Imagine that you have written a measure designed to assess employees' support for antidiscrimination policies in the workplace. When you go to publish your measure, a reviewer comments that your items could simply reflect conservative vs. liberal social attitudes, and that therefore the construct validity of your measure, as you've interpreted it, is questionable.

(a) Is this a problem of convergent validity or discriminant validity?

(b) What evidence could you provide that would address the reviewer's concern? (Assume that you have the time, resources, and motivation to conduct a Study 2 here!). You don't need to cover every possible option here, but you should pick one strong strategy and explain why it would resolve the problem here.

(Because I'm posting this late, you have until Tues evening to complete it rather than Sunday as noted in the syllabus)

1. This is a problem of discriminant validity because to separate our measure from conservative/liberal attitudes we need to distinguish it as different. Therefore, on the convergence continuum, we are focused on that ways that it should more discriminant (More different) than more convergent (More alike) to our measure.
2. Assuming I had unlimited time and resources to perform another study to ensure this reviewer that I have good construct validity, I would perform a study in which we compare our measure of antidiscrimination policies with other measures that investigate conservative and liberal social attitudes. However, the complexity arises that I would not expect these two measures to be *completely* discriminant from each other. Therefore, I would use other comparisons to see where our measure lies on the continuum of of our convergence/discriminant validity spectrum. Therefore, I would be interested evaluating the correlation of our construct and political attitudes as well as a measure that I would expect it to correlate somewhat with, such as a scale investigating racist and prejudice values. I would expect support for antidiscrimination values to correlate quite highly with racial or prejudicial attitudes.