

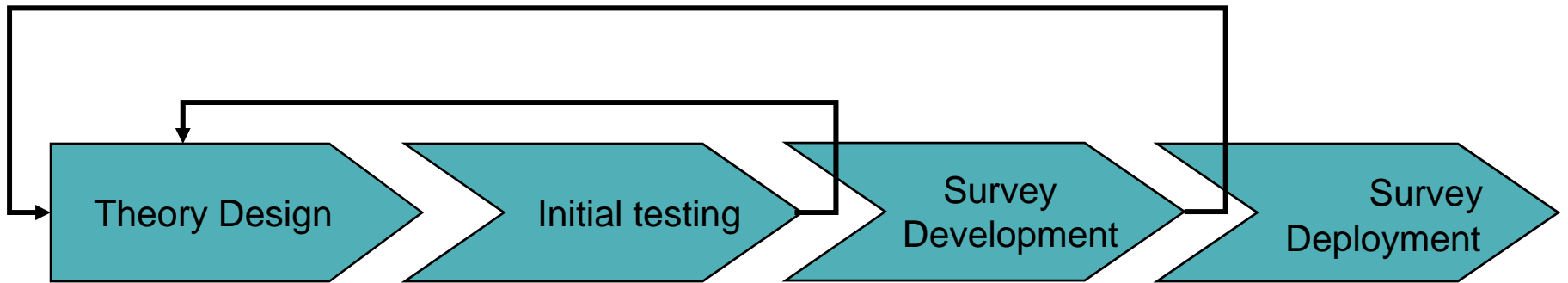
The Economic Self-Reliance (ESR) Measurement Project

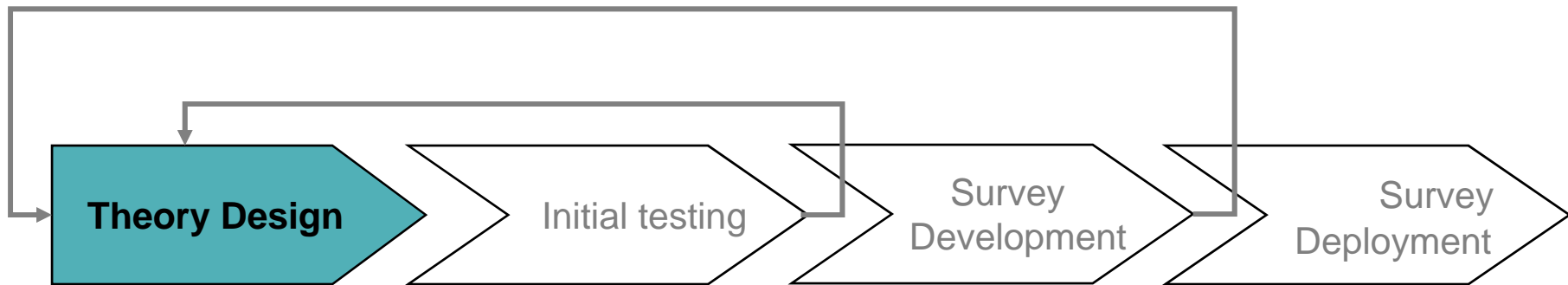
Paul C. Godfrey
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Marriott School of Management
Brigham Young University
March 2006

Goals

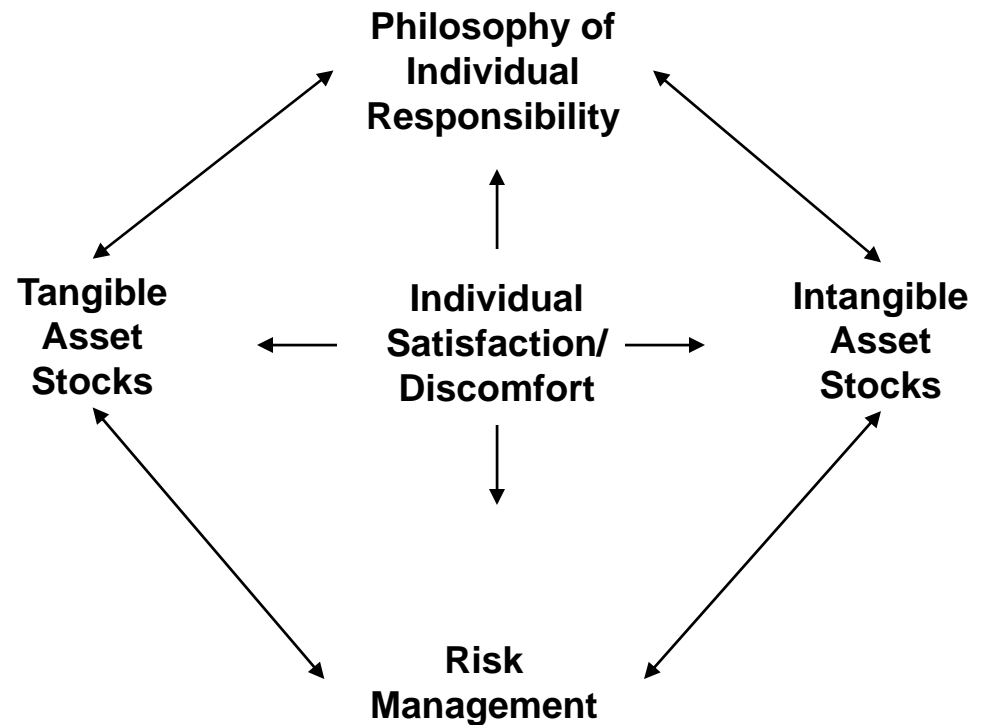
- Iteratively create a clear and measurable construct of ESR
- Develop an instrument to validly assess individual ESR
- Use instrument to measure intervention success by Governments, NGO's, Corporations
- Use instrument to determine most successful interventions for individual circumstances

