Project information

1. **Research design**

To investigate our research questions use a split ballot design with repeated measures. We start with a between-subject design which will be extended with repeated measures into a within-subject design. Table 1 gives an overview of the between-subject design at first measurement:

**Table 1. Split ballot design (random assignment to 4 groups)**

|  |  |  |
| --- | --- | --- |
|  | Ordering of job characteristics | |
| Question format | Version A | Version B |
| Rating | *Condition 1 (N=2000)* | *Condition 2 (N=400)* |
| Ranking | *Condition 3 (N=2000)* | *Condition 4 (N=400)* |

In this between-subject design we implement two different versions (A and B) of 17 rating and ranking questions to measure work values (see the Appendix for details on the latter). The difference between both versions is that the order in which the work values are presented is changed to allow us to investigate order effects.

In a next stage of the study, the initial between-subject design is extended into a within-subject design by implementing a repeated measurement in which the initial four conditions are further randomly subdivided (see Table 2). The time between T1 and T2 is somewhere between 2 and 6 months, depending on the planning of LISS.

**Table 2. Split ballot design with repeated measurements**

|  |  |  |  |
| --- | --- | --- | --- |
| Condition |  | *T1* | *T2* |
| 1 | R | ORating.Version A | ORating.Version A *(N=500)* |
|  |  | *(N=2000)* | ORanking. Version A *(N=500)* |
|  |  |  | ORating.Version B *(N=500)* |
|  |  |  | ORanking. Version B *(N=500)* |
|  |  |  |  |
| 2 | R | ORating.Version B | ORating.Version B *(N=400)* |
|  |  | *(N=400)* |  |
| 3 | R | ORanking.Version A | ORanking.Version A *(N=500)* |
|  |  | *(N=2000)* | ORating. Version A *(N=500)* |
|  |  |  | ORanking. Version B *(N=500)* |
|  |  |  | ORating. Version B *(N=500)* |
|  |  |  |  |
| 4 | R | ORanking.Version B | ORanking.Version B *(N=400)* |
|  |  | *(N=400)* |  |

In the repeated measurement we distinguish 10 conditions, of which four are control conditions which allow us to investigate the stability of the responses to questions which were of the same question format and version (rating or ranking, A or B). In the remaining conditions, both rating and ranking are offered interchangeably to the respondents. For the purpose of advanced statistical analysis of the data later on in the project and because of attrition, we require a substantial sample size for each of these conditions.

**Specific measurement issues**

Since this research is supposed to help cross-national value researchers in choosing between ranking and rating methods, items were selected from the widely-used EVS. In this survey, the importance of 17 job aspects was measured with most items identical to the ones used in previous work value research (e.g. Knoop 1994; Ros et al., 1999). However, in the original questionnaire these were measured by asking respondents whether those aspects were important to them. For the current research this response scale is changed in either a ranking or a rating scale (see Appendix). Implementing a ranking task in a web-survey implies that all options should be presented on one screen. If possible we would like to implement the full scale, but in agreement with the LISS panel administrators the list was reduced to minimally 12 work items that have been used frequently in other work values questionnaires as well.

The choice of the response scales was determined by looking for the most-used methods in the ranking and rating of work values. For ratings we use the in sociological research commonly-used 5-point Likert scale (with 1= not at all important, and 5 = very important). For operationalizing ranking tasks with a long list of choice options researchers rarely adopt a full ranking procedure. Partial ranking is the implicit rule here. Kohn and Schooler (1969) used a partial ranking procedure for the ranking measurement of parental values and which has also been used by Alwin and Krosnick (1985). This method asks respondents to rank the three most important values and choose from those three the most important one, and the same procedure for the least important values. A drawback of this method is that the investigator has no information on the relative preference for items included in the sets of ‘best’ and ‘worst’ choices. Therefore, for the current study we will implement a partial ranking task, in which respondents will need to choose the most important attribute of a job of the full set of job aspects (1st most important), then the most important attribute of the remaining choice options (2nd most important), and then again the most important attribute of these remaining choice options (3rd most important), and the least important attribute of the remaining choices. We note that this partial ranking format is also commonly used in sociological studies that use ranking methods for measuring values, attitudes and opinions and therefore we also focus on this particular format in the current design.

