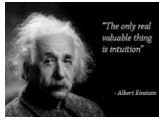# Common Method Variance

Common Method Variance: Intuition

- **Common Method Variance (CMV)** is a frequent problem with survey data

- When **respondents** answer both **outcome** and **predictor** questions the answers are likely to be correlated (e.g., Do you like your job? Are you happy? → Job satisfaction predicts happiness)

- Often survey data on **outcomes** and **predictors** are collected at **different times** or by **different people** to eliminate this problem

- But this is **not always possible**

- A simple **solution** is to do **another** factor analysis extraction with the number of factors selected, but this time **including** the **outcome** variable items too.

- If the **outcome** variables **load together** and **don't load** with any of the **predictor** items, common method variance may not be totally eliminated, but it is substantially **diminished**