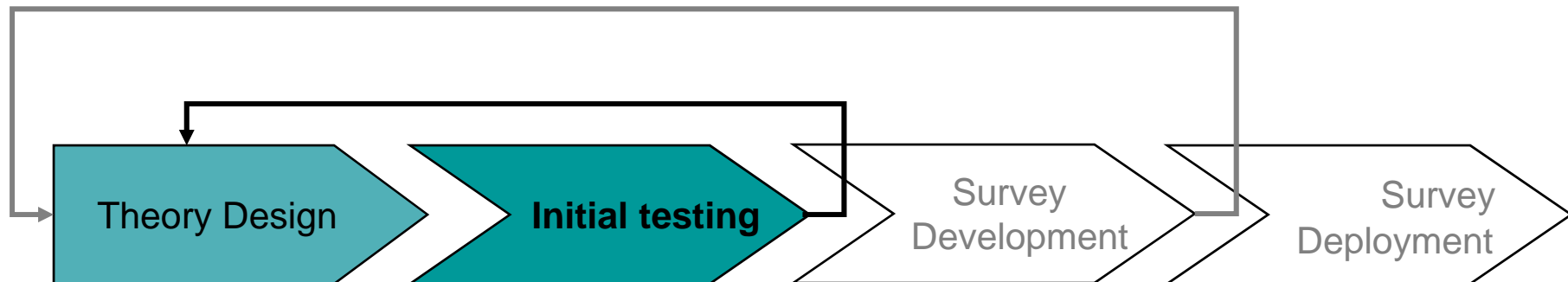
Project Design



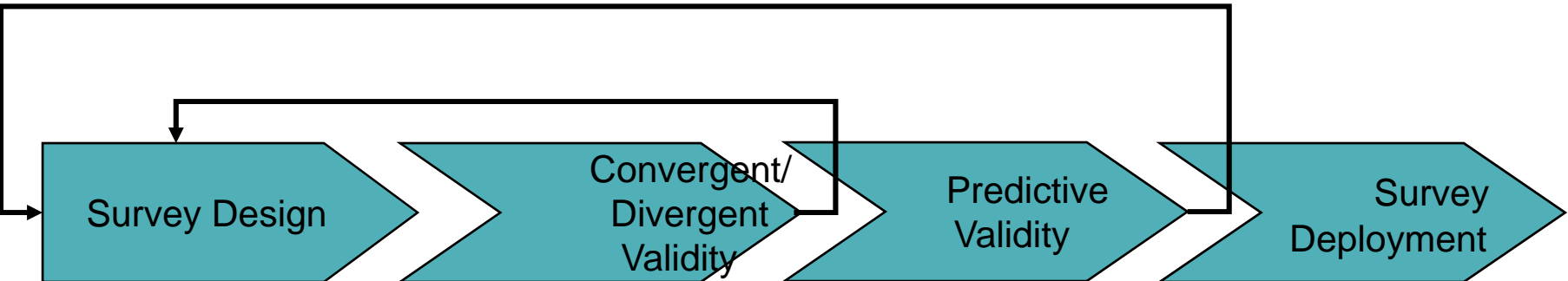
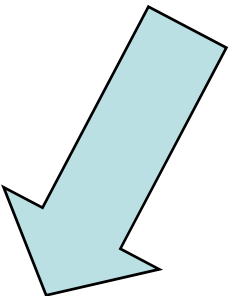
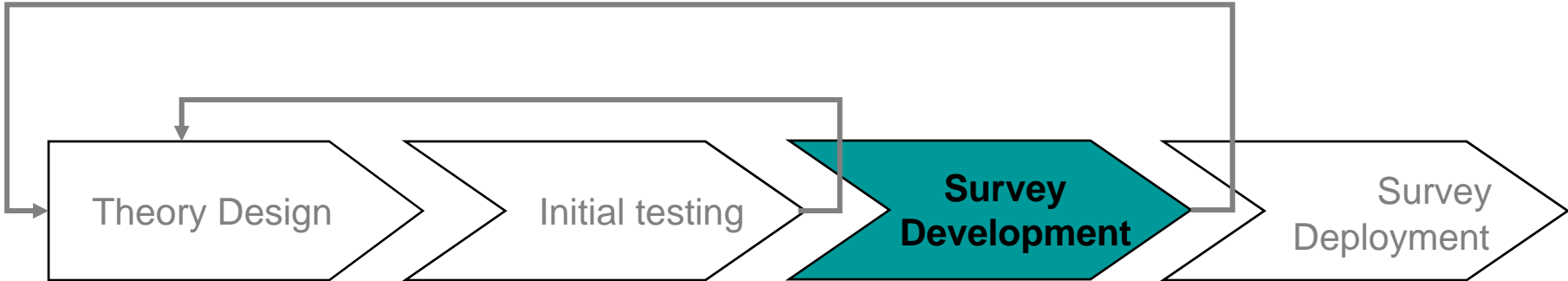


