**OSL 3-Item ICE**

A group of researchers once wanted to measure Optimum Stimulation Level (OSL). They consulted the Bearden book and saw the scales for OSL and found them to as follows:

1. I like to continue doing the same old things rather than trying new and different things.\*
2. I like to experience novelty and change in my daily routine.
3. I like a job that offers change, variety, and travel, even if it involves some danger.
4. I am continually seeking new ideas and experiences.
5. I like continually changing activities.
6. When things get boring, I like to find some new and unfamiliar experience.
7. I prefer a routine way of life to an unpredictable one full of change.\*

They felt that a 7-item scale was too long and in order to cut questionnaire length, they considered only question numbers 1, 3 and 4. The group asked their MR faculty whether this was advisable. The MR faculty advised them against it. The group being independent-minded, nevertheless went ahead and incorporated only three questions, OSL1, OSL3 and OSL4. They collected data from 60+ respondents.

Meanwhile another group of researchers had the same problem but listened to their faculty and collected the OSL data presented in “OSL 7-item data.xls”.

The first group’s data are presented in the file “OSL 3-item data.xls”. Are the data reliable? What is the key takeaway?

Note: Both groups used 5-point Likert scales.