

Abstract

Ipsative scales are commonly used in social research. A data matrix is said to be ipsative when the scale scores sum to a constant for any individual. The strengths and limitations of using ipsative scaling method are discussed.

Results from recent study indicated that the existing statistical procedures could not be applied directly to multiplicative ipsative data for reliability analysis and interpretation, which is consistent with previous findings. A study of a new statistical procedure suggested for analyzing the reliability estimate was conducted to test for the general applicability of the suggested method. Results showed that the proposed method served as a lower bound estimate for reliability and was a reliable reliability estimate especially when the number of scale items was large.