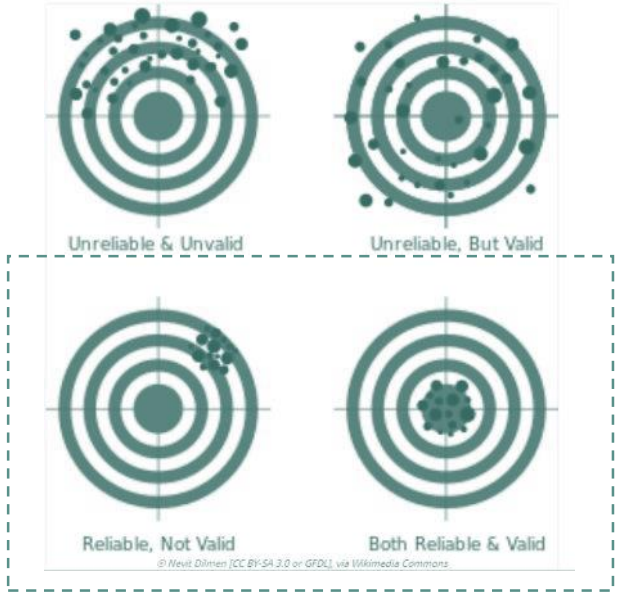
- Sample Size (N)
- Test-retest

- Standardization
- Pilots
- Peer Feedback
- Reporting and justification

Quantitative

- Intersubjectivity
- Triangulation
- Iteration

Qualitative



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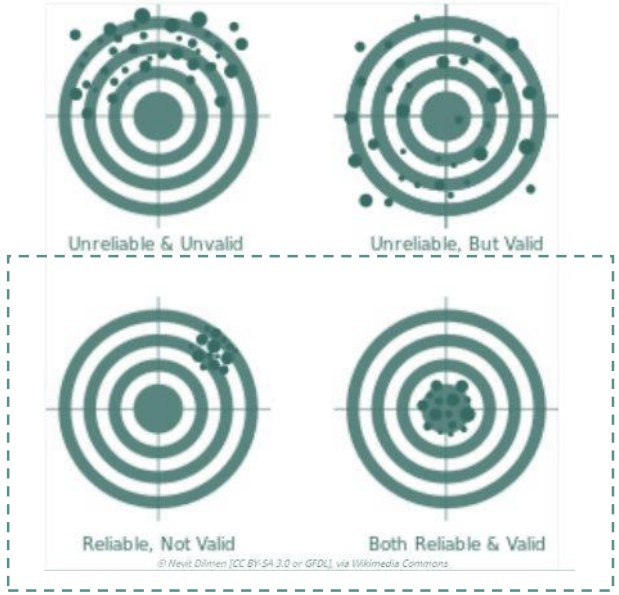

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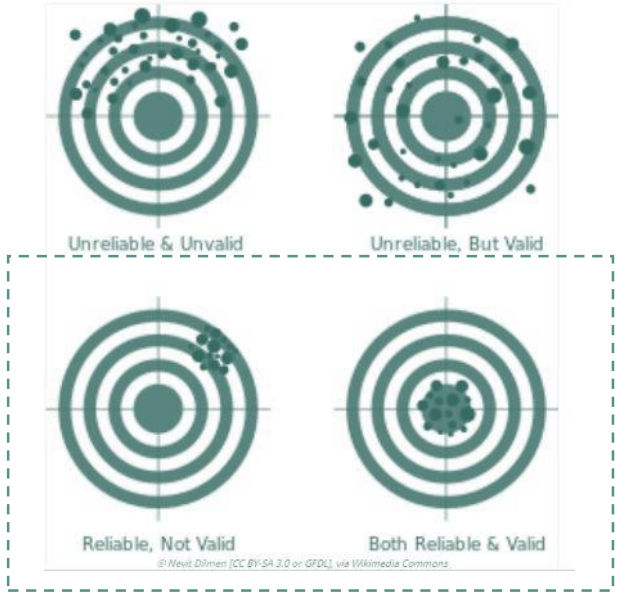