Overview of items measuring work values (adopted from the European Values Study, 2008)

RANKING (VERSION A):

1. Here are some aspects of a job that people say are important. The question is which of these you personally think is the most important in a job?
2. Of the remaining aspects of a job, which one do you consider next most important?
3. Of the remaining aspects of a job, which one do you then consider next most important?
4. And which one of the the remaining aspects do you consider least important of all?

* Good pay
* Pleasant people to work with
* Not too much pressure
* Good job security
* Good hours
* An opportunity to use initiative
* A useful job for society
* Generous holidays
* Meeting people
* A job in which you feel you can achieve something
* A responsible job
* A job that is interesting
* A job that meets one’s abilities
* Learning new skills
* Family friendly
* Have a say in important decisions
* People treated equally at the workplace

RATING (VERSION A):

Here are some aspects of a job that people say are important. How important is each of these to you personally?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very unimportant | Unimportant | Neither important nor unimportant | Important | Very important |
| Good pay | 1 | 2 | 3 | 4 | 5 |
| Pleasant people to work with | 1 | 2 | 3 | 4 | 5 |
| Not too much pressure | 1 | 2 | 3 | 4 | 5 |
| Good job security | 1 | 2 | 3 | 4 | 5 |
| Good hours | 1 | 2 | 3 | 4 | 5 |
| An opportunity to use initiative | 1 | 2 | 3 | 4 | 5 |
| A useful job for society | 1 | 2 | 3 | 4 | 5 |
| Generous holidays | 1 | 2 | 3 | 4 | 5 |
| Meeting people | 1 | 2 | 3 | 4 | 5 |
| A job in which you feel you can achieve something | 1 | 2 | 3 | 4 | 5 |
| A responsible job | 1 | 2 | 3 | 4 | 5 |
| A job that is interesting | 1 | 2 | 3 | 4 | 5 |
| A job that meets one’s abilities | 1 | 2 | 3 | 4 | 5 |
| Learning new skills | 1 | 2 | 3 | 4 | 5 |
| Family friendly | 1 | 2 | 3 | 4 | 5 |
| Have a say in important decisions | 1 | 2 | 3 | 4 | 5 |
| People treated equally at the workplace | 1 | 2 | 3 | 4 | 5 |

RANKING (VERSION B):

1. Here are some aspects of a job that people say are important. The question is which of these you personally think is the most important in a job?
2. Of the remaining aspects of a job, which one do you consider next most important?
3. Of the remaining aspects of a job, which one do you then consider next most important?
4. And which one of the the remaining aspects do you consider least important of all?

* Meeting people
* Generous holidays
* A useful job for society
* An opportunity to use initiative
* Good hours
* Good job security
* Not too much pressure
* Pleasant people to work with
* Good pay
* People treated equally at the workplace
* Have a say in important decisions
* Family friendly
* Learning new skills
* A job that meets one’s abilities
* A job that is interesting
* A responsible job
* A job in which you feel you can achieve something

RATING (VERSION B):

