

# APSTA-GE 2094

# APSY-GE 2524

Modern Approaches in Measurement: Lecture 3

Klnt Kanopka

New York University

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# Announcements

- PS1 is due next week (2.13 @ 11.59p)
- A few people joined the course late, so PS0 solutions and grades are delayed slightly

# Check-In

- [PollEv.com/klintkanopka](https://PollEv.com/klintkanopka)

# More PCA and Factor Analysis

# What is PCA doing?

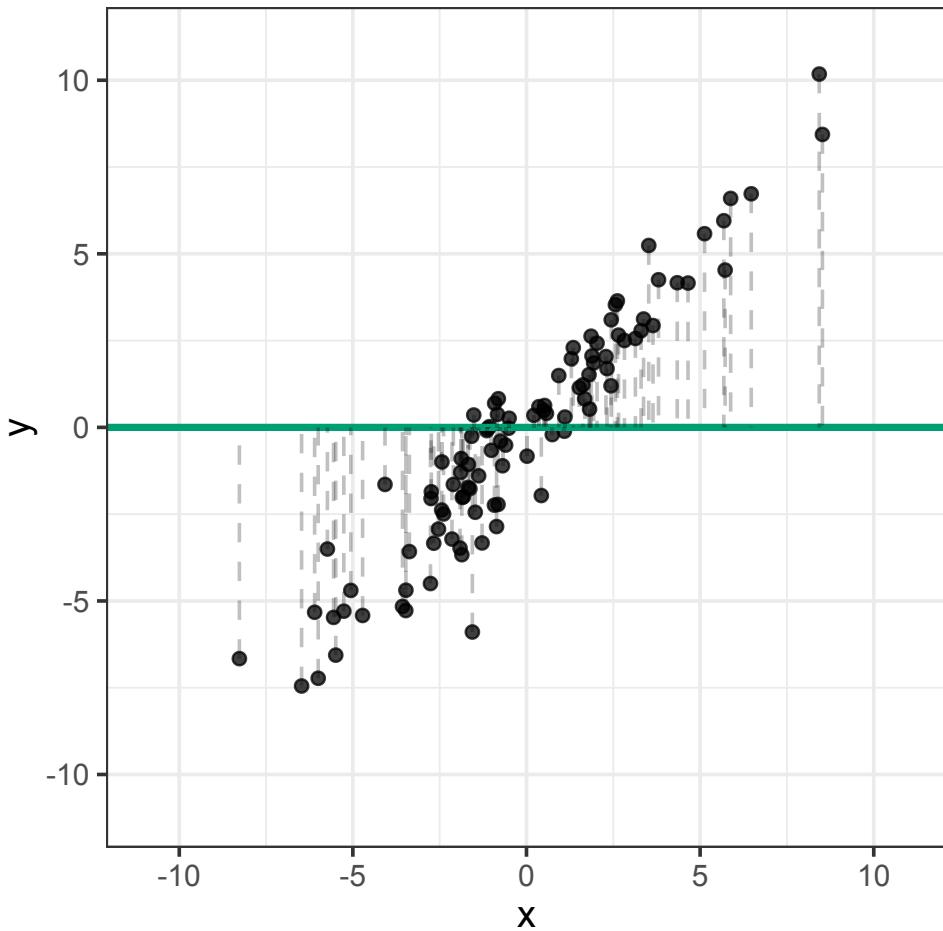
- PCA serves to rotate the coordinate axis of your data so that a smaller number of dimensions (variables) can be used to approximate your data
- The first dimension (called a *principal component*) is the single line that explains the most variance in your data
- You find this by minimizing the distance of each point to that line
- To find the next principal component, you subtract out the information captured from that line and find the next best principal component
- Think about this subtraction as squashing the data along your principal component

# Simulating some data

```
1 N <- 100
2 beta_2 <- 1
3
4 x <- rnorm(N, mean=0, sd=3)
5 y <- beta_2*x + rnorm(N)
6
7 d <- data.frame(x=x, y=y)
8
9 d$x_2 <- (x + beta_2 * y) / (beta_2^2 + 1)
10 d$y_2 <- beta_2 * (x + beta_2 * y) / (beta_2^2 + 1)
11
12 beta_1 <- beta_2 / 2
13
14 d$x_1 <- (x + beta_1 * y) / (beta_1^2 + 1)
15 d$y_1 <- beta_1 * (x + beta_1 * y) / (beta_1^2 + 1)
```

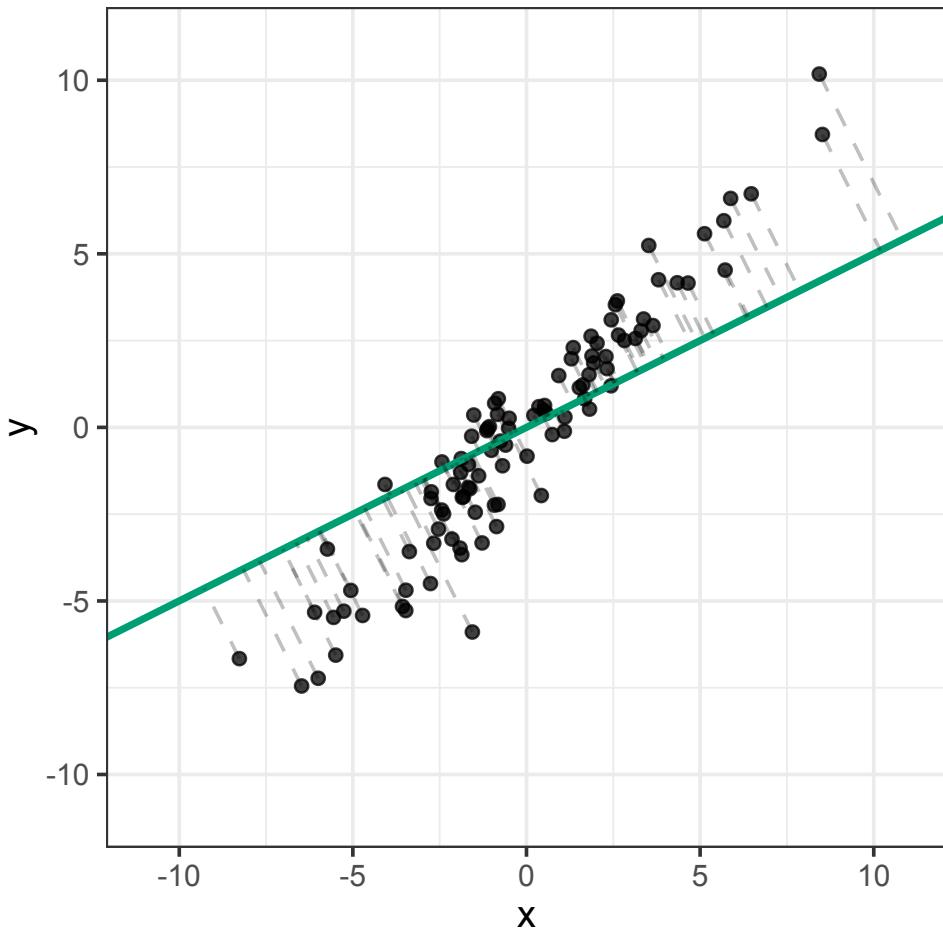
# Unrotated $x$ -axis

```
1 ggplot(d, aes(x = x, y = y)) +  
2   geom_point(alpha = 0.75) +  
3   geom_hline(aes(yintercept = 0),  
4             linewidth = 1,  
5             color = okabeito_colors(3)) +  
6   geom_segment(  
7     aes(x = x,  
8           y = y,  
9           xend = x,  
10          yend = 0),  
11         linetype = 2,  
12         alpha = 0.25  
13   ) +  
14   scale_x_continuous(limits = c(-11, 11)) +  
15   scale_y_continuous(limits = c(-11, 11)) +  
16   coord_equal() +  
17   theme_bw()
```