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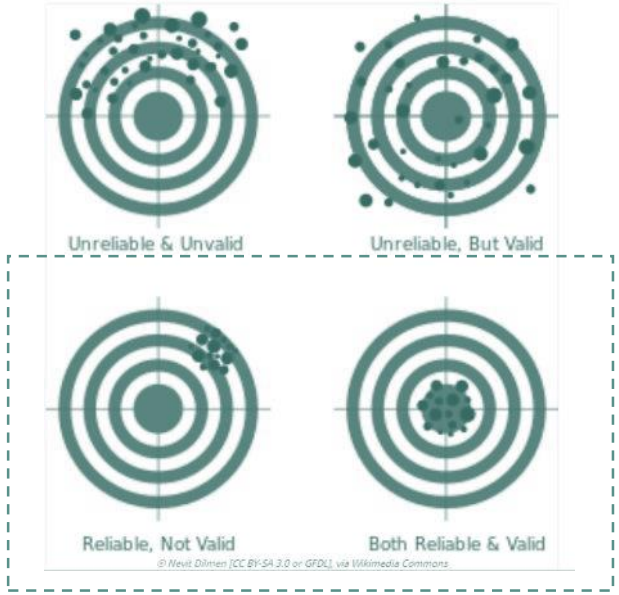

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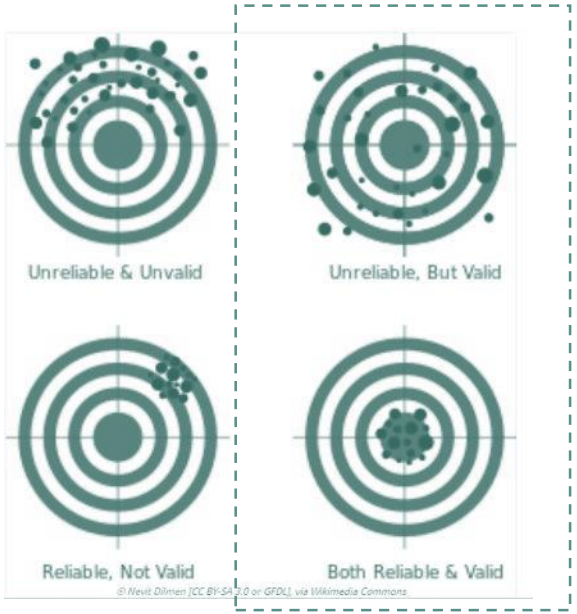

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Validity: are you reaching your desired goal?

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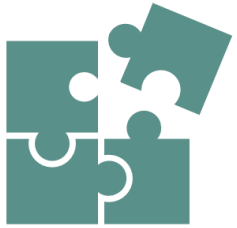
Face Validity

Expert judgement

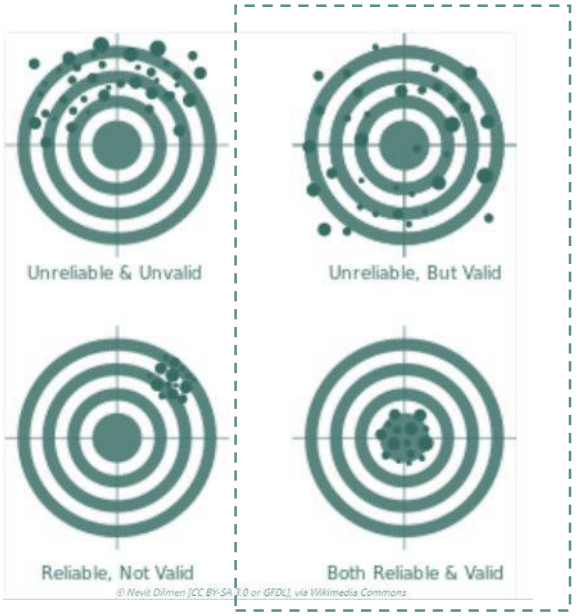


Content Validity

Completeness

Criterion Validity

Does one measurement corrrelate with another?



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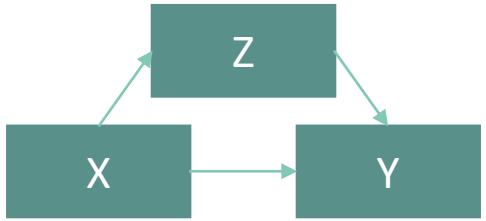
Validity: are you reaching your desired goal?