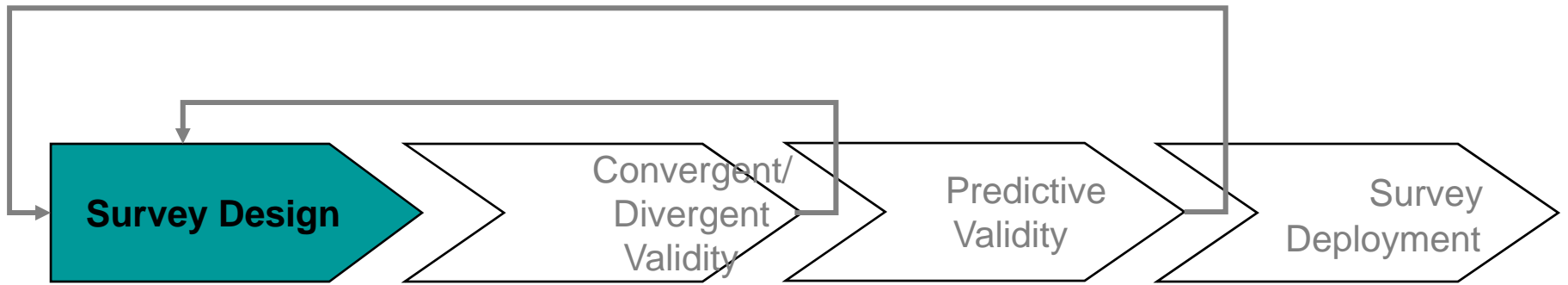
- Identify potential influences of ESR
- Model relationships of constructs
- April 2003-October 2004



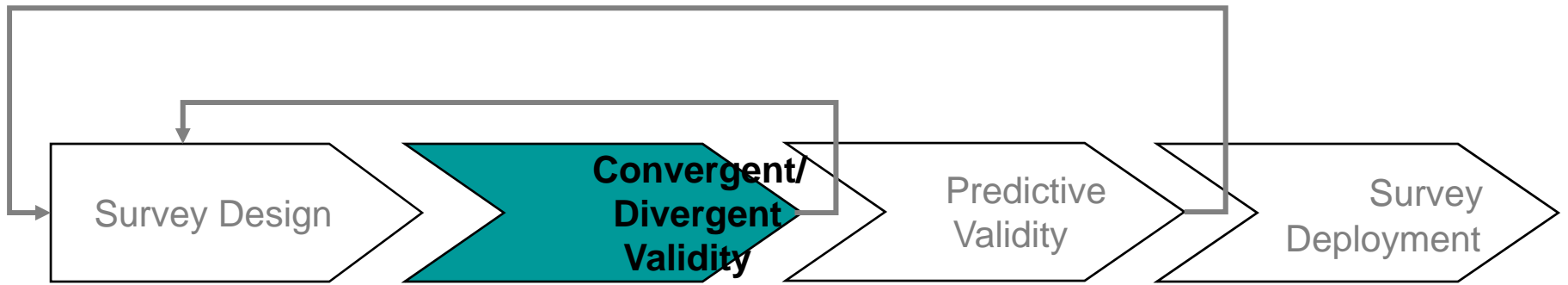


- American Competitiveness Society October 2004
- Marriott School Exchange Magazine, Feb 2005
- CESR Conference March 2005
- Formal and informal feedback from scholars and colleagues
- Publish early ideas and build brand equity
- **Outcome:** Our model had appeal and traction among knowledgeable audiences

