CARMA Webcast Lecture
-Live Audience Invited-

Understanding and Detecting Careless Responding in Survey Research

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CBA 24 | 11 a.m. - 12 p.m. CT
*Please arrive a few minutes early to avoid any disruption*

Abstract: Careless responding on surveys introduces error into datasets and can affect estimates of reliability, factor structure, as well as results of hypothesis testing. As such, screening data for careless responses prior to analysis has become a necessary step. This talk will address (1) potential ramifications of failing to address careless responding, (2) causes of careless responding, (3) methods of identifying careless responding, and (4) recommendations for preventing careless responses.

Bio: Dr. Adam W. Meade, Associate Professor, joined the faculty at North Carolina State in 2002. He earned a B.A. from the University of Virginia (1996) before completing M.S. (1998) and Ph.D. (2001) degrees from the University of Georgia. Prior to coming to NCSU, Dr. Meade served as the Director of Research for a small training company in the Denver, CO area and as an intern in the research department of SHL in Boulder, CO. He has external consulting experience, primarily in the areas of employee selection and scale development. Additionally, he has developed custom software for 360-degree feedback data management systems and software for the implicit association test.