Here are some aspects of a job that people say are important. How important is each of these to you personally?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very unimportant | Unimportant | Neither important nor unimportant | Important | Very important |
| Meeting people | 1 | 2 | 3 | 4 | 5 |
| Generous holidays | 1 | 2 | 3 | 4 | 5 |
| A useful job for society | 1 | 2 | 3 | 4 | 5 |
| An opportunity to use initiative | 1 | 2 | 3 | 4 | 5 |
| Good hours | 1 | 2 | 3 | 4 | 5 |
| Good job security | 1 | 2 | 3 | 4 | 5 |
| Not too much pressure | 1 | 2 | 3 | 4 | 5 |
| Pleasant people to work with | 1 | 2 | 3 | 4 | 5 |
| Good pay | 1 | 2 | 3 | 4 | 5 |
| People treated equally at the workplace | 1 | 2 | 3 | 4 | 5 |
| Have a say in important decisions | 1 | 2 | 3 | 4 | 5 |
| Family friendly | 1 | 2 | 3 | 4 | 5 |
| Learning new skills | 1 | 2 | 3 | 4 | 5 |
| A job that meets one’s abilities | 1 | 2 | 3 | 4 | 5 |
| A job that is interesting | 1 | 2 | 3 | 4 | 5 |
| A responsible job | 1 | 2 | 3 | 4 | 5 |
| A job in which you feel you can achieve something | 1 | 2 | 3 | 4 | 5 |

1. datafile info

The original data can be downloaded from: <http://www.lissdata.nl/lissdata/> (registration required).

Wave 1

**Title:** Comparing rating and ranking procedures for the measurement of values in

surveys

**Datafile:** L\_Rating\_wave1\_6p

**Funding sources:** CentERdata **-** MESS Project

**Investigator:** Ingrid Vriens

**Project description:** This questionnaire is about comparing rating and ranking procedures for measuring values in surveys, using work value items from the European Values Study (EVS) of 2008.

**Sample:**

Selected number of household members: 7425 (100.0% )

Non-response: 1551 ( 20.9% )

Response: 5874 ( 79.1% )

Complete: 5870 ( 79.06%)

Incomplete: 4 ( 0.05%)

**Date of data collection:** June and July 2012

Wave2

**Title:** Comparing rating and ranking procedures for the measurement of values in

surveys

**Datafile:** L\_Rating\_wave2\_6p

**Funding sources:** CentERdata **-** MESS Project

**Investigator:** Ingrid Vriens

**Project description:** This questionnaire is about comparing rating and ranking procedures for measuring values in surveys, using work value items from the European Values Study (EVS) of 2008.

**Sample:**

Selected number of household members: 5697 (100.0% )

Non-response: 205 ( 3.6% )

Response: 5492 ( 96.4% )

Complete: 5491 ( 96.38%)

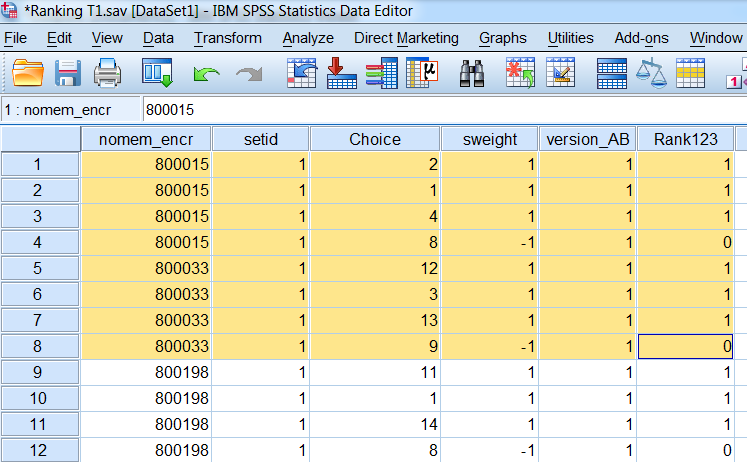
Incomplete: 1 ( 0.02%)

**Date of data collection:** September and October 2012

1. Data package organisation
   1. Organizing the ranking data – measurement model

To run the LC choice models on the ranking data a long-file should be computed from the original dataset that includes one row per respondent and in which the choices are defined by 4 variables (1st, 2nd and 3th preference and least preferred). These variables are transposed to a single choice variable and thus producing a person-choice file in which the first row per respondent represents the first choice, the 2nd row the 2nd choice, etc. SPSS includes an automated procedure (Data – Transpose) do transpose the data accordingly.