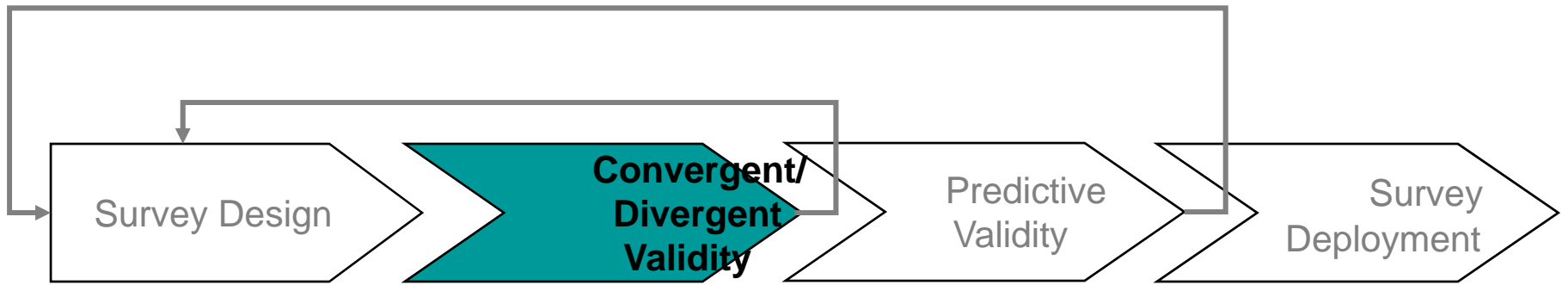




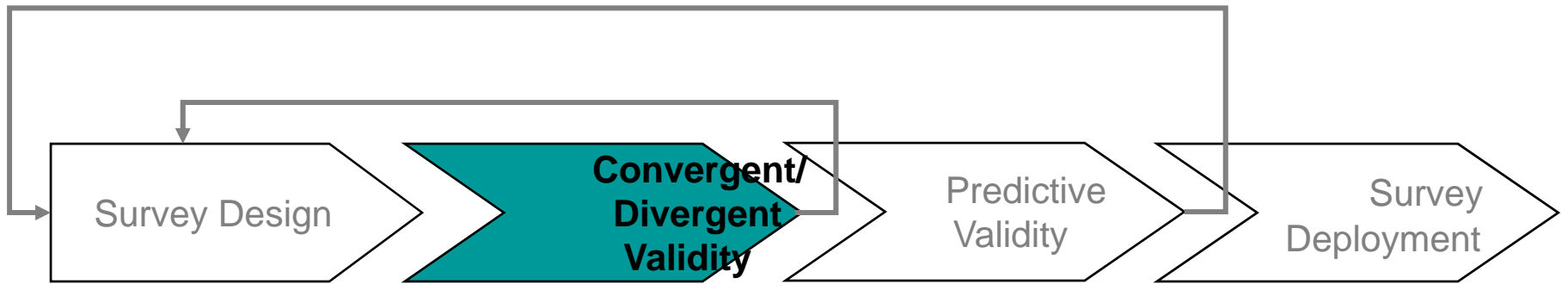
- Generated item pool (80 => 117 items) based on theory
 - Inclusion of validation items
- Determined format - Likert scale
- Reviewed initial item pool
- Administered items to a sample, April—October 2005
 - United States (Summer–78; Navajo–24; Fall–353)
 - Ghana (Summer– 201)



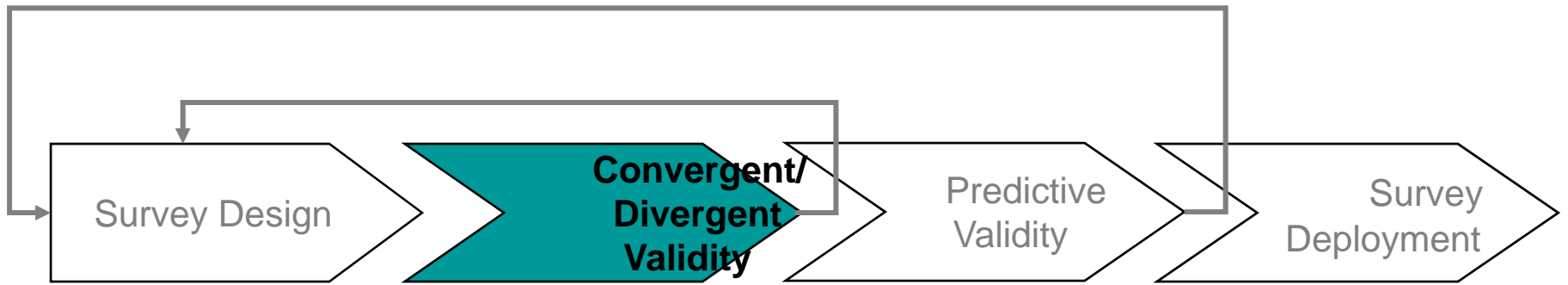
- Do the survey items represent the theoretical constructs? (convergent validity)
- Are the constructs distinct from each other? (divergent validity)
- Statistical evaluation
 - Factor and Reliability Analyses (SPSS)
 - Rasch Analyses – PCM & RSM (Winsteps)
 - Robustness checks on items and category responses



