

CHAPTER VI

ANNOTATED BIBLIOGRAPHY

McKenzie J.F. & Smelterzer L.J. (1996). **Planning, Implementing, and evaluating Health promotion program.**

This textbook is a primer and was written for students who are enrolled in their first professional course in health promotion program development. It was designed to help students understand and develop the skills necessary to carry out program development. The book is unique among the health program-planning textbooks that provides reader with both theoretical and practical information. A straight-forward, step-by-step format is used to make concepts clear and the full process of health promotion programming understandable. This book also provides, under a single cover, material on all three areas of program development planning, implementing, and evaluating.

Edwarf G. Carmines & Richard A. Zeller. (1979). **Reliability and validity Assessment.** 5th Printing 1982, SAGE Publications, Inc. The United States of America.

This book presents an elementary and exceptionally valuable introduction to issues in measurement theory. The authors define and discuss validity and reliability;

and proceed to a discussion of three basic types of validity, including criterion, content, and construct validity. Four methods of reliability estimation; the test-retest, alternative-form, split-half and internal consistency methods of reliability assessment are included. The reader needs to be familiar with the simple correlation analysis in order to follow the presentation. The book is merely the first step toward understanding the complex issues of measurement in the theoretical and applied research setting.

Robert F. DeVellis (1991). **Scale Development; theory and application. Applied Social Research Method.** SAGE Publications. International Education and Profession Publisher.

This book provides general perspectives on measurement, variables, reliability, validity and guidelines in scale development. The author looks at how the theoretical knowledge can be applied and provides a set of specific guidelines that investigators can use in developing measurement scales. By the end of each chapter, the author also gives the exercises for the reader to practice.

Sheridan, J.C. & Lyndall, G.S. (2001). **SPSS Ananysis without Anguish.** John Wiley & Son Australia. Ltd.

Chapter 15: Reliability analysis. This chapter has provided the method to find out the reliability step by step. After data entering in SPSS program, the researcher can follow the step in this chapter by click and select the variable as suggested. The SPSS window has been shown in order make the reader easy to follow. After

examining the data, the output after the characteristics of a scale in the individual items, the overall scale, and the relationship between the individual item and the overall scale could be obtained. Mean, Standard Deviations for each item can be computed using the program. In addition, after Cronbach's alpha has been determined, the recommendations about the inclusion or exclusion of items were explained.

Peter, H. R., James, J.W., and Andy, B. A. (1999). **Handbook of survey research**. Academic Press, Inc, (London) LTD.

In chapter 6: Questionnaire constructions and item writing, by Pual B. Sheatsey, this chapter provides the concept of questionnaire construction, for example standardized questionnaire, and mode of its administration. The two basics modes of self-administration by the respondent and administration by an interviewer were given as concept. In addition, how to make a good quality of the questionnaire has been suggested such as (a) meet the objectives of research (b) obtain the most complete and accurate information possible; and (c) construct the questionnaire within the limits of available time and resource. Moreover, the author has recommended that a good questionnaire should provide the most complete information possible.