Give overview of NLJ first

**Baston**

* He is German and studied / works there
* This is philosophy
  + It is convoluted, complex, and logical

He is saying that if you use the OFR measure, you are actually measuring Offensive Racism

* This will be predictive of different behaviors than OFR was when it was created
* The whole front end of the artice is about HOW this occurs

If you THINK you are measuring prejudice with a measure that has face validity, you actually aren’t

* Face validity is that the measure assesses what it says

This is a long form way to show how societal change impacts what and how we measure

* I think it’s also a critique of conceptualization and creating definitions
* The definition and meaning of OFR does not hold up in modern day

*How accurate can we be measuring how racist someone is?*

1 = Strongly Disagree 7 = Strongly Agree

1. It is easy to understand the anger of black people in America.

2. Blacks have more influence upon school desegregation plans than they ought to have.

3. Blacks are getting too demanding in their push for equal rights.

4. Over the past few years blacks have gotten more economically than they deserve.

5. Over the past few years the government and news media have shown more respect to blacks than they deserve.

6. Blacks should not push themselves where they're not wanted.

7. Discrimination against blacks is no longer a problem in the United States.

The scale has demonstrated both reliability and validity.

1. Some researchers question whether the MRS measures a conceptually distinct (i.e., “modern”) form of racism or whether it is merely “old wine in a new bottle.”
2. Due to its small number of items and unidimensional factor structure, it is unclear if the MRS captures the complexity of racial prejudice.
3. The MRS and the theory undergirding it appear to be asynchronous: while the scale is factorially unidimensional, the theoretical frame- work of modern racism possesses multiple tenets, some of which do not appear to be captured by the scale’s items.
4. Some researchers have opined that the MRS conflates racial prejudice and conservative ideology.
   1. To illustrate: does agreement with an item stating that “blacks have gotten more economically than they deserve,” reflect the belief that certain policies such as affirmative action violate a commitment to fairness or does agreement reveal enmity toward minority groups?
5. Fifth, despite McConahay’s assertion that, due to the dynamic nature of American race relations, the items on the MRS will need to be continuously updated, many researchers still use the original version of the scale, which was established more than 30 years ago.

Baston is demonstrating that in your head, as a participant, some people can justify answering these question in non-racist ways.

I can’t quite believe that some of these scales exist LOL

I will argue that direct measures of old-fashioned racism measure something different today than in the past.

- Happened because new social norm is behave unprejudiced

- Old racists conformed to norm to behave prejudiced

- Today, when a subject is prejudiced, they are BREACHING the social norm to do so

- This means that their mind is different and that measurement of the concept is different

A direct prejudice measurement can lose its construct validity if social norms change while a subject apparently articulates the same prejudices.

What are social desirability effects?

* When social norms said prejudice was fine, people not worried about HOW they answered these questions

If offensive racism is expected to be different than OFR, then direct racism scales with face-validity, which originally measured OFR, may have different predictive powers today.

* He is saying that if you use the OFR measure, you are actually measuring Offensive Racism
* This will be predictive of different behaviors than OFR was when it was created

**Lazer**

Empirical social science is largely focused on finding generalizable but not universal patterns in human behavior

* I guess I never thought about it like this
* They are interested in covering laws like science, biology, etc

Measurement is the bridge connecting scientific motivations and data with insight and applications.

Suggestions for triangulating old measures!

* Combine self reports with eye tracking
* Expand what we call the *nomological network*

This is also about Ch. 13 – measurement is so much more than self report measures

These changes have real problems for internal validity

* Lack of stability in measurement over time, for instance, may induce researchers to attribute the changes in a focal outcome to an unrelated external event

I love that the idea of random samples was really never quite achievable

* Did you all feel this way?
* Response rates too low and people cannot access surveys across modalities

Measurement is EXPLICITLY tied to internal and external validity

Finally, it is a duty of the field to critique decision-making practices that result from problematic measurement procedures.

* You need to know the rakes

**Carpenter**

Scholars often apply measurement procedures that are inconsistent with best practice!!

* Another critique
* But we don't hate comm

She wrote this because people were making bad measures and cutting corners

**What is a scale?**

Scales try to capture not directly observable latent concepts with a group of concrete statements.

We cannot directly observe abstract concepts, we can determine how indicators of those concepts are related to one another

The key to this article is that it provides a variety of standards in scale development practice

* If you are reading about someone critiquing a scale, this is your guide to their process
* If you are creating one – as you will – this is our guide to doing it (either small scale or large scale)

She reports findings on the major problems in a random, stratified sample of comm journals

What pieces of jargon can I explain before we go any further?

If you are reporting on a scale that you created, she says you need to include 16 things LMAO.

It’s hard!! There isn’t much to discuss here tbh