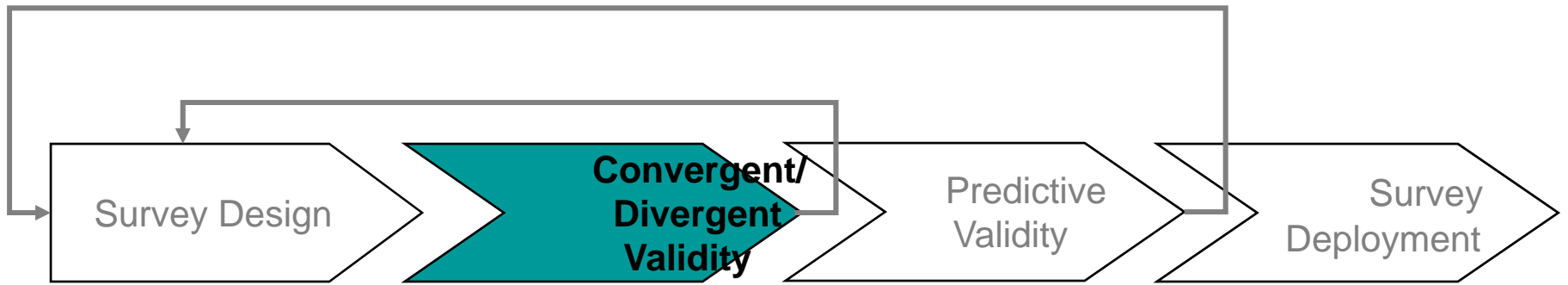
FACTOR ANALYSIS: Individual Initiative Profile	Loadings
Self-Efficacy & Determination	.577 - .692
Implicit Theories of Personalities	.891 - .921
Group Self-Efficacy	.689 - .846
Personal Responsibility	.714 - .822
Procrastination	.883



FACTOR ANALYSIS: Asset / Risk Profile	Loadings
Insurance Ownership	.687 - .863
Save \$ and Avoid Debt	.726 - .883
Family Support	.920
Current Employment	.666 - .879
\$ to Live	.755 - .803
Public Assistance	.793



FACTOR ANALYSIS: Satisfaction Profile	Loadings
Things \$ can Buy	.610 - .826
Health	.872
Freedom	.835
Employment	.847



- ***Individual Initiative Profile:***

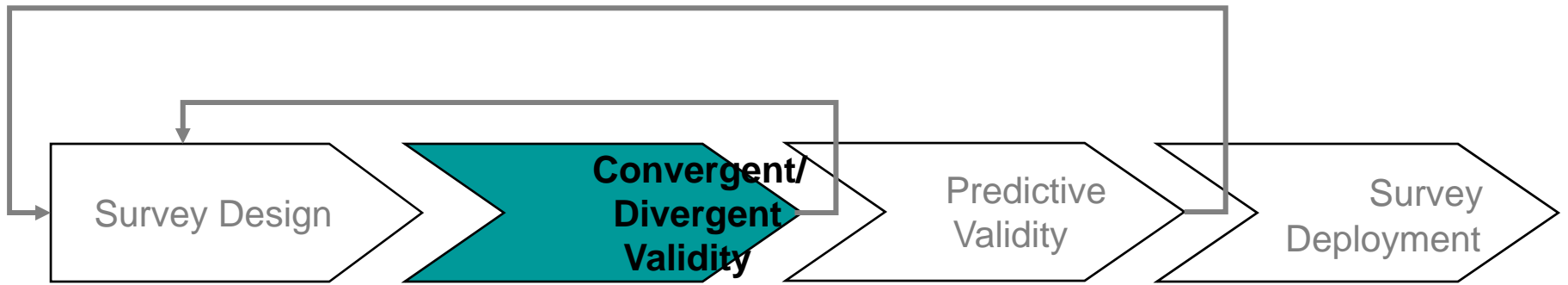
- Self-Efficacy & Determination: **(9 items)**
- Implicit Theories of Personalities: **(3 items)**
- Group Self-Efficacy: **(4 items)**
- Personal Responsibility: **(4 items)**
- Procrastination **(2 items)**