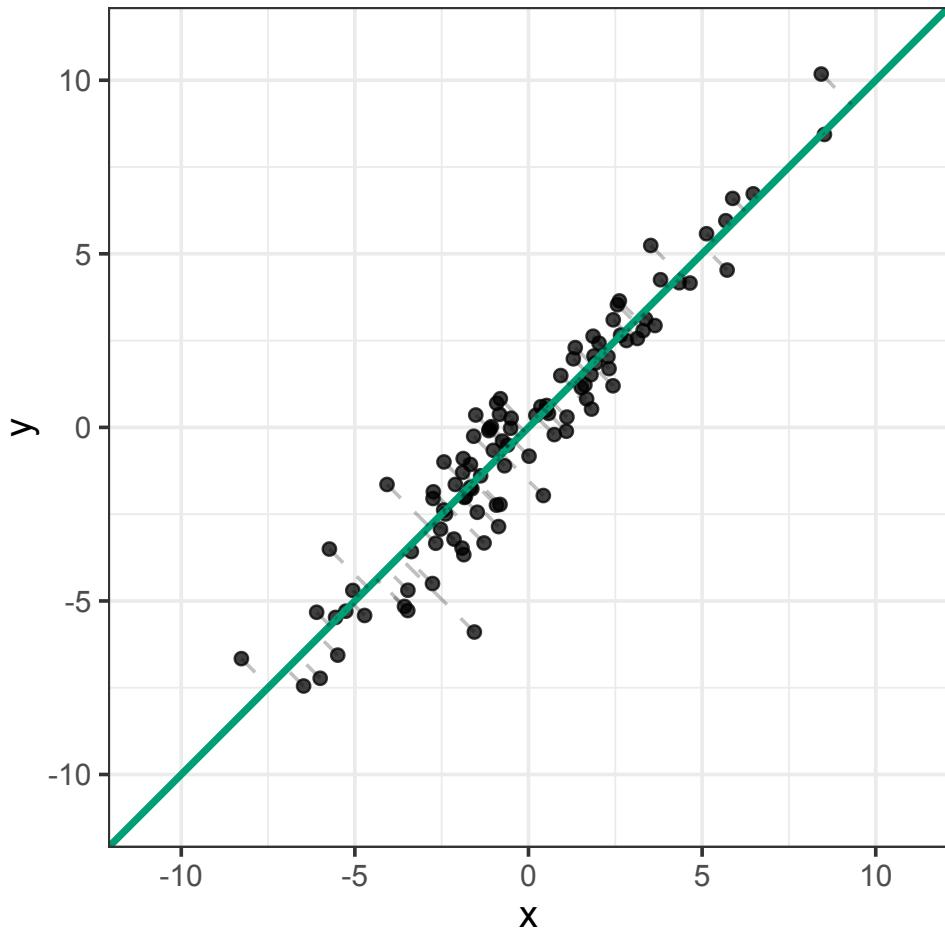
# Partially rotated $x$ -axis

```
1 ggplot(d, aes(x = x, y = y)) +
2   geom_point(alpha = 0.75) +
3   geom_abline(
4     aes(intercept = 0, slope = beta_1),
5     linewidth = 1,
6     color = okabeito_colors(3)
7   ) +
8   geom_segment(
9     aes(x = x,
10       y = y,
11       xend = x_1,
12       yend = y_1),
13       linetype = 2,
14       alpha = 0.25
15   ) +
16   scale_x_continuous(limits = c(-11, 11)) +
17   scale_y_continuous(limits = c(-11, 11)) +
18   coord_equal() +
19   theme_bw()
```



# Optimally rotated $x$ -axis

```
1 ggplot(d, aes(x = x, y = y)) +
2   geom_point(alpha = 0.75) +
3   geom_abline(
4     aes(intercept = 0, slope = beta_2),
5     linewidth = 1,
6     color = okabeito_colors(3)
7   ) +
8   geom_segment(
9     aes(x = x,
10         y = y,
11         xend = x_2,
12         yend = y_2),
13         linetype = 2,
14         alpha = 0.25
15   ) +
16   scale_x_continuous(limits = c(-11, 11)) +
17   scale_y_continuous(limits = c(-11, 11)) +
18   coord_equal() +
19   theme_bw()
```



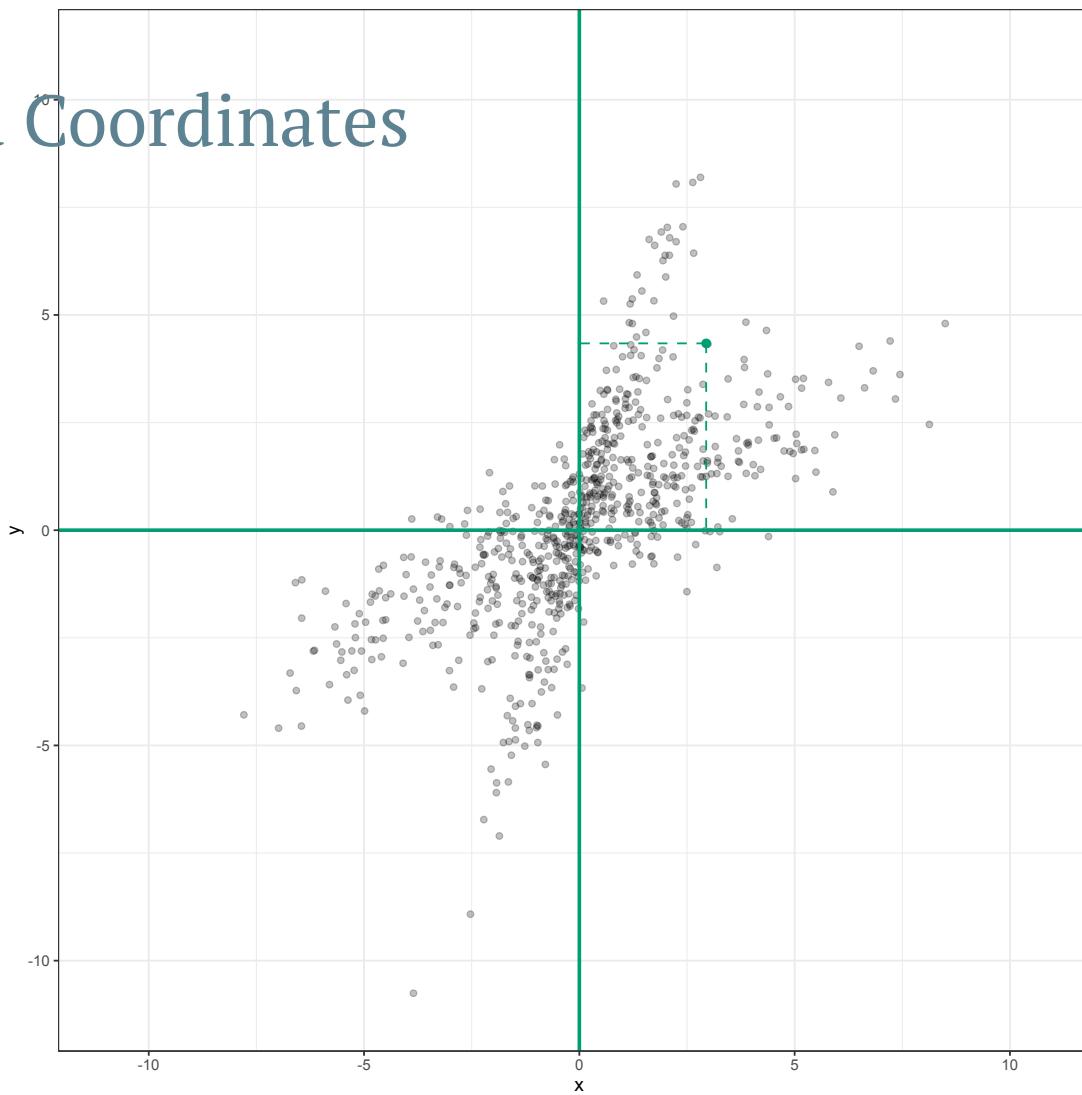
# Why do we do this?

- When you project a point onto a principal component, you're creating a weighted sum of the variables you started with
- If the weights and patterns of those variables are meaningful, you can interpret what that principal component captures
- Additionally, the first principal components are more informative than any single variable in your original data
  - The *eigenvalues* tell you how much variance relative to one of the original variables the principal component captures
  - If the eigenvalue of the first principal component is  $\lambda_1 = 10$ , that single principal component explains  $10 \times$  the variance of one of your original variables
  - This is why we often use the criterion of keeping principal components with eigenvalues greater than one, as they're more informative than your unrotated variables