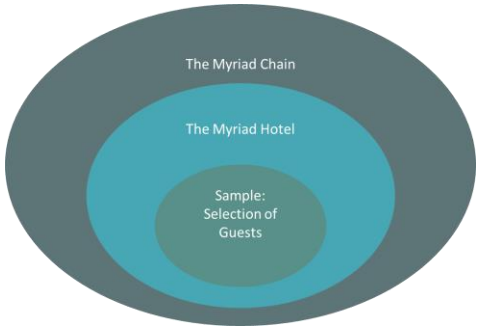
Construct Validity

Am I measuring what I want to measure?



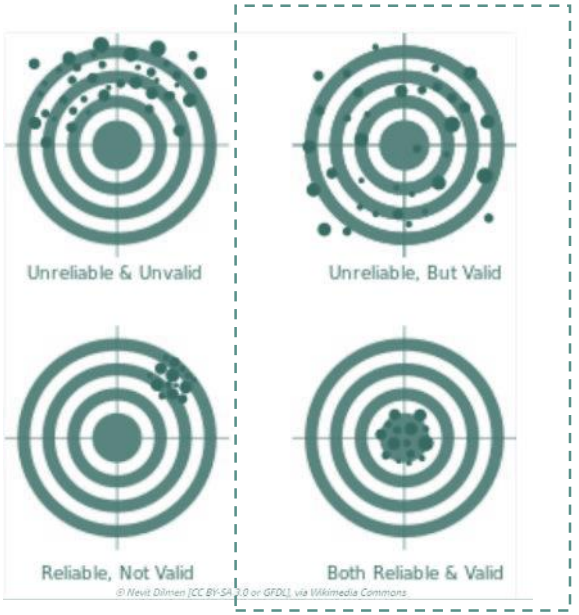
Internal Validity

Causality X -> Y without Z influencing the relation



External validity

Can you generalise your results?



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Validity: are you reaching your desired goal?

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Participant error

Participant bias

Observer error

Observer bias

Situational contaminants

Instrument clarity

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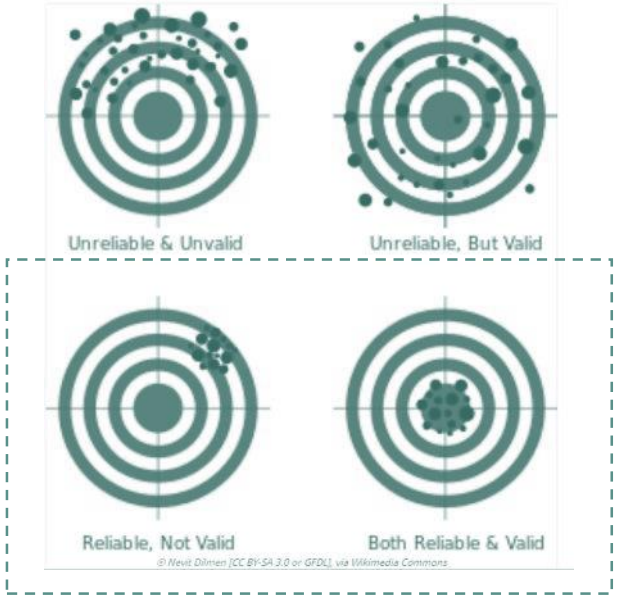

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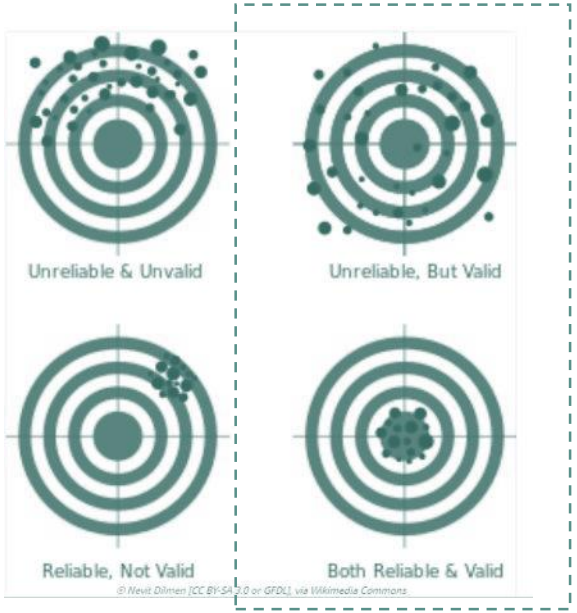

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