**Cronbach's alpha (compute)**

In this video we’re going to look at how we can get a Cronbach’s alpha to measure the reliability of items on a scale. So I’m going to use a Life Satisfaction scale and you see I have five items here and they’re all going in the same direction. Strongly disagree through to strongly agree and they’re all positively worded, so they’re all worded in the same way.

Now before we get started, let’s just note a few things about Cronbach’s alpha. The first thing is that its measuring the internal consistency between items on a scale. Internal means that we’re looking at how a participant is responding across all items. So if a participant is say responding on the upper end of a scale, like neutral, agree, strongly agree, we would expect them to be responding that way for each item in the scale. We don’t want to see that they’re responding strongly agree for some items and then strongly disagree for other items because that’s inconsistent. If you have a mix of positive and negatively worded questions your alpha will be negative so you need to make sure to reverse code your variables first. Now you can choose to reverse code the positive ones, or reverse code the negative ones, it doesn’t matter. Just make sure they’re all going in the same direction, and if you want to see how to reverse code variables, please see that specific video.

Okay, so back to our data. We’ve got five items. Let’s go ahead and gets started with our Cronbach’s alpha. So from the analyse menu, we’re going to go to scale, and then reliability analysis. I’m going to select my five items, my life satisfaction items. Now you can highlight them all at once, by holding down the shift key and move it over. Now it’s important to note when doing a Cronbach’s alpha, you have to do it for each scale that you have. So you see I have two scales and I have an optimism scale, and it has six items. I have a life satisfaction scale which has five items, so I need to do two Cronbach’s alpha for this data. You do not do Cronbach’s alphas for your entire questionnaire. It doesn’t make sense because people are going to be answering differently across scales and across items so it’s just a Cronbach’s alpha for each scale. We want a Cronbach’s alpha so we’re going to make sure the alpha is selected here, and you can go ahead and give it a label, and this will label your output, it’s not compulsory but it’s helpful in labelling your output.

Okay, from the statistic tab, we’re going to choose item, scale, and scale if item is deleted from the descriptive frame and we want means and correlation from the summaries and correlations from the inter item frame. For more detail on the items to select, I do recommend ‘SPSS Survival Guide’ by Julie Pallant. Go ahead and click ‘continue’, and then click ‘okay.’ Okay so here’s our Cronbach’s alpha output. We‘re going to through each one of these in the next video where we interpret what all of our output means.

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