- ***Asset & Risk Profiles:***

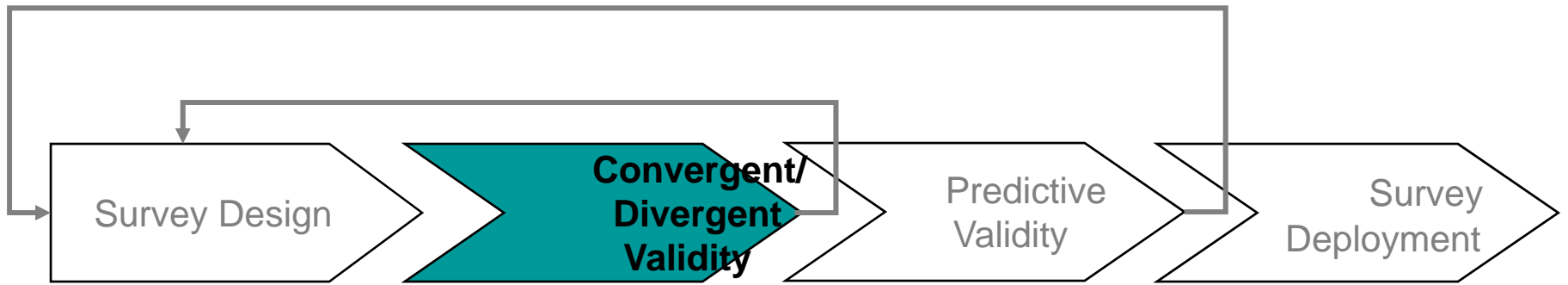
- Insurance Ownership: **(3 items)**
- Save \$ and avoid debt: **(3 items)**
- Family support: **(2 items)**
- Current employment: **(3 items)**
- \$ to live: **(4 items)**
- Government support / public assistance: **(2 items)**

- ***Satisfaction Profile:***

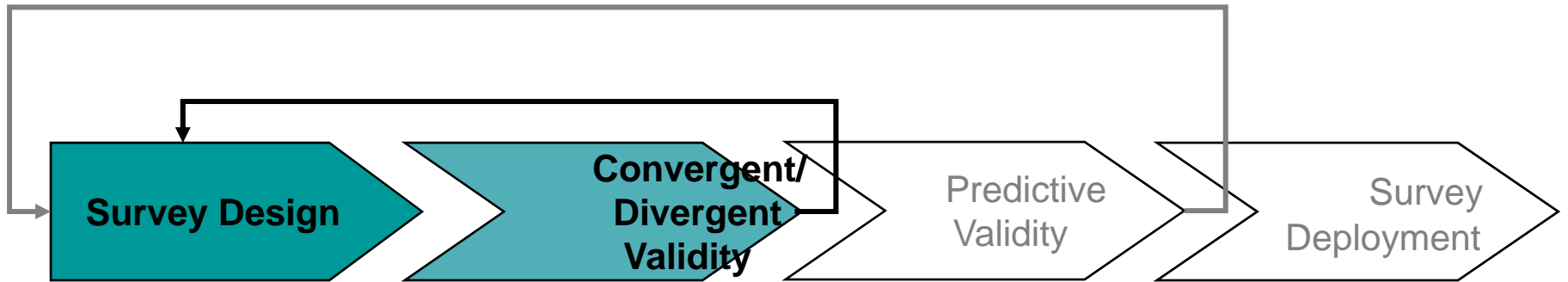
- Material things \$ can buy: **(7 items)**
- Health: **(2 items)**
- Freedom: **(2 items)**
- Employment: **(2 items)**



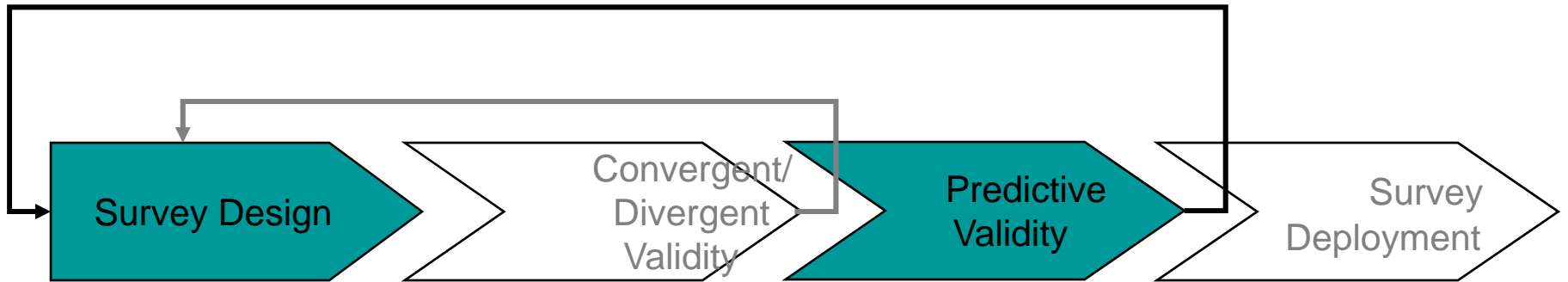
RASCH ANALYSIS: Individual Initiative Profile	Item Reliability	Person Reliability
Self-Efficacy & Determination	.99	.77
Implicit Theories of Personalities	.89	.81
Group Self-Efficacy	.92	.67
Personal Responsibility	.97	.40
Procrastination	.86	.68



