

## 2017 ANASTASI LECTURE

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THE ANNE ANASTASI PROFESSORSHIP  
IN PSYCHOMETRICS AND QUANTITATIVE PSYCHOLOGY

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# Improving Measurement: It's Time to Move Beyond Likert

**Fritz Drasgow, Ph.D.**

Dean of the School of Labor & Employment Relations  
University of Illinois at Urbana-Champaign

**Tuesday, October 10, 2017 | 5:30 p.m.**

12th-Floor Lounge | E. Gerald Corrigan Conference Center | Lowenstein Center  
113 W. 60th St. | Lincoln Center Campus | Fordham University

The Likert rating scale dates to a paper by Rensis Likert in 1932; it has been a mainstay of psychology for many decades. However, problems with Likert scaling abound. Individual differences in response biases, cultural differences in rating scale styles, and measurement model misspecification all have the potential to invalidate results.

Forced choice methods, where the rater simply chooses which of two or more statements is “more like me,” offer hope for addressing these problems. Drasgow will discuss these methods and suggest that to solve the ipsativity problem of traditional scoring of forced choice instruments, an item response theory model, such as the Multi-Unidimensional Pairwise Preference Model, should be used. He will also describe some findings for military samples.

**Fritz Drasgow, Ph.D.**, is currently the dean of the School of Labor & Employment Relations at the University of Illinois at Urbana-Champaign. He is also a professor at the university with a joint appointment in psychology and the School of Labor and Employment Relations. Drasgow's research focuses on psychological measurement and the application of quantitative methods to important practical problems. His recent work focuses on psychometric theory for personality assessment.

The lecture is open to the public. A reception will follow.

For more information, contact David Budescu, Ph.D. ([budescu@fordham.edu](mailto:budescu@fordham.edu)).

*Additional support for the lecture is provided by the Department of Psychology.*



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