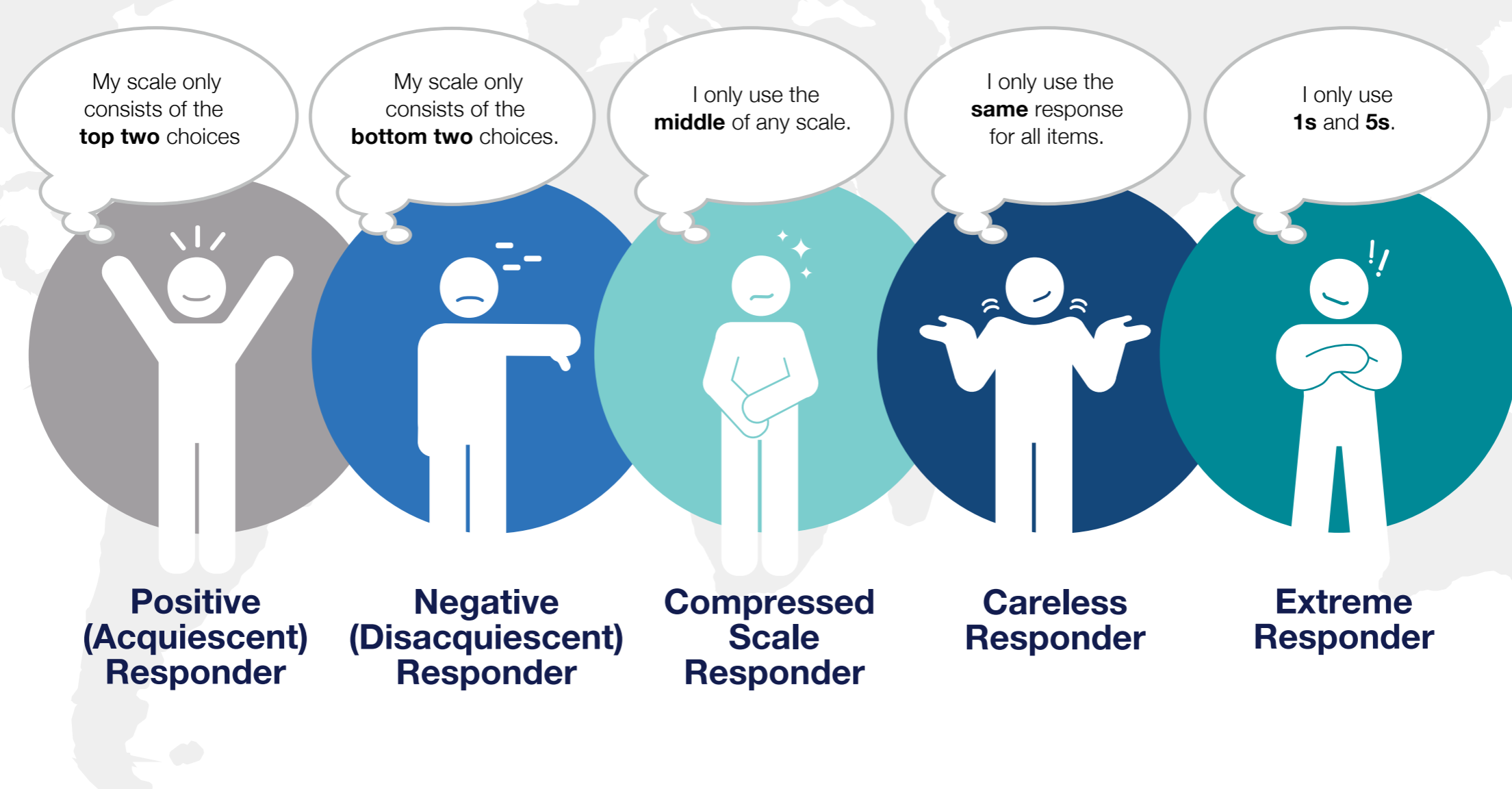


Cross-Country Response Scales Standardization Approach

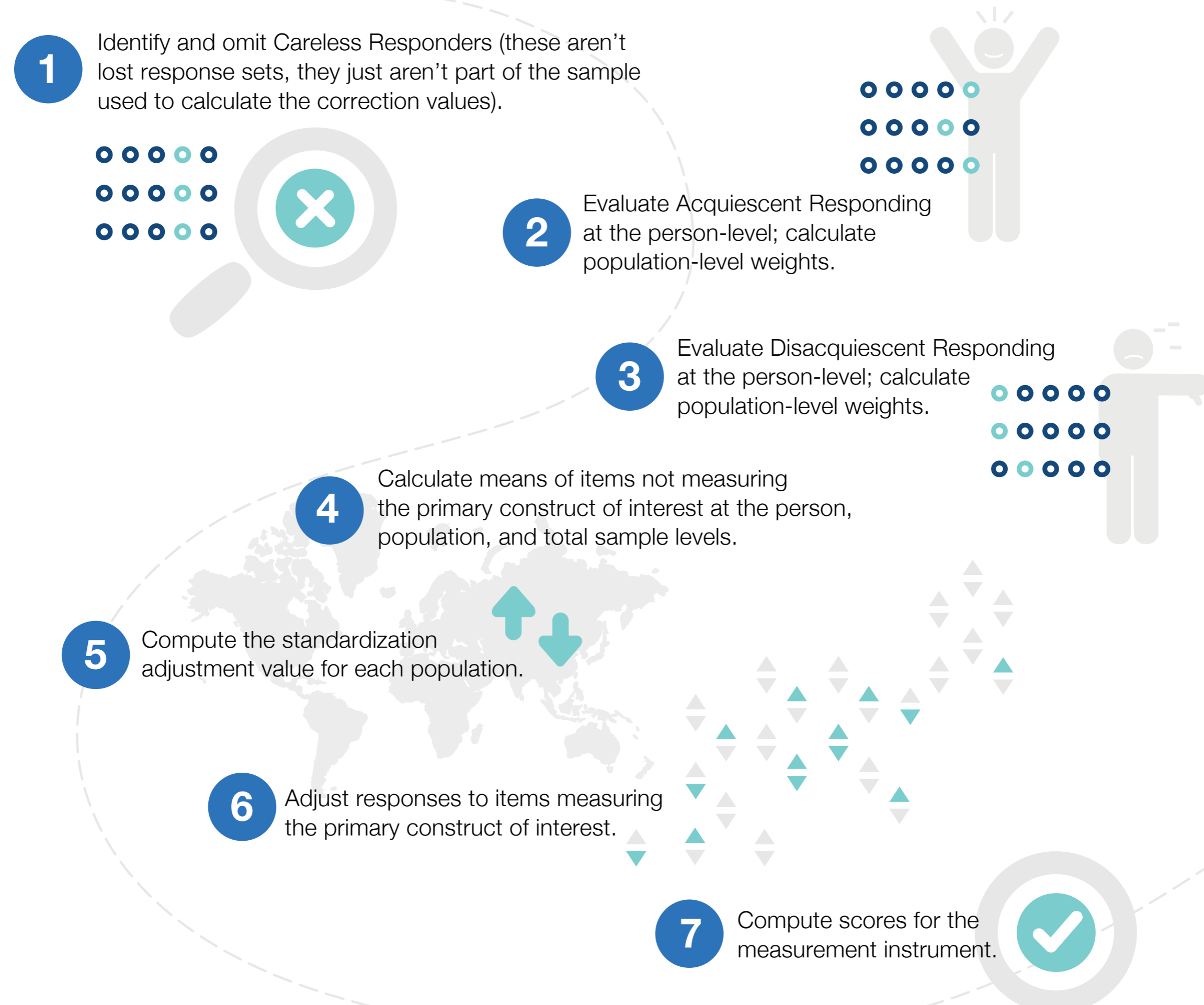
What:

The ADP Research Institute developed an approach for standardizing responses collected from diverse populations to reduce systematic bias inherent to multi-country research.

Survey responses are adjusted to reduce or eliminate cross-population differences due to response