To visualize the data this is a screen-print:



Next to the data file the 3-file procedure involves defining an Alternatives file and a Sets file. All datafiles are spss-files.

Two folders are included in the data package of the Ranking assignment (folder: Ranking T1 T2 measurement model), one per measurement wave.

Each folder contains the following information:

- two latent gold syntax files (with .lgs extension). They can be opened in notepad. Both syntaxes run the same model but the syntax with reference to classification produces a new spss data file that included the classification variables that need to be used in the stepwise models - see 3.3)

- three spss files needed to run this syntax; and

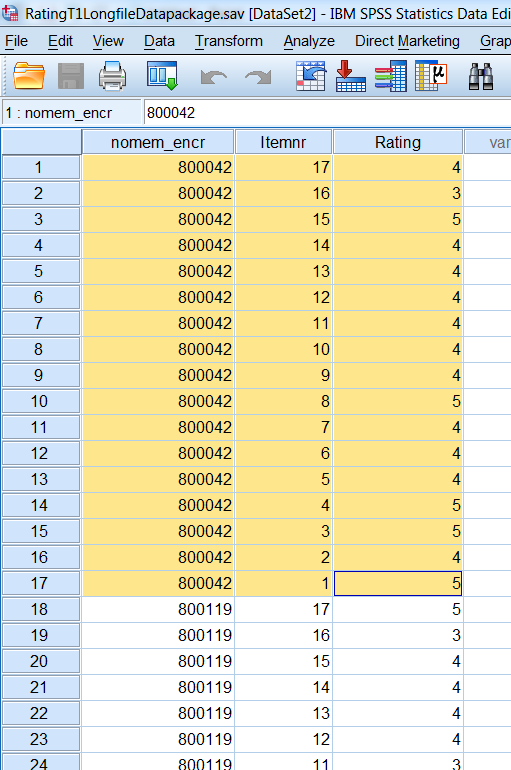
- the original results file (in html-format).

The first variable in the dataset identifies the respondent. Setid is defined as a constant (=1) since we only have one set of choices. Choice indicates which option is chosen. Sweight is operationalized to identify whether the choice is associated with one of the priority choices; 1 = preferred choices; -1 = explicitly defined as not (least) preferred. Version\_AB identifies the split-ballot design in which the order of the items was different (condition A versus B) and Rank123 indicates whether the choice is a priority (=1) choice or not (=0).

* 1. Organizing the rating data – measurement model

Rating data need to be organized similar to ranking data. The 17 rating questions are thus transposed to a single rating variables in which each row refers to one particular rating question. The procedure (see syntax) only requires one person-rated item long-file.

An example screen-print is given next:



Two folders are included in the data package of the Rating assignment (folder: Rating T1 T2 measurement model), one per measurement wave.

Each folder contains the following information:

- two latent gold syntax file (with .lgs extension – can be opened in notepad) that produce the same results except the file with reference to classification which produces a new dataset with classification variables needed in the next step (3.3)

- one spss file needed to run this syntax; and

- the original results file (in html-format).

Datafile includes the user-id (nomem\_encr), the item identification (Itemnr) and the corresponding rating of that item (Rating).

* 1. Regressing T2 on T1 – the step-3 proportional ML approach

From the models specified in 3.1 and 3.2 the conditional probabilities are saved (classification syntax defined in 3.1 and 3.2).

The separate datasets created as described in 3.1 and 3.2 are the spss files that you need to run the "syntax to create separate files for stepwise models". This will replicate the four datafiles included in the folder "Stepwise models". The folder also contains 4 latent gold syntax files that will produce the outcomes of the analysis in which the T2 measurement is regressed on the T1 measurement.

*Notes:*

*- For further details on the procedures and models please check the paper and references included.*

*- All models are estimated using Latent Gold version 5.1*