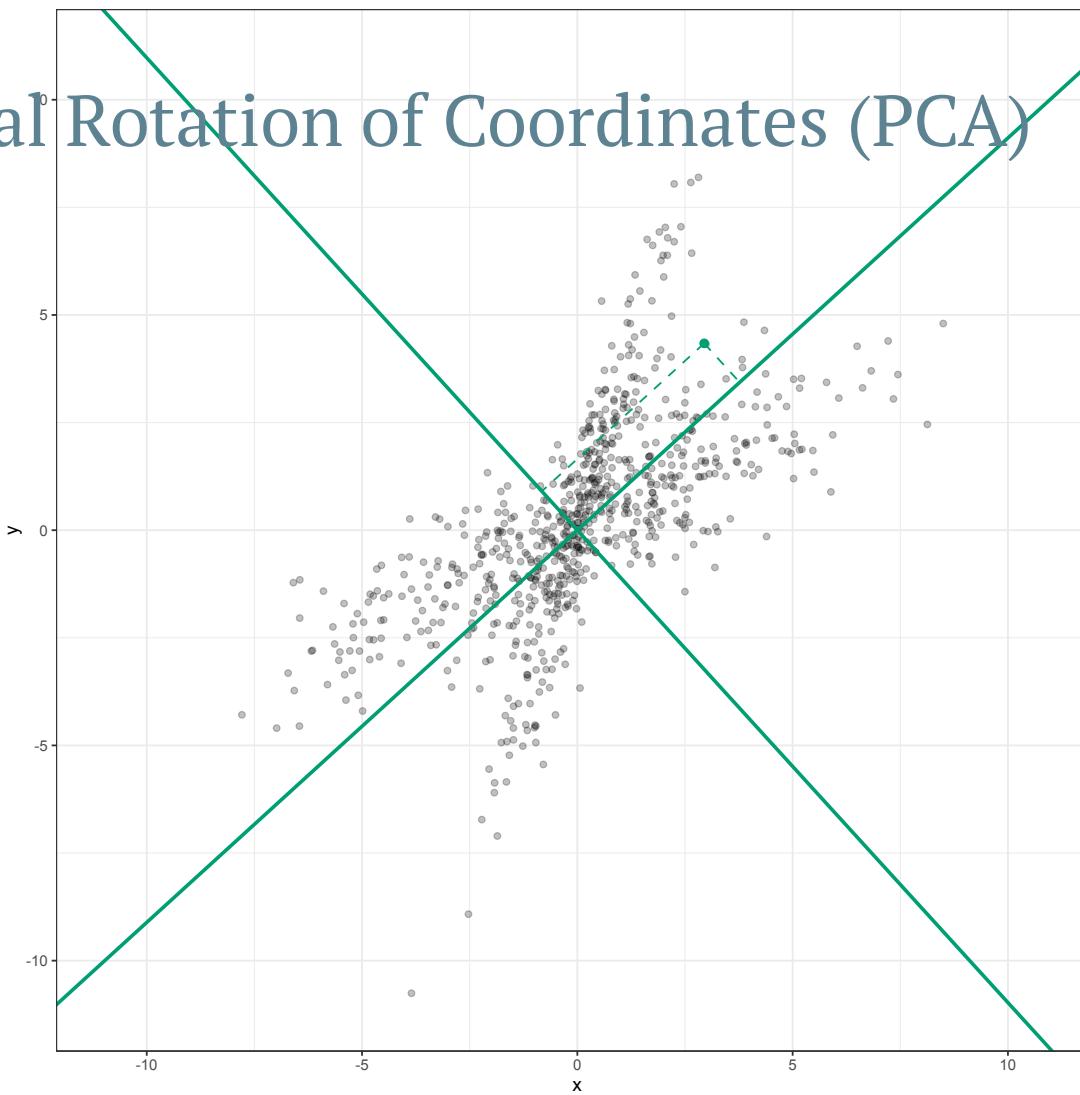
# PCA vs. Factor Analysis

- The point of PCA is to rotate your coordinates so that you can capture most of your data's information on a smaller number of variables
  - Sometimes we say we are *projecting* our data onto fewer dimensions
- Factor analysis does basically the same job, but in a *really* different way
  - A factor is like a dimension or a principal component, it's a new axis to project your higher dimensional data onto
  - Because of the types of available rotations, factors are not restricted to being orthogonal

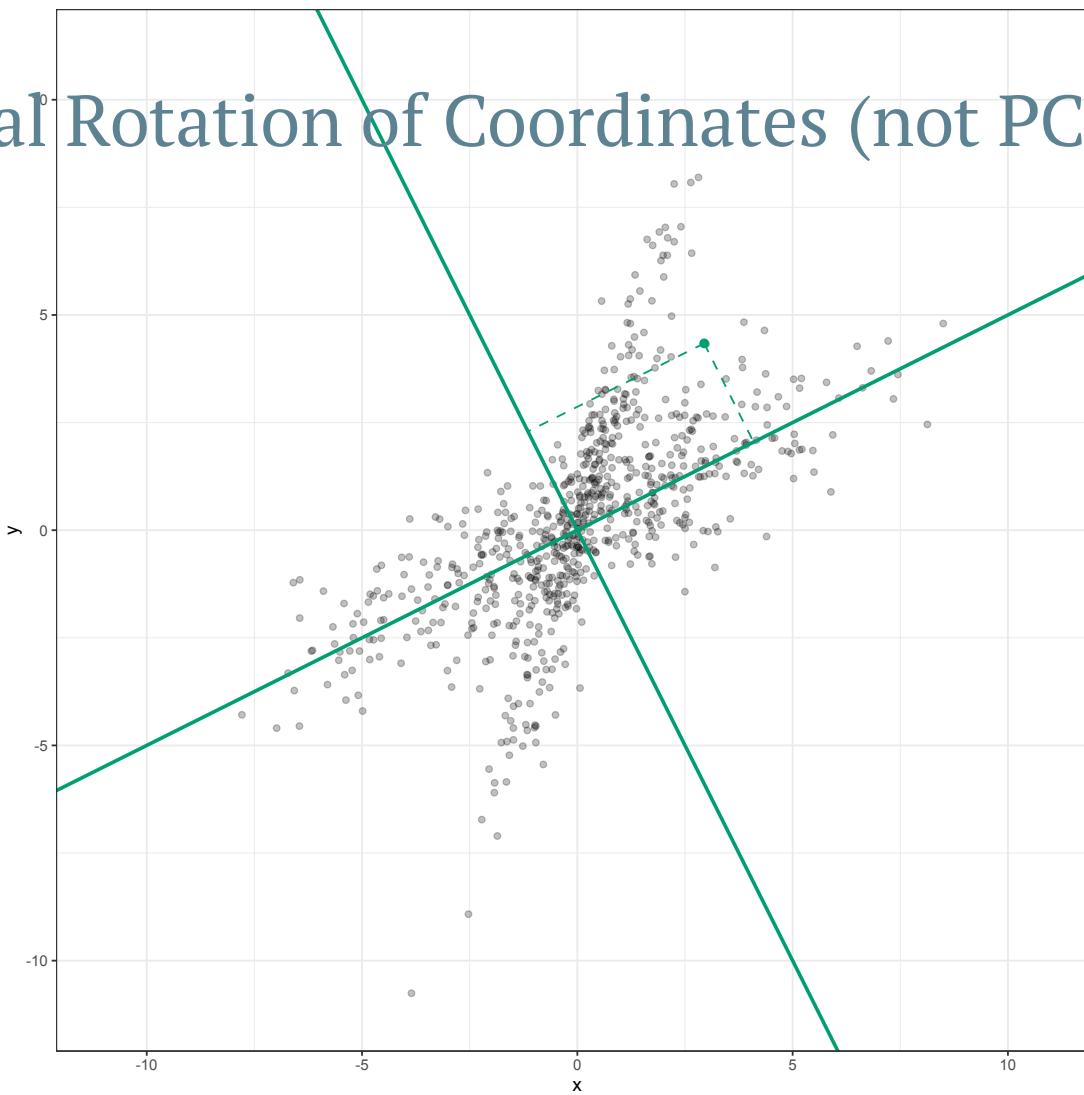
# Unrotated Coordinates



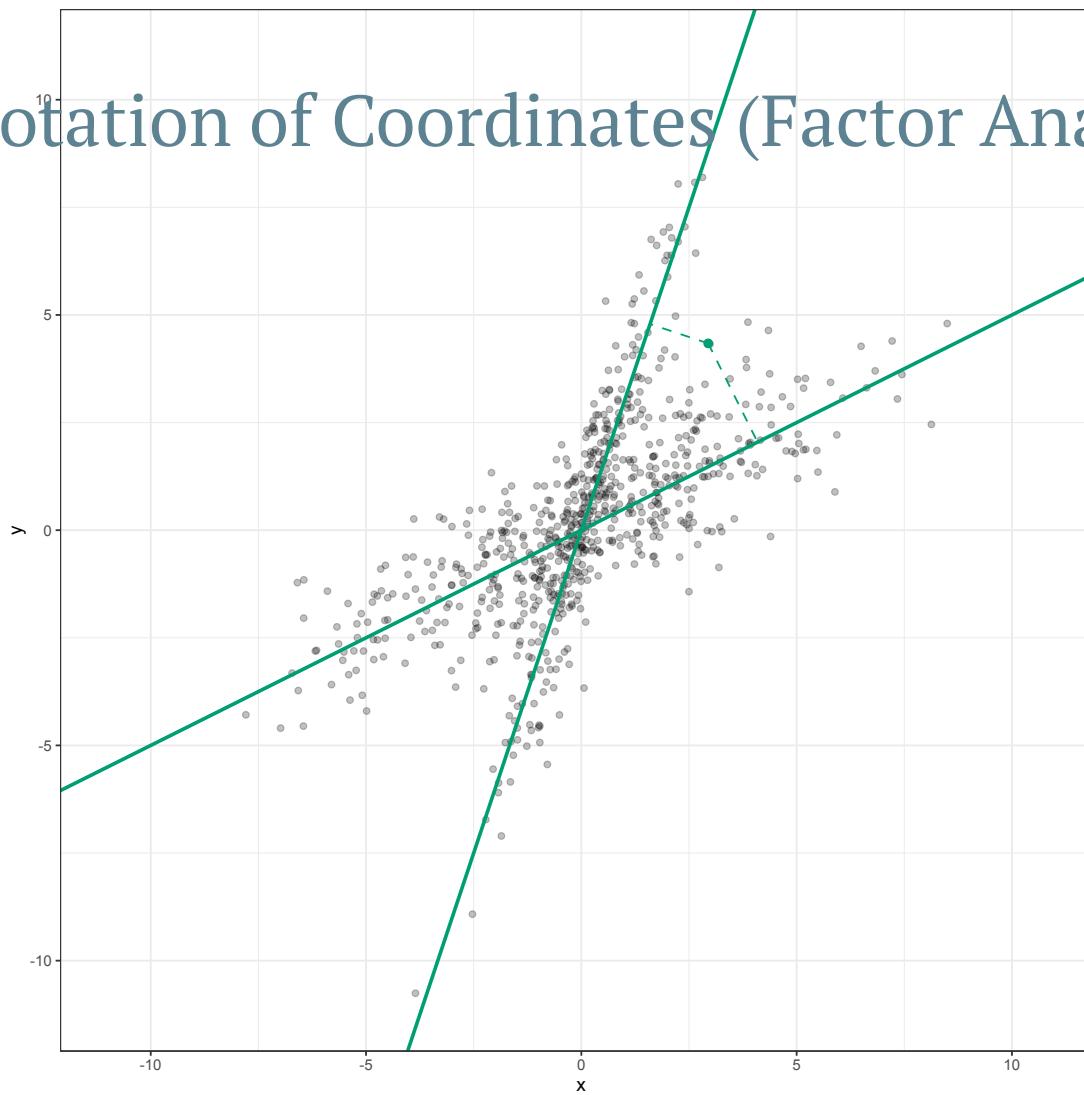
# Orthogonal Rotation of Coordinates (PCA)