styles or method effects that are not related to the construct of interest.

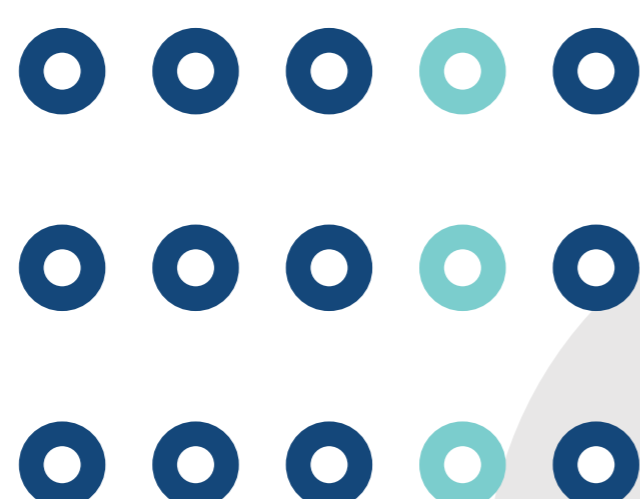


How:



Why:

Failure to account for differences in response patterns attributable to population-based respondent characteristics can lead to results that have little to no value, rendering research findings that are lacking in validity and generalizability.



Download the full report at ADPRI.org