

## Triad Tests

Questionnaire file: emotion triad test.doc

Data file: EMOT\_TRI.TXT

Label file: E\_TRILAB.TXT

Triad tests force participants to choose one of three items that do not belong in a grouping. By progressing through all possible combinations, the procedure results in a rank-ordering of the items and can therefore create a similarity matrix.

To collect triad test data, a triad test questionnaire must first be constructed, distributed, and then recollected. To create a rank order, ANTHROPAC has to test all possible combinations of three. If you have  $n$  items, you will have  $[n(n-1)(n-2)] / 6$  triads. This means that with 9 items you have 84 triads, with 15 items there are 455 triads, and with 20 items you have 1140. This is obviously burdensome on participants and inefficient. To curb some of this problem, you can design a questionnaire in the balanced incomplete block form. This eliminates unnecessary triads. This is also called the lambda 2 design.

Before creating the questionnaire, determine which items to use in the triad test. You could select the items by:

- 1) Picking the top 10 items reported by frequency in the free list procedure
- 2) Analyzing the cluster analysis to see where there are clear divisions and picking accordingly
- 3) Examining the MDS to see if there are degenerative solutions to eliminate and pick accordingly
- 4) Selecting items based on intuition and ethnographic interviews

Once items are selected, to make the triad test questionnaire file:

### QUESTIONNAIRE → TRIADIC

Triad design file: ^Enter → 15 items → Lambda2 (file path is then filled in)

Items: 15 (automatically filled in)

New design: no

Which questionnaire: (0 is default; can enter 0 to 15 if you want different word scramblings)

File with labels: E\_TRILAB.TXT

Instructions: TRIADS.INS (automatically filled in)

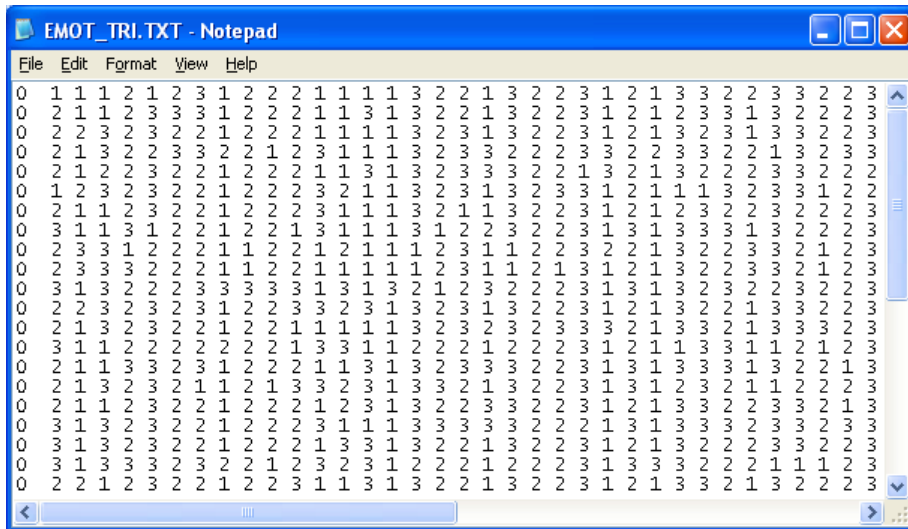
Separate page: NO (automatically filled in)

Formatting (next screen) – leave defaults

Save OUTPUT.LOG to a separate file – this is the questionnaire to administer for the triad test



Once you have collected the triad test data, enter data in this file format:



To import triad test data:

DATA → IMPORT → TRIADS

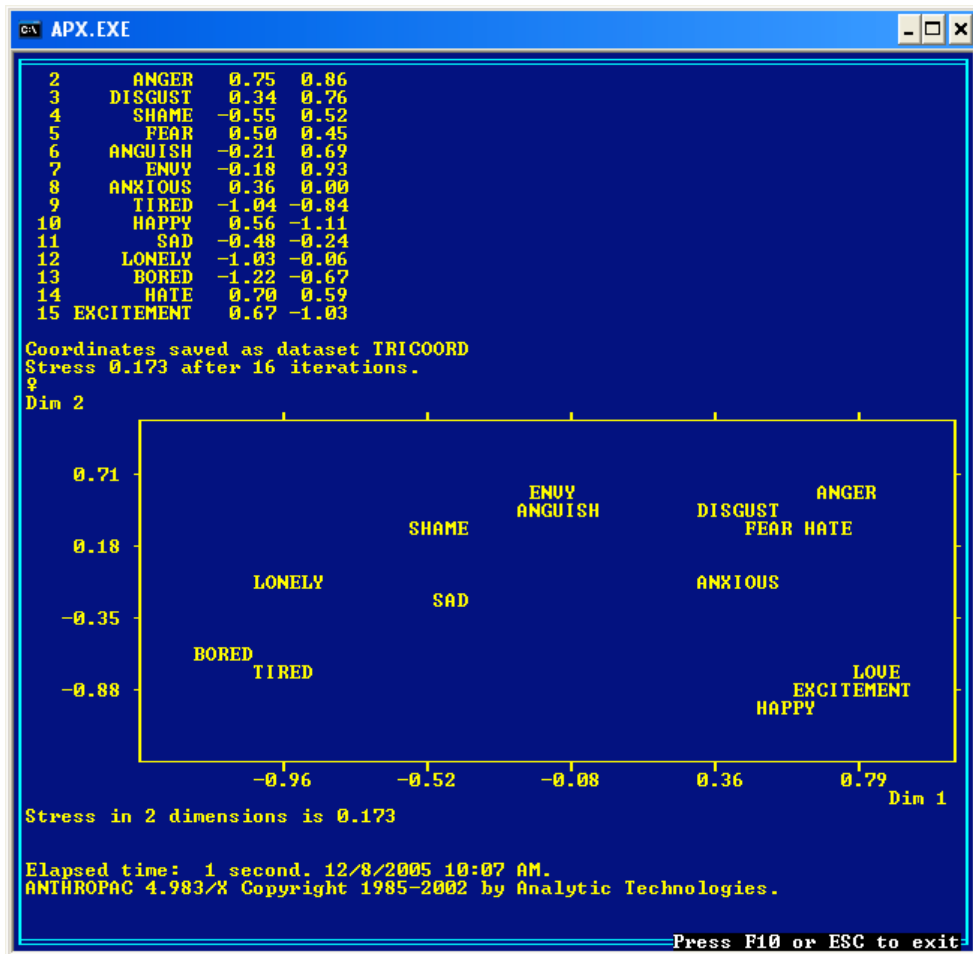
- Data file: EMOT\_TRI.TXT
- Number of respondents: 40
- Design file: ^Enter → 15 items → Lambda2 (file path is then filled in)
- Number of items: 15 (automatically filled in)
- New test for each questionnaire: no
- Item labels: E\_TRILAB.TXT
- Respondent labels: E\_RSPLAB.TXT
- Individual proximities: TRINDPRX
- Aggregate proximities: TRIAGPRX
- Agreement dataset: TRICORR
- Unrandomized dataset: TRIUNRAND
- Tallies dataset: TRITALLY

Do MDS of the aggregate proximity matrix (TRIAGPRX)

TOOLS → SCALING → NONMETRIC MDS

- Input dataset: TRIAGPRX
- Dimensions: 2
- Similarities
- Output coordinates: TRICCOORD

(image on next page)



Cluster analysis

TOOLS → CLUSTERING → HIERARCHICAL

Dataset: TRIAGPRX

Method: (single link, complete link, or average) AVERAGE

Similarities

(rest leave at defaults)