# Orthogonal Rotation of Coordinates (not PCA)



# Oblique Rotation of Coordinates (Factor Analysis)



# What is Factor Analysis actually?

- Factor analysis lays out a model:

$$X_{1i} = \lambda_{11}\theta_{1i} + \lambda_{12}\theta_{2i} + \cdots + \lambda_{1K}\theta_{Ki} + e_{1i}$$

$$X_{2i} = \lambda_{21}\theta_{1i} + \lambda_{22}\theta_{2i} + \cdots + \lambda_{2K}\theta_{Ki} + e_{2i}$$

$$\vdots$$

$$X_{Mi} = \lambda_{m1}\theta_{1i} + \lambda_{m2}\theta_{2i} + \cdots + \lambda_{MK}\theta_{Ki} + e_{Mi}$$

- $X_{mi}$  is individual  $i$ 's observed value of variable  $m$
- $\lambda_{mk}$  is the *loading* of factor  $k$  onto variable  $m$ 
  - These are the weight of that variable on the dimension defined by that factor
- $\theta_{ki}$  is individual  $i$ 's *factor score* on latent factor  $k$ 
  - These are the projections of individuals onto the dimensions defined by the factors
- $e_{mi}$  is an error term
- The only things you observe are the  $X_{mi}$ , so how do you even estimate this?

# Estimation Methods

# The joy of coin flipping

- I flip a coin fifteen times and get the results:  $X = \{H, H, H, T, H, T, H, T, H, H, H, H, T, T, H, H\}$ 
  - What do you think about this result?
- What if I told you I'm a *prolific* cheater with an extensive collection of weighted coins?
  - Given this information, what do you think  $P(H)$  is for the coin I'm flipping?
  - Do this now!
- How would you construct your *best* estimate of  $P(H)$ ?
  - Maximum likelihood estimation (MLE) to the rescue!

# Maximum Likelihood Estimation (MLE)

- Let's start by saying describing heads as an individual observation  $x_i = 1$  and we seek to estimate the parameter,  $p$ , that captures this probability
- We need to estimate  $p$  from the data we have,  $X$ 
  - Formally, we put hats on estimated quantities:  $\hat{p}$
- We first write down the *likelihood function*,  $P(\theta|X)$ 
  - Often written  $\mathcal{L}(\theta|X)$

# Maximum Likelihood Estimation (MLE)

- For an individual coin flip:

$$\mathcal{L}(p|X = x) = p^x(1 - p)^{1-x}$$

- When  $x = 1$ , we get  $p$  (the probability of flipping  $H$ )
- When  $x = 0$ , we get  $1 - p$  (the probability of flipping  $T$ )
- For a bunch of coin flips  $X = \{x_1, x_2, \dots, x_n\}$ :

$$\mathcal{L}(p|X) = \prod_{x_i \in X} p^{x_i}(1 - p)^{1-x_i}$$

# Maximizing the likelihood

- If we flip  $n$  heads and  $m$  tails, we can rewrite the likelihood:

$$\mathcal{L}(p|X) = p^n(1-p)^m$$

- To maximize, set  $\frac{d\mathcal{L}}{dp} = 0$ :

$$\frac{d\mathcal{L}}{dp} = np^{n-1}(1-p)^m - mp^n(1-p)^{m-1}$$

$$\frac{d\mathcal{L}}{dp} = p^{n-1}(1-p)^{m-1}(n(1-p) - mp)$$

$$n(1 - \hat{p}_{MLE}) - m\hat{p}_{MLE} = 0$$

$$n = \hat{p}_{MLE}(n + m)$$

$$\hat{p}_{MLE} = \frac{n}{n + m}$$

# Circling back:

- The maximum likelihood estimator for the probability of success (heads) in a Bernoulli trial (coinflip) is:

$$\hat{p}_{MLE} = \frac{n}{n + m}$$

- For my original example this is:

$$\hat{p}_{MLE} = \frac{10}{10 + 5} \approx 0.667$$

- We are going to think about dichotomous responses to items as coin flips and then model the underlying probability!
- But first, a new challenger has appeared...

# A new, scummier, question

- As a known cheater with weighted coins, I am going to pull *two* out, with unknown true probabilities  $p_A, p_B$
- I will select a coin at random and flip it ten times
  - I will only tell you the results of the ten flips, but **not** which coin produced them
  - I will, however, generate multiple sequences, selecting a coin at random each time
  - Each sequence of coin flips has a *latent* coin assignment,  $\theta_i \in \{A, B\}$ , that dictates what coin generated the data
  - We *never* get to observe this information. The  $\theta_i$ s are completely unrecoverable
- What is your best guess at the weights of these two coins?
  - Specifically, compute  $\hat{p}_A, \hat{p}_B$
  - What could you try here?

# Try something!

Here are data from five sets of ten coin flips:

1.  $H, T, T, T, H, H, H, H, T, T$
2.  $H, H, H, H, T, H, H, H, H, H$
3.  $H, T, H, H, H, H, H, T, H, H$
4.  $H, T, H, T, T, T, H, H, T, T$
5.  $T, H, H, H, T, H, H, H, T, H$

Estimate  $\hat{p}_A, \hat{p}_B$ !

# The Expectation-Maximization Algorithm

- This is a new type of missing data problem
  - We never get the latent coin assignments,  $\theta_1, \dots, \theta_5$
  - With these, the problem is *super* easy
- The strategy is to estimate both the parameters we care about,  $p_A, p_B$ , and the latent coin assignments,  $\theta_1, \dots, \theta_5$ , *at the same time*
  - We do this using the Expectation-Maximization (EM) Algorithm
- Iterative algorithm
  - Treats the latent assignments as a *probability distribution*
  - Allows us to create a weighted set of data that represents all possible coin assignments (E-step)
  - Then we estimate our parameters  $\hat{p}_A, \hat{p}_B$  from that (M-step)
  - Repeat until convergence!

# The E-Step

- We start from some initial parameter estimates:  $\hat{p}_A^{(0)} = 0.6, \hat{p}_B^{(0)} = 0.5$
- We compute the likelihood of observing each string of flips under each coin assignment

$$\mathcal{L}(p|X) = p^n(1-p)^m$$

- Normalize the likelihoods to find the distribution  $P(\theta_i)$

$$P(\theta_i^{(1)} = A) = \frac{\mathcal{L}(\hat{p}_A^{(0)}, X)}{\mathcal{L}(\hat{p}_A^{(0)}, X) + \mathcal{L}(\hat{p}_B^{(0)}, X)}$$

# The E-Step

$H, T$	$\mathcal{L}(\hat{p}_A^{(0)}, X)$	$\mathcal{L}(\hat{p}_B^{(0)}, X)$	$P(\theta_i^{(1)} = A)$	$P(\theta_i^{(1)} = B)$
5, 5	$0.6^5 \cdot 0.4^5$	$0.5^5 \cdot 0.5^5$	0.45	0.55
9, 1	$0.6^9 \cdot 0.4^1$	$0.5^9 \cdot 0.5^1$	0.80	0.20
8, 2	$0.6^8 \cdot 0.4^2$	$0.5^8 \cdot 0.5^2$	0.73	0.27
4, 6	$0.6^4 \cdot 0.4^6$	$0.5^4 \cdot 0.5^6$	0.35	0.65
7, 3	$0.6^7 \cdot 0.4^3$	$0.5^7 \cdot 0.5^3$	0.65	0.35

# The M-Step

- We use the weights from the previous step to weight the observations and compute new parameter estimates:  $\hat{p}_A^{(1)}, \hat{p}_B^{(1)}$

$H, T$	Coin A	Coin B
5, 5	$2.2H, 2.2T$	$2.8H, 2.8T$
9, 1	$7.2H, 0.8T$	$1.8H, 0.2T$
8, 2	$5.9H, 1.5T$	$2.1H, 0.5T$
4, 6	$1.4H, 2.1T$	$2.6H, 3.9T$
7, 3	$4.5H, 1.9T$	$2.5H, 1.1T$

$$\hat{p}_A^{(1)} \approx \frac{21.3}{21.3 + 8.6} \approx 0.71; \hat{p}_B^{(1)} \approx \frac{11.7}{11.7 + 8.4} \approx 0.58$$

# Doing it in code

```
1  flips <- matrix(c(5, 9, 8, 4, 7, 5, 1, 2, 6, 3),
2                      nrow=5, ncol=2, byrow=F)
3  p_new <- c(0.6, 0.5)
4  p_old <- c(0,0)
5
6  while(!identical(round(p_old,2), round(p_new,2))){
7    p_old <- p_new
8    p <- matrix(p_new, nrow=5, ncol=2, byrow=T)
9    likelihood <- p^flips * (1-p)^(10-flips)
10   theta <- likelihood / rowSums(likelihood)
11   theta_A <- theta[,1]*flips
12   theta_B <- theta[,2]*flips
13   p_new <- c(sum(theta_A[,1])/sum(theta_A),
14              sum(theta_B[,1])/sum(theta_B))
15   print(round(p_new,2))
16 }
```

```
1 [1] 0.71 0.58
2 [1] 0.76 0.48
3 [1] 0.78 0.52
4 [1] 0.79 0.50
5 [1] 0.79 0.51
6 [1] 0.80 0.51
7 [1] 0.80 0.51
```

