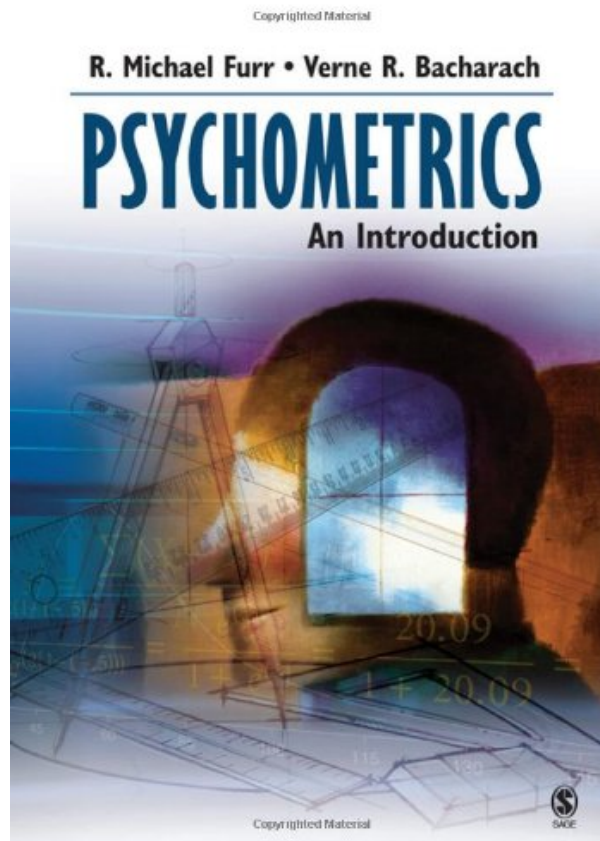# PSYCHOMETRICS: AN INTRODUCTION BY R. MICHAEL FURR, VERNE R. BACHARACH

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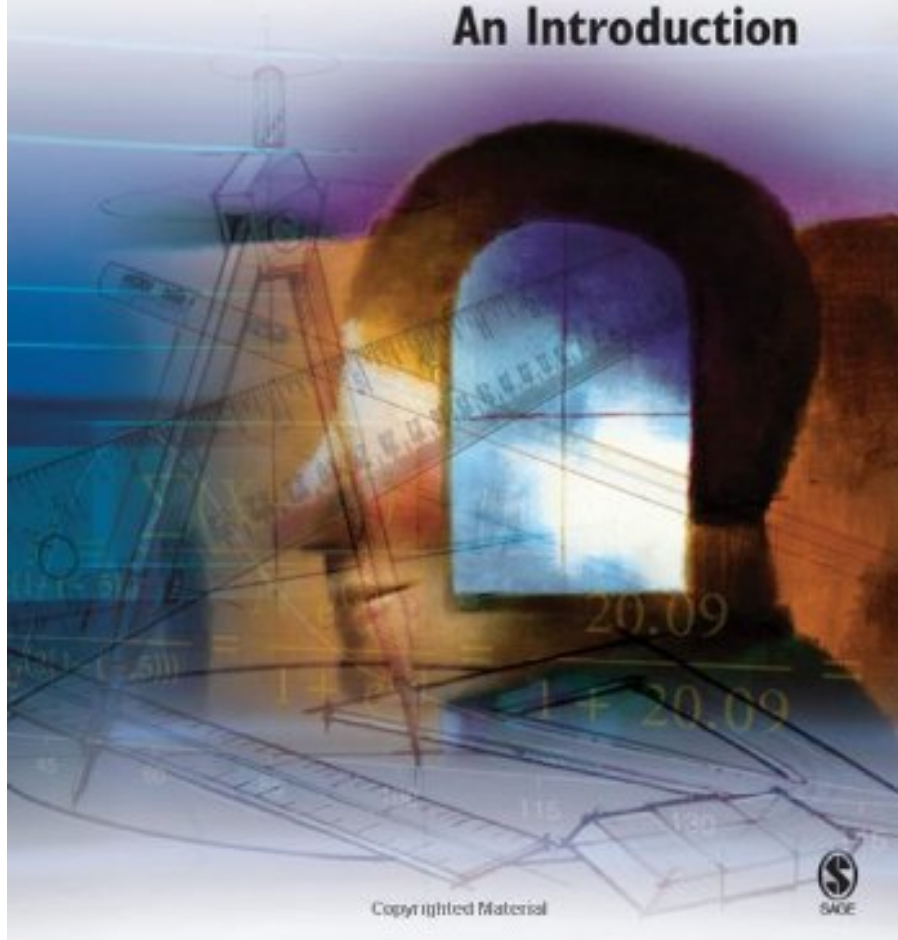
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About the Author
R. Michael Furr is Professor of Psychology and McCulloch Faculty Fellow at Wake Forest University, where he received the 2012 Award for Excellence in Research. His methodological work focuses on the measurement of similarity between psychological profiles, on the measurement of behavior, and on contrast analysis. His substantive research focuses on personality judgment and on the links between personality, situational forces, and behavior. He is a former associate editor of the Journal of Research in Personality , a former executive editor of the Journal of Social Psychology, and a consulting editor for several other scholarly journals. He has taught graduate and undergraduate courses in psychometrics, psychological testing, personality psychology, statistics, and research methods at Appalachian State University and Wake Forest University.

Verne R. Bacharach is professor of psychology at Appalachian State University. He has held faculty appointments at the University of Alabama, Peabody College of Vanderbilt University, and Acadia University in Nova Scotia and has chaired the departments at Appalachian State and Acadia. He has taught undergraduate and graduate courses in statistics, tests and measurements, and research methods for nearly 40 years. He has a long journal publication history of research and review articles. Dr. Bacharach obtained a Ph.D. in experimental psychology from the University of Kansas in 1971.

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"The main advantage of the text is a more contemporary and conceptual presentation of the material. I have been looking for a book with this level and focus for some time"
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In Psychometrics: An Introduction, authors R. Michael Furr and Verne R. Bacharach center their presentation of material around a conceptual understanding of psychometric issues, such as validity and reliability, and on purpose rather than procedure, the "why" rather than the "how to." Their goal is to introduce psychometric principles at a level that is deeper and more focused than found in introductory undergraduate testing and measurement texts but that is more intuitive than traditionally found in the more technical publications intended for graduate courses. By emphasizing concepts over mathematical proofs and by focusing on practical significance, this book assists students in appreciating not just how measurement problems can be addressed and why it is important to address them.

KEY FEATURES

• Presents information in a clear, easy-to-read, conversational style: The authors introduce concepts in a way that is accessible to nonprofessionals without sacrifi cing the academic integrity of the material.

• Highlights practical applications: Intended to enhance readers' appreciation of the importance of psychometrics, the book provides examples that will resonate with students.

• Offers an up-to-date treatment of topics in psychometrics: The book offers readers the most contemporary views of topics in psychometrics available in the nontechnical psychometric literature.

• Introduces statistical procedures in the context of their use rather than in a separate chapter: The authors integrate statistics with a discussion of their use as tools to solve particular psychometric problems, encouraging a more complete understanding of both.

INTENDED AUDIENCE

Appropriate for advanced undergraduate and graduate courses such as Psychometrics, Testing and Measurement, Research Methods, and Experimental Methods across a range of behavioral sciences and education.

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