Design and Validation of a survey: a reflection

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Underpinning Research:

Somatic Marker Theory  
- Prof. Antonio Damasio

CogLing: Embodied Metaphor  
- Prof. George Lakoff
Study Design