**Pen Exercise – Measuring Validity**

This is Exercise 6.2 in Chapter 6 of the book by Opie and Brown (2019).

A group of researchers decided upon the following attributes to assess the quality of a pen:

**cost of pen; running cost; colour; ease of use; style; durability; maker’s name**

Members of the group were then asked to judge the importance of the attributes above for choosing a pen for themselves. They were asked to rank the attributes in a list from the most to the least important. Let’s call the set of lists produced by the individuals in the group ‘S1’.

This data production procedure was repeated by the group a week later. Someone else agreed to administer it another week after that, each time with the same participants, giving two more data sets, S2 and S3.

Based on the data sets S1, S2 and S3 resulting from the data-production process that was described, is it valid to make the following claims:

1. the data represent what the respondents currently think about the importance of the named attributes in selecting a pen
2. the data represent what the respondents think about the importance of the named attributes in selecting a pen
3. the data represent what people currently think about the importance of the named attributes in selecting a pen
4. the data represent what the respondents currently think are the important attributes in selecting a pen

Opie, C. and Brown, D. (eds) (2019) *Getting Started in Your Educational Research: A Student’s Guide to Design, Data Production and Analysis*. London: Sage.