# Break

# Item Response Theory

# Why not sum scores?

- Not all items are created equal!

$$7 \times 8 = ?$$

$$9 - 3 \div \frac{1}{3} + 1 = ?$$

$$\int_0^{\pi} \sin x \, dx = ?$$

# Item Response Theory

- At its core, a probabilistic model that describes how individuals generate responses to individual items
- Produces parameters that describe specific items *independent* of the sample of respondents used to calibrate them
- Estimates person ability and item difficulty on a common scale
- Produces ability estimates *independent* of the specific items on a test form
- Can produce interval scales (this is a Rasch thing)

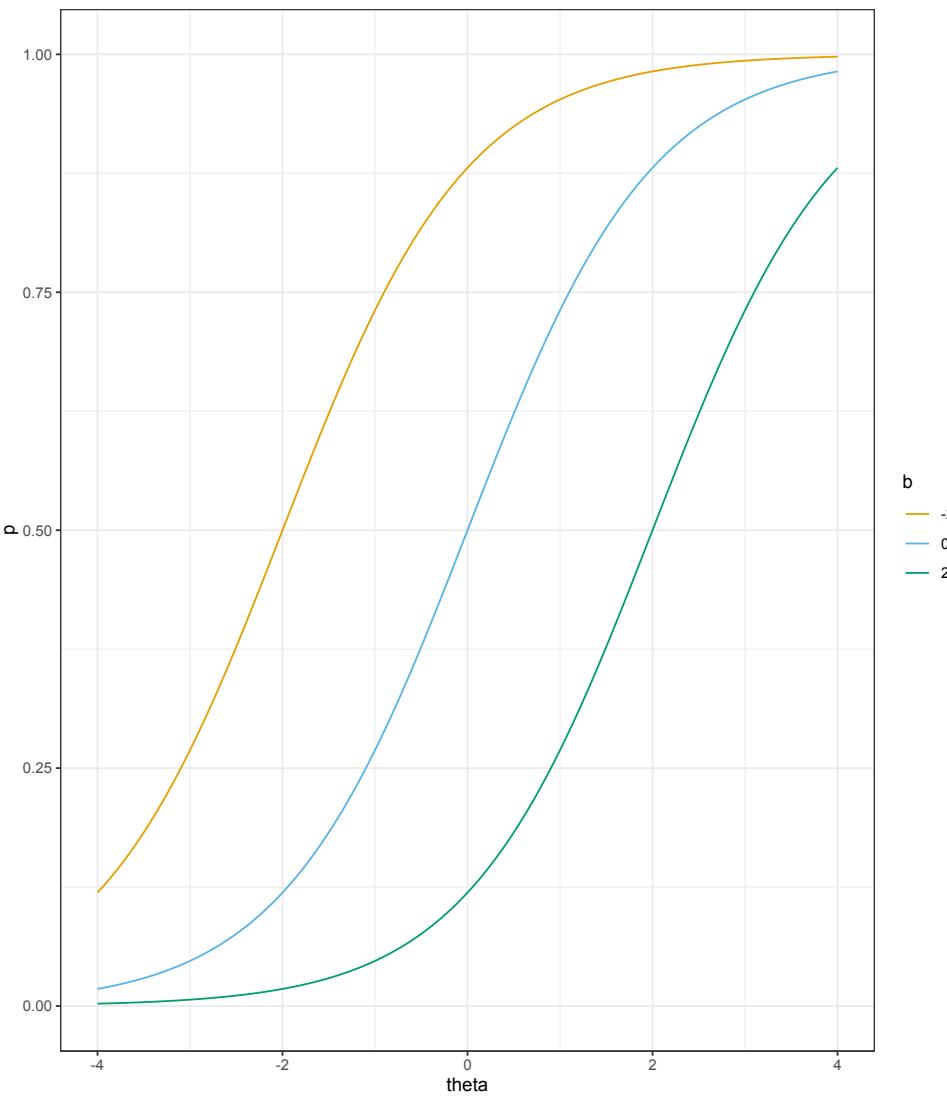
# The most basic IRT model

$$P(X_{ij} = 1 | \theta_i) = \frac{1}{1 + e^{-(\theta_i - b_j)}}$$

- We refer to this as a *one parameter logistic model*, or 1PL
- This is the core model used in Rasch measurement
- Model parameters:
  - $X_{ij}$  is individual  $i$ 's response to item  $j$
  - $\theta_i$  is individual  $i$ 's latent ability
  - $b_j$  is the difficulty of item  $j$
- Note that the only thing the probability depends on is the *difference*  $(\theta_i - b_j)$ 
  - When  $\theta_i = b_j$ ,  $P(X_{ij} = 1) = 0.5$
  - When  $\theta_i < b_j$ ,  $P(X_{ij} = 1) \in (0, 0.5)$
  - When  $\theta_i > b_j$ ,  $P(X_{ij} = 1) \in (0.5, 1)$

# The 1PL item response function (IRF)

```
1  data.frame(theta=seq(-4, 4,
2                  length.out=1e4),
3             b_1 = -2, b_2=0, b_3=2) |>
4   pivot_longer(starts_with('b_'),
5               names_to='param',
6               values_to='b') |>
7   select(-param) |>
8   mutate(p = plogis(theta-b)) |>
9   ggplot(aes(x=theta,
10            y=p,
11            color=as.character(b))) +
12   geom_line() +
13   labs(color='b') +
14   scale_color_okabeito() +
15   theme_bw()
```



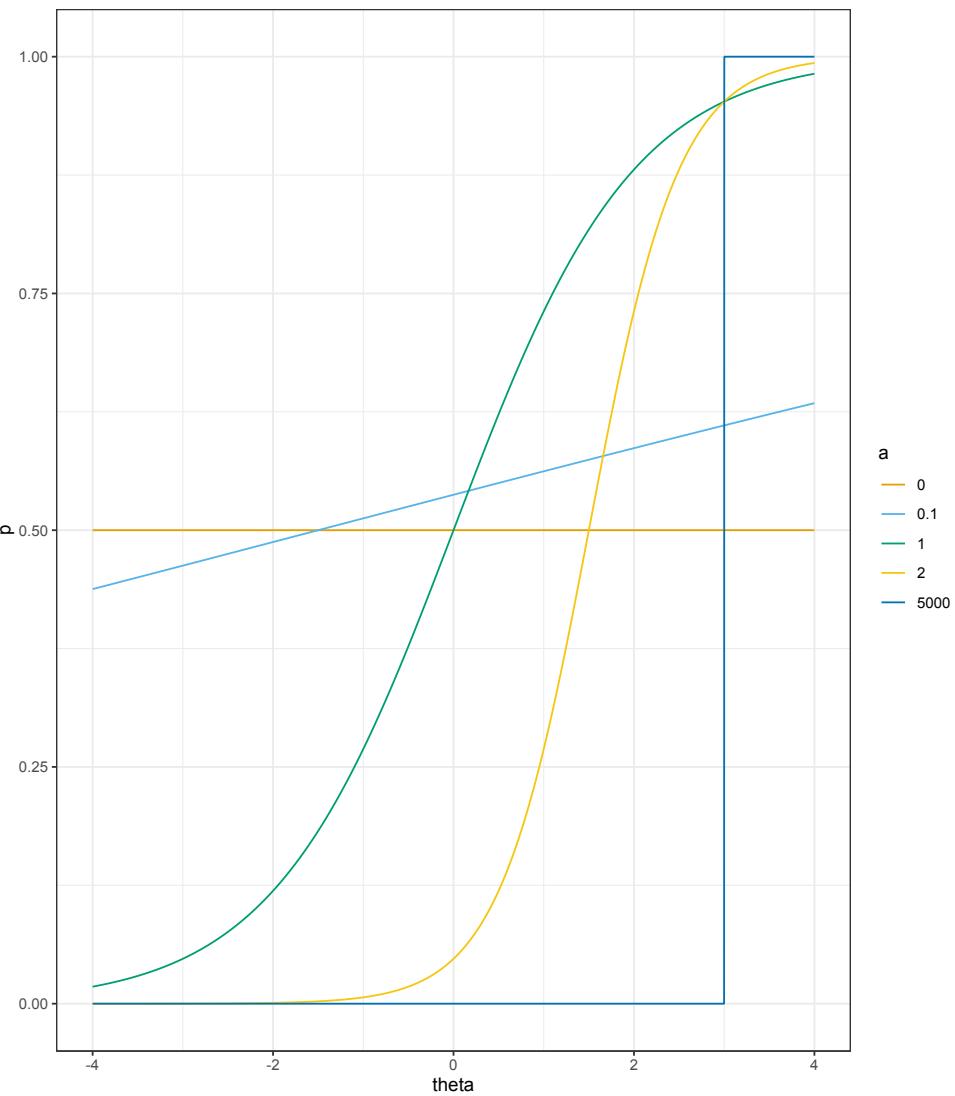
# The two parameter logistic IRT model

$$P(X_{ij} = 1 | \theta_i) = \frac{1}{1 + e^{-a_j(\theta_i - b_j)}}$$

- IRT models are named for the number of item parameters and the link function
- We add one parameter,  $a_j$
- Nothing else changes!
- $a_j$  is the *discrimination*
  - It controls the slope of the IRF, and steeper slopes are more discriminating
  - When  $a_j = 0$ , the IRF is flat and response probability does not depend on  $\theta_i$
  - As  $a_j \rightarrow \infty$ , the IRF becomes a vertical line and the item becomes *perfectly* discriminating
- In the IRT case, discrimination answers the question, "How well does this item separate respondents below its difficulty on the scale from respondents above its difficulty on the scale?"