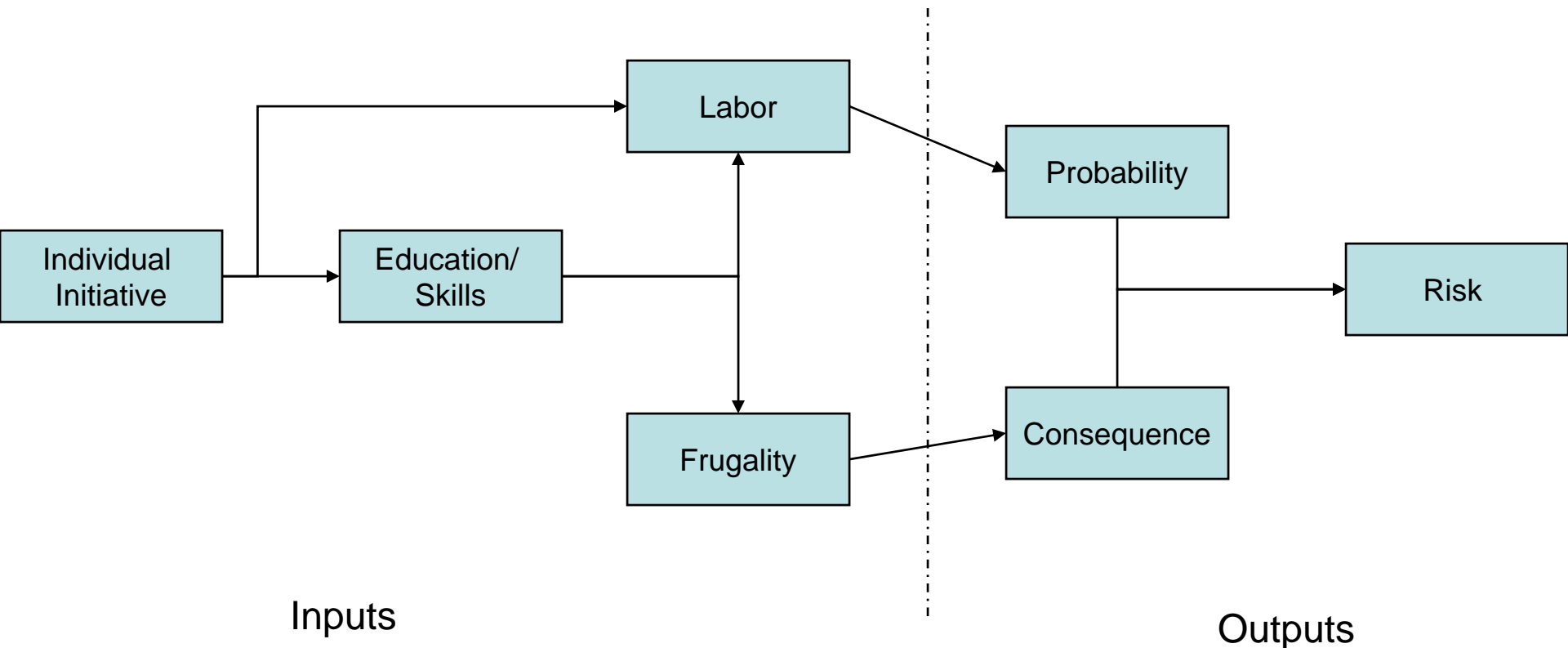
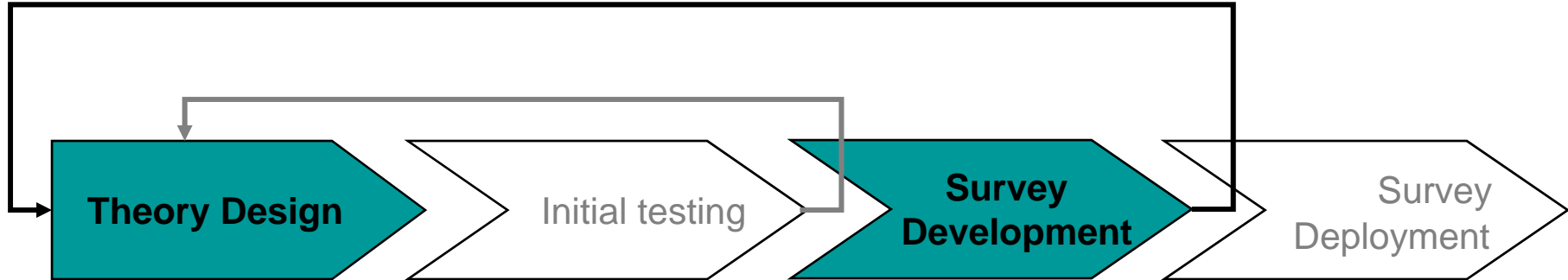
RASCH ANALYSIS: Asset / Risk Profile	Item Reliability	Person Reliability
Insurance Ownership	.99	.43
Save \$ and Avoid Debt	.98	.59
Family Support	.95	.67
Current Employment	.92	.46
\$ to Live	.97	.59
Public Assistance	.93	.23

