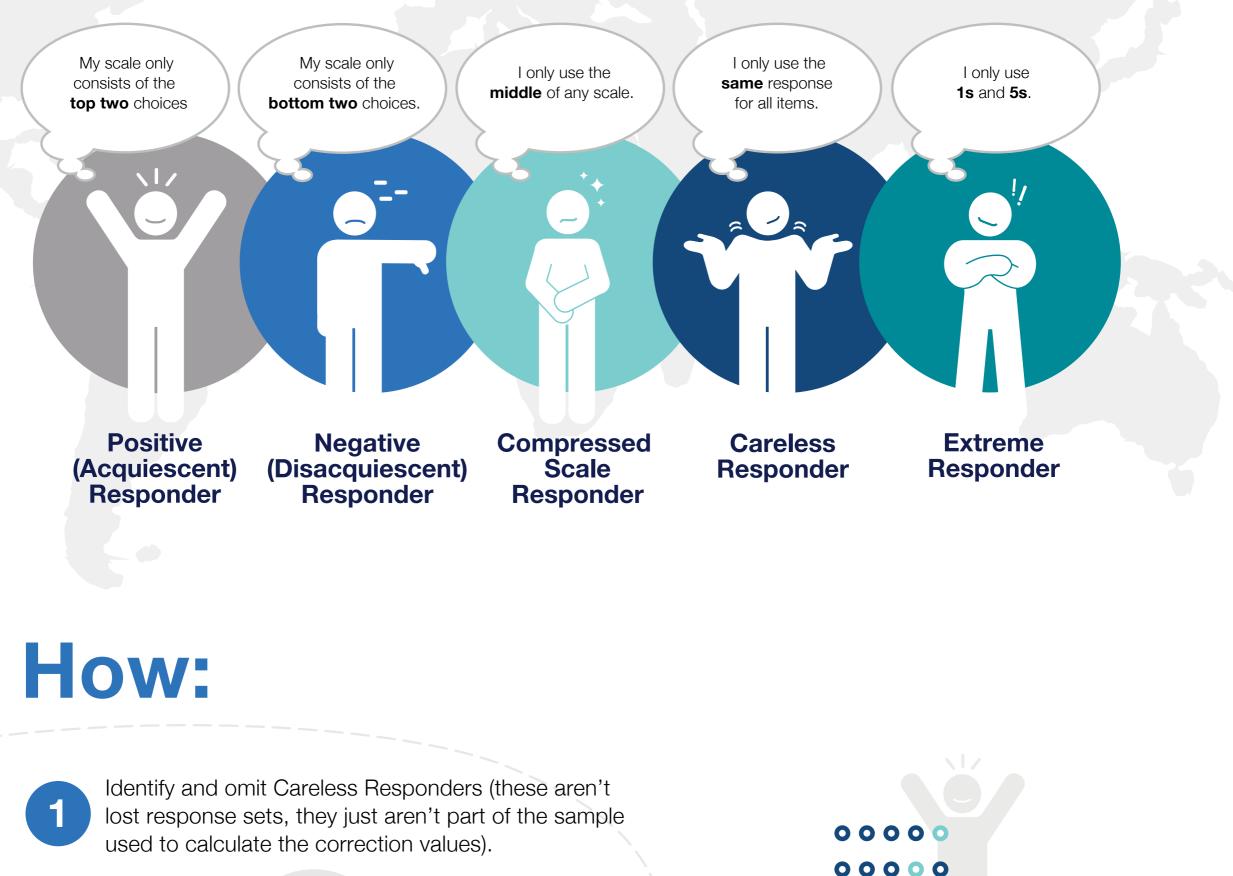
## Cross-Country **Response Scales Standardization** Approach

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## 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.





Evaluate Acquiescent Responding at the person-level; calculate population-level weights.

> Evaluate Disacquiescent Responding at the person-level; calculate population-level weights.

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Calculate means of items not measuring the primary construct of interest at the person, population, and total sample levels.

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Compute the standardization adjustment value for each population.

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Adjust responses to items measuring the primary construct of interest.



Compute scores for the measurement instrument.



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## 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**

