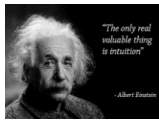


# Concurrent and Discriminant Validity



# Validity: Intuition

- When survey **items** are **grouped** into factor variables, it is important to check for **concurrent** and **discriminant validity**
- **Concurrent Validity:** means that what we are **measured** what we **intended to measure** in a survey response. Grouping several survey items into a **factor** provides **assurance** of concurrent validity because items that are intended to measure similar things indeed **load together** into a factor.
- **Discriminant Validity:** means that the **factors** grouped should be **sufficiently different** to act as somewhat **independent** variables. Loading different variables into **different factors** provides assurance of **discriminant validity**.
- In essence, we need to have **high within-factor correlation** and **low between factor correlation**, which Factor Analysis with Varimax rotation provides.



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