Case 4 – Motivation
Statistics 8801
Spring Semester 2009
to be discussed February 20

You are a consultant in the Statistical Consulting Center and a Psychology graduate student comes in to see you. One part of her dissertation involves people's motives for volunteering (typically some kind of community service work).

She has administered a questionnaire to about 300 volunteers. Based on this questionnaire she can compute six scores, one score for each of six motives for volunteering. The six motives are conceptually distinct, but the six scores are correlated.

At this point, she would like to have a single score to be used as an overall indicator of motivation for volunteering. Her question is how should she think about combining the scores into a single overall motivation score?

You need to do two things. First, determine one or more potential approaches for combining the scores into an overall motive score. Second, generate a list of questions that you would ask her to determine which, if any, of your potential approaches is appropriate.

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