

WHAT MAKES PSYCHOLOGY QUESTIONNAIRES AND METRICS VERY HARD

Psychology is very hard as a science because it takes quite a bit of psychological experience before one develops a sense for questionnaires and surveys that measure valid *stable* psychological constructs. Unlike in physics or chemistry where there is a fundamental theory, psychology attempts to seek a science for highly derived complex quantities. Arbitrary sets of questions in a survey might have no stability for what they measure. This is why Cronbach-alpha and other statistical measures of stability and consistency are so important. Each valid psychology survey is a work of care and testing.

It is often easy to think that the questions are common-sense for laypersons untrained in scientific psychology. But they are highly examined for stability and consistency before their measurements give any valid psychological variables. In addition to the difficulties of choice of variables, measurement questions, there is the continual struggle in scientific psychology in understanding whether two different schools of thought or models are giving the same results and conclusions about population samples or whether they are divergent.

On top of all this, psychology is still a vastly unknown field mostly because massive measurements had not been possible for most of twentieth century.

People in technology or engineering or physical sciences often do not respect psychology as a field of science because the models are not as precise and noise levels are high. But these are just indications that quantitative science is much harder for psychology than developed physical sciences.

I am pioneering Quantitative Positive Psychology with Global Life Satisfaction project. My background is Finance quant, and this is a difficult and involved field that has succeeded with quant models. This is invaluable background for Quantitative Positive Psychology and the key is to produce models that are based on massive measurements.

Positive Psychology has existed since 1998 as a subfield of scientific psychology whose father is Martin E. P. Seligman. I have been studying his works for years as well as others. These are difficult fields with many new rewarding discoveries to be made.

Positive Psychology today is a bit like Quant Finance in 1950s and 1960s before Black-Scholes-Merton established Quant Finance as an objective field. There are some quantitative results in academic journals but I think that Quantitative Positive Psychology will find much more fine-tuned quant models that will allow us to improve Global Life Satisfaction directly.