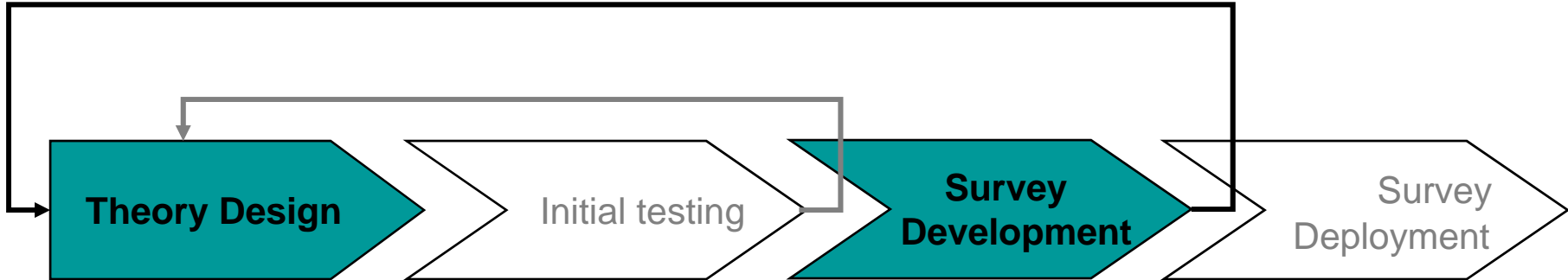


- Individual initiative and satisfaction items pass robustness tests
- Asset and risk profile unclear
 - Theory predicts two constructs
 - Item questions unclear
 - Item response categories lead to skewed answers
- Current tasks
 - Rethink Asset/Risk construct and add relevant items
 - Collect ~300 more surveys

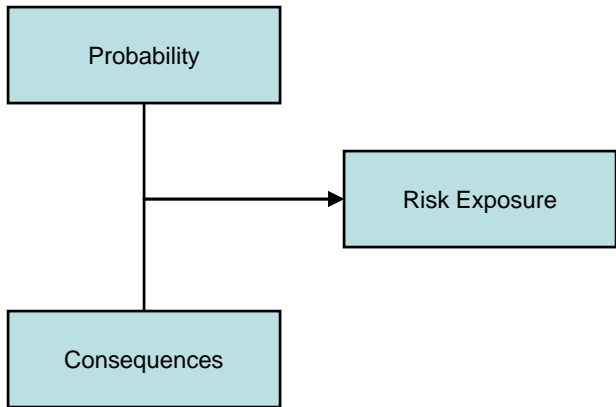


- Statistical relationships identified
 - Warrants strong belief in ability of instrument to predict success
- Understand language and cultural influences on instrument
- Narrow instrument to focus on significant predictors
- Understand how instrument scores influence ESR development
 - High, Medium, Low?
 - Numeric score?
- Create interpretation scale and document for further use

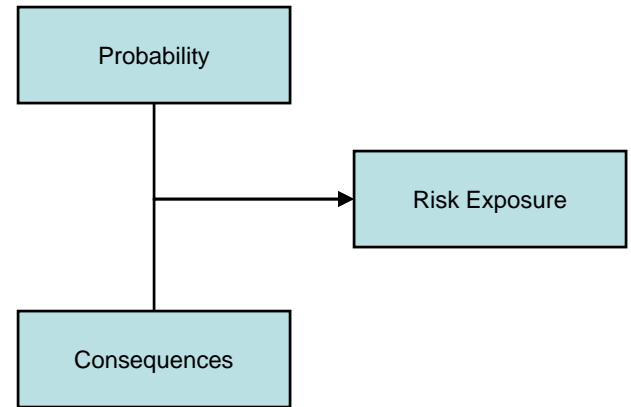




A stock and flow model



Profile at time 1



Profile at time 2



If Profile 2 > Profile 1, then ESR is enhanced

Questions and Comments