# The 2PL IRF

```
1  data.frame(
2    theta = seq(-4, 4, length.out = 1e4),
3    b_1 = -1.5, b_2 = 0, b_3 = 1.5,
4    b_4 = -3, b_5 = 3) |>
5    pivot_longer(starts_with('b_'),
6                  names_to = 'param',
7                  values_to = 'b') |>
8    select(-param) |>
9    mutate(a = case_when(b == -3 ~ 0,
10           b == -1.5 ~ 0.1,
11           b == 0 ~ 1,
12           b == 1.5 ~ 2,
13           b == 3 ~ 5e3)) |>
14    mutate(p = plogis(a * (theta - b))) |>
15    ggplot(aes(x = theta,
16                y = p,
17                color = as.character(a))) +
18    geom_line() +
19    labs(color = 'a') +
20    scale_color_okabeito() +
21    theme_bw()
```



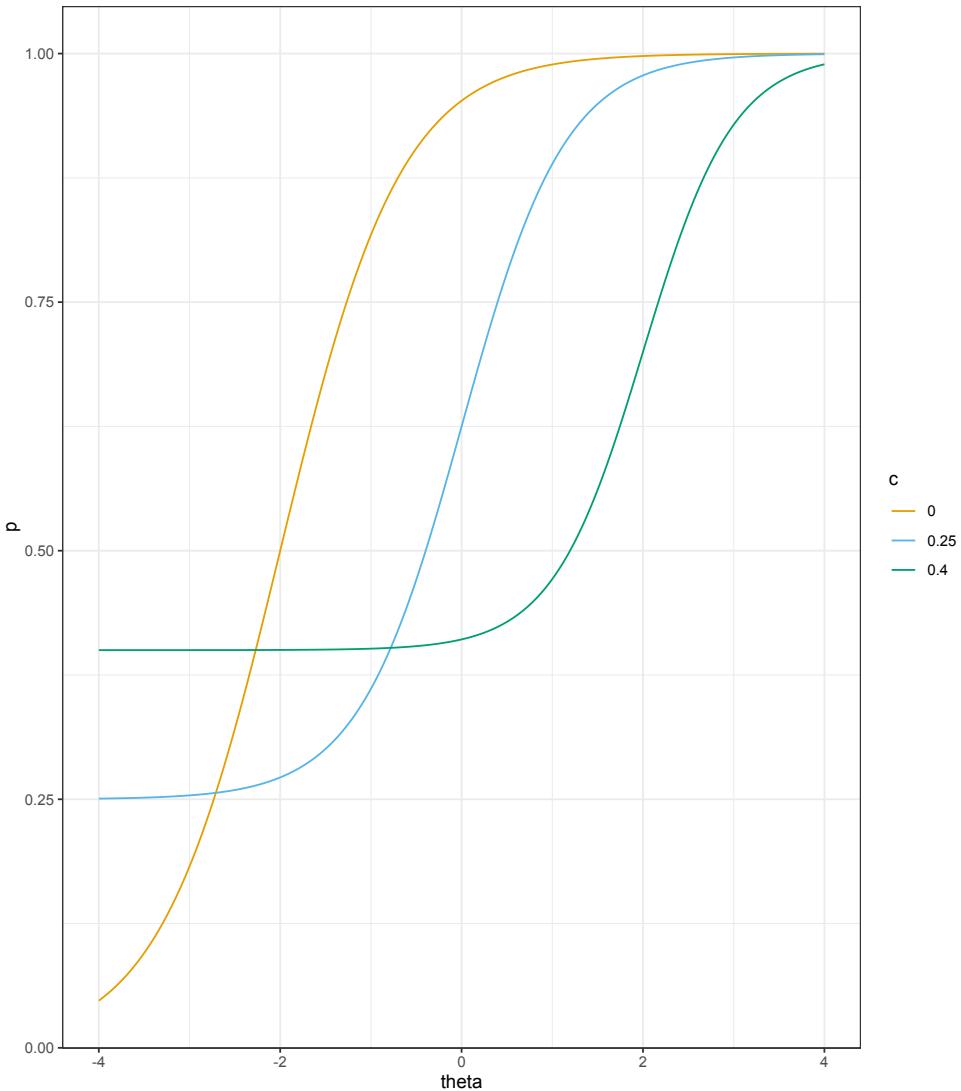
# The three parameter logistic IRT model

$$P(X_{ij} = 1 | \theta_i) = c_j + \frac{1 - c_j}{1 + e^{-a_j(\theta_i - b_j)}}$$

- We add one more parameter,  $c_j$
- Nothing else changes!
- $c_j$  is the *guessing parameter*
  - It puts a floor on the lowest probability of correct response

# The 3PL IRF

```
1  data.frame(theta = seq(-4, 4,
2                  length.out = 1e4),
3              b_1 = -2,
4              b_2 = 0,
5              b_3 = 2) |>
6  pivot_longer(starts_with('b_'),
7                names_to = 'param',
8                values_to = 'b') |>
9  select(-param) |>
10 mutate(a = case_when(b == -2 ~ 1.5,
11                   b == 0 ~ 1.75,
12                   b == 2 ~ 2)) |>
13 mutate(c = case_when(b == -2 ~ 0,
14                   b == 0 ~ 0.25,
15                   b == 2 ~ 0.4)) |>
16 mutate(p = c+(1-c)*plogis(a*(theta-b))) |>
17 ggplot(aes(x = theta,
18           y = p,
19           color = as.character(c))) +
20 geom_line() +
21 labs(color = 'c') +
22 scale_color_okabeito() +
23 theme_bw()
```



# Important IRT estimation stuff

- We will use the package `mirt`
  - Short for "multidimensional item response theory"
  - Absolutely the best IRT package in `R`
- The scale that everything gets projected to is not *identified*
- There are lots of different ways to enforce identification, `mirt` does two things:
  - $\bar{b}_j = 0$
  - $a_1 = 1$
- `mirt` also does one other weird thing...

# Extracting item parameters from a `mirt` model

- What `mirt` actually estimates for a 2PL is this:

$$P(X_{ij} = 1 | \theta_i) = \frac{1}{1 + e^{-a_j\theta_i + b_j}}$$

- Note that instead of  $-a_j(\theta_i - b_j)$ , it is using  $(-a_j\theta_i + b_j)$ 
  - Called a *slope-intercept* parameterization
  - This is because `mirt` is designed to be flexible with multidimensional (i.e., multiple  $\theta$ s per person) models
  - This means we interpret the default display of the  $b$  parameter from `mirt` as an *easiness* parameter
- This is awful, so you can get the parameters in a nicer form
  - Try `params <- coef(model, IRTpars = TRUE, simplify = TRUE)`
  - `IRTpars=TRUE` is doing most of the work here

# Applying Item Response Theory

# A Familiar Dataset

- Data are available [here](#)
- Lecture code is available [here](#)

```
1 d <- read_rds('animalfights_clean.rds')
2
3 # Isolate the item response matrix
4 resp <- d |>
5 select(starts_with('d_'))
```

# Fitting a 1PL

```
1 # Estimate the model
2 m_1pl <- mirt(resp, 1, itemtype='Rasch')
3
4 # Check default item parameterization
5 coef(m_1pl)
6
7 # Extract something in a better form
8 params_1pl <- coef(m_1pl, IRTpars = TRUE, simplify = TRUE)
9
10 # Generate ability estimates for each person
11 fscores(m_1pl)
```

1. What do these objects look like? What components do they have?
2. What is the difference between the output from `coef(m_1pl)` and the output when `IRTpars=TRUE` ?
3. What comes out of the `fscores()` function?

# Fitting a 2PL

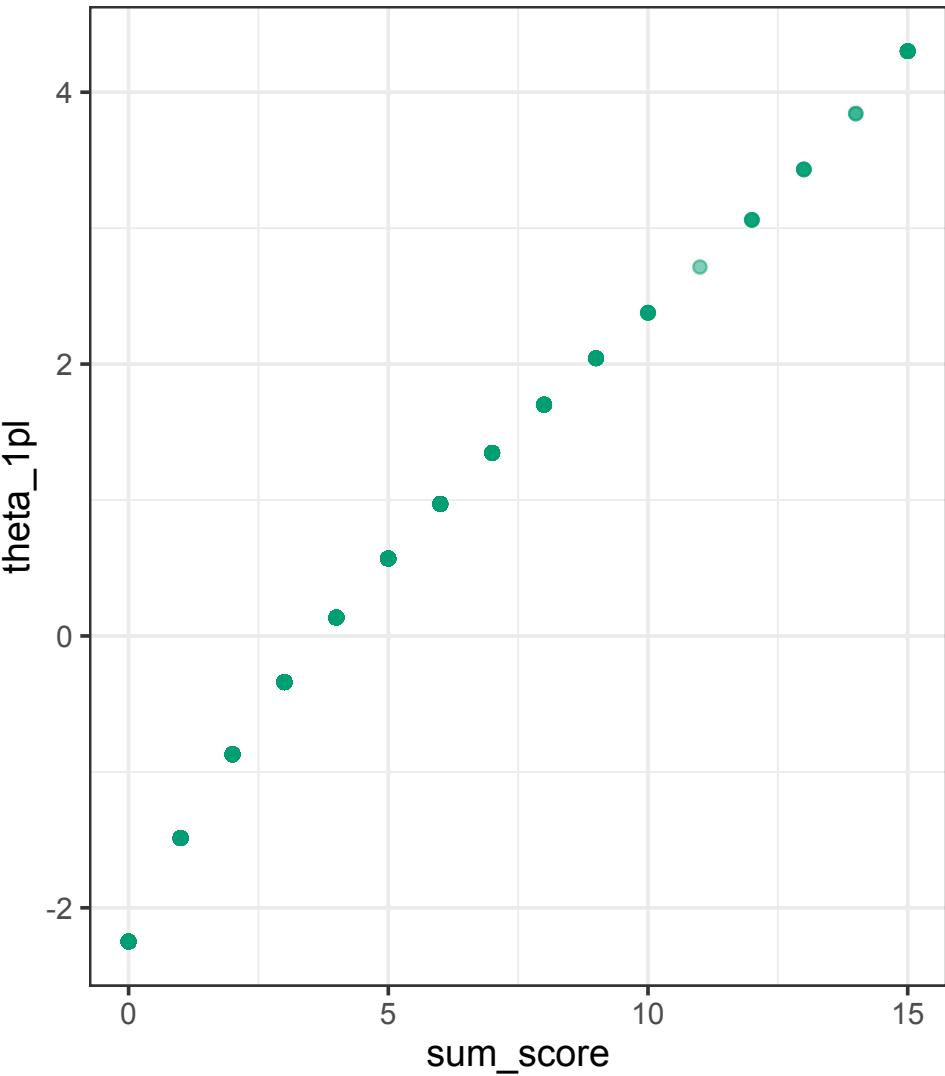
```
1 m_2pl <- mirt(resp, 1, itemtype='2PL')
2
3 # Check default item parameterization
4 coef(m_2pl)
5
6 # Extract better item parameters
7 params_2pl <- coef(m_2pl, IRTpars = TRUE, simplify = TRUE)
8
9 # Generate ability estimates for each person
10 thetas_2pl <- fscores(m_2pl)
```

1. What is different between the output from the 1PL and 2PL?
2. What is the difference between the output from `coef(m_2pl)` and the output when `IRTpars=TRUE` ?

# Combine Output for Plotting

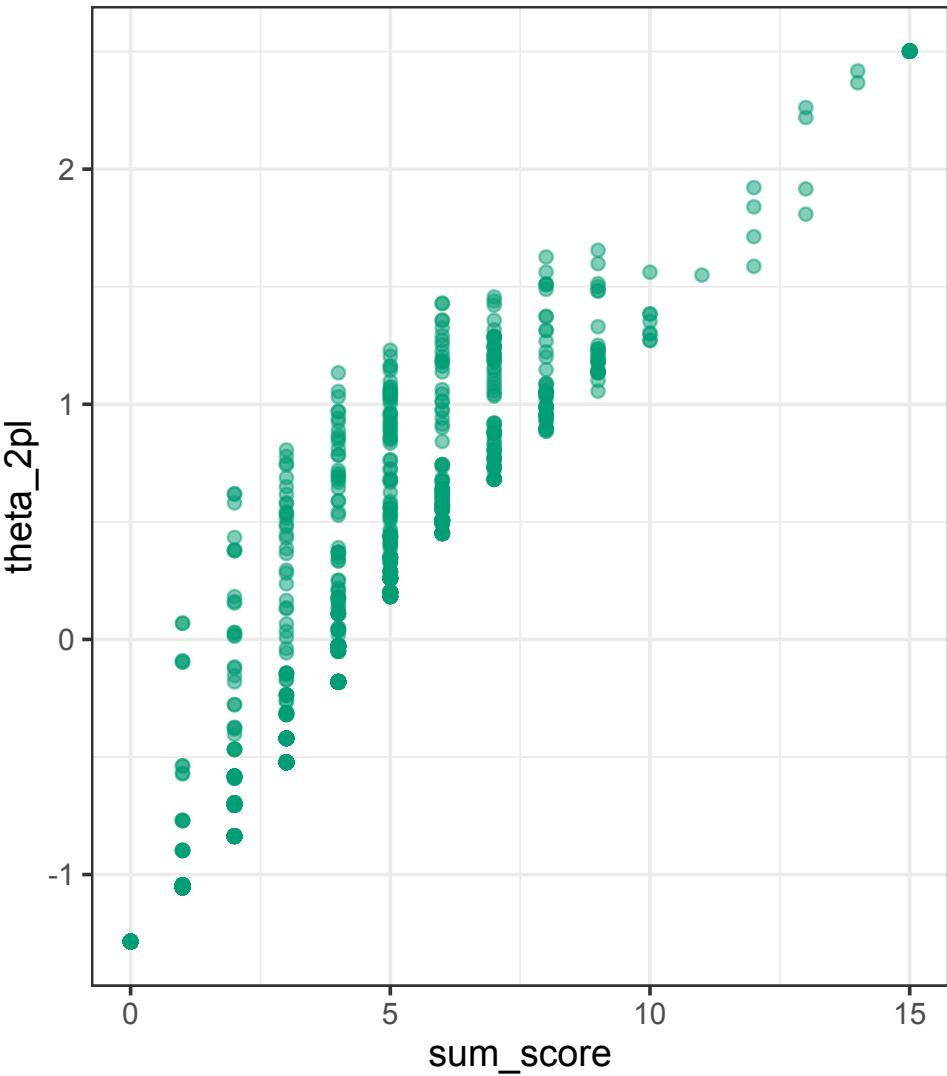
# Ability Estimation: Sum Score vs. 1PL

```
1 ggplot(persons, aes(x = sum_score,
2                     y = theta_1pl)) +
3   geom_point(color = okabeito_colors(3),
4              alpha = 0.5) +
5   theme_bw()
```



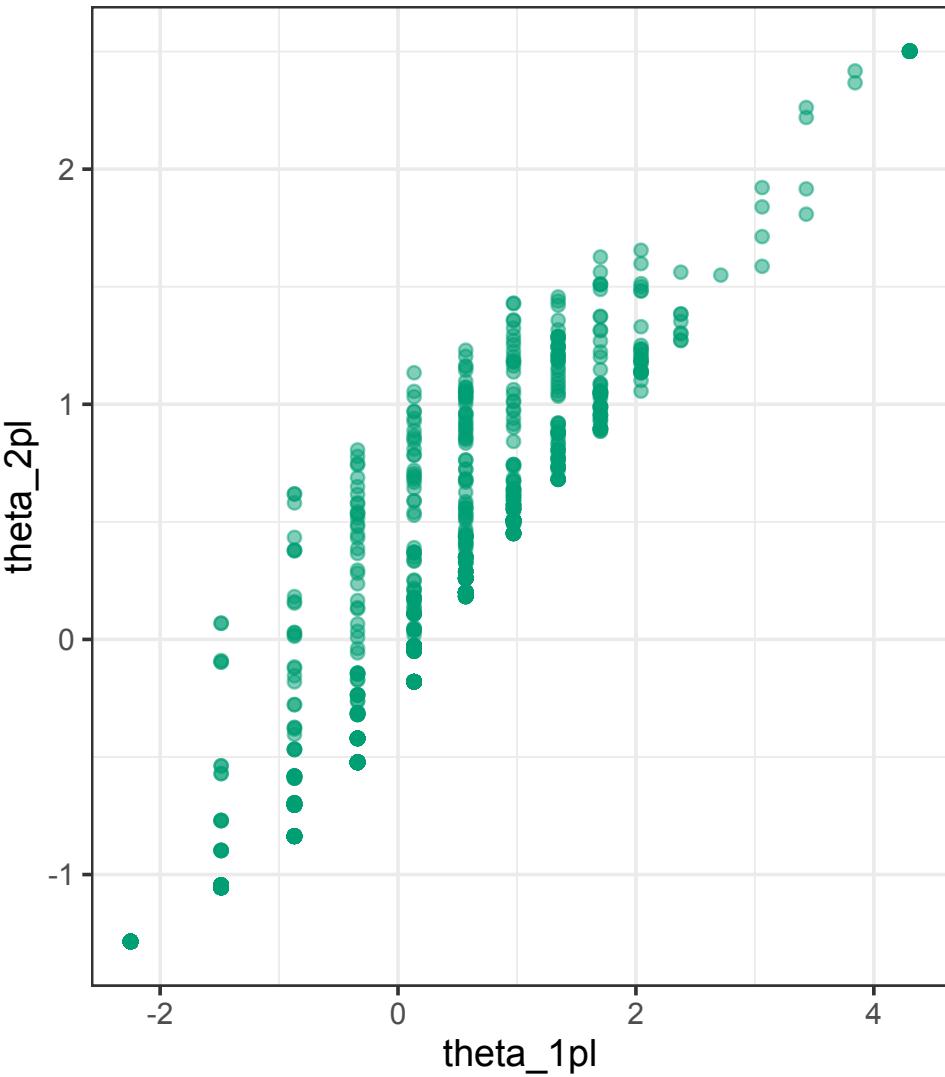
# Ability Estimation: Sum Score vs. 2PL

```
1 ggplot(persons, aes(x = sum_score,
2                      y = theta_2pl)) +
3   geom_point(color = okabeito_colors(3),
4              alpha = 0.5) +
5   theme_bw()
```



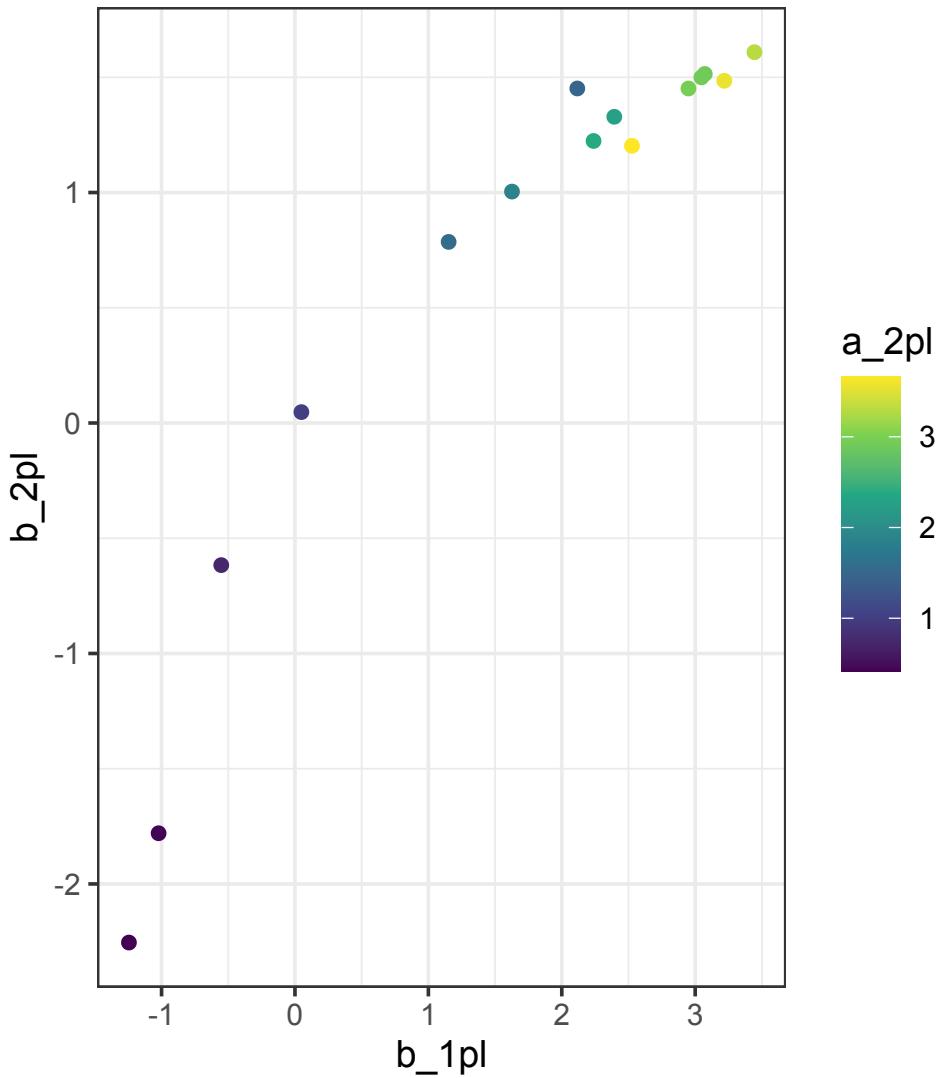
# Ability Estimation: 1PL vs. 2PL

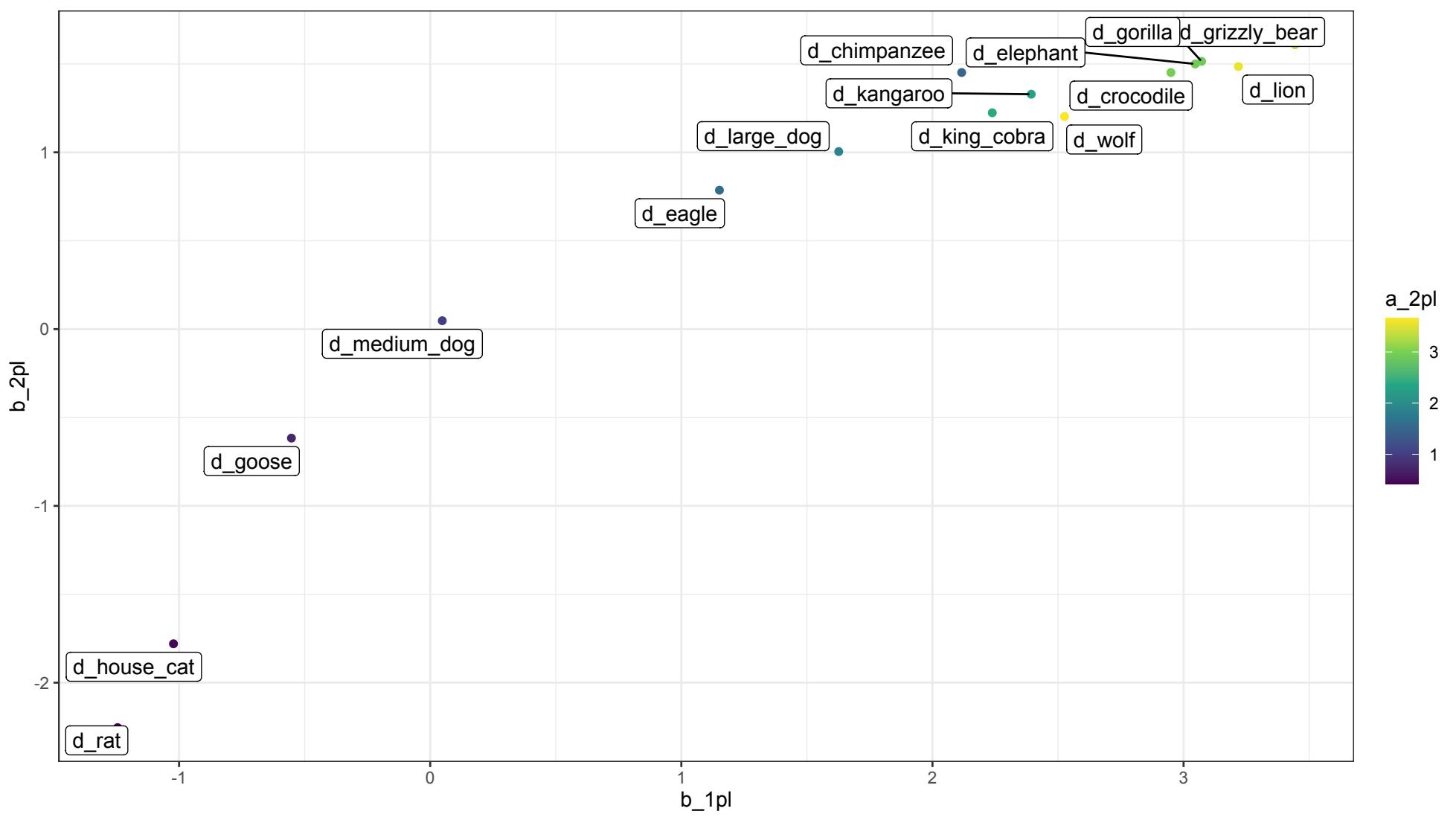
```
1 ggplot(persons, aes(x = theta_1pl,  
2                      y = theta_2pl)) +  
3   geom_point(color = okabeito_colors(3),  
4              alpha = 0.5) +  
5   theme_bw()
```



# Item Difficulties

```
1 items |>
2   ggplot(aes(x= b_1pl,
3                 y= b_2pl,
4                 color=a_2pl,
5                 label=item)) +
6   geom_point() +
7   scale_color_viridis_c() +
8   theme_bw()
```





# Wrap Up

# Recap

- Hopefully PCA and factor analysis are a little more clear
  - Readings are helpful here if you need more technical detail!
- Latent variable models pose a really wild estimation challenge!
  - The Expectation Maximization Algorithm can solve it in many cases
- Item Response Theory (IRT) puts people and items onto a common scale
  - It can even produce interval scales!

# Loose ends and looking forward

- There is a *ton* of measurement theory that we just handwaved past
- There is also a *ton* of IRT stuff that we also just handwaved past
- The next three weeks are all IRT, and some of the second half of the class is also IRT
  - We'll get the other IRT stuff gradually instead of just dumping a pile of crap into our brains today
  - Measurement theory stuff will come gradually as well
- Next week: more IRT, multidimensional IRT, and shoving non-item response data into IRT models
- The week after: polytomous IRT (multiple response categories, great for you survey weirdos)
- The week after that: weird IRT models (Elo scores, ideal point models) and data that you might not think of as item responses

# Check-Out

- [PollEv.com/klintkanopka](https://PollEv.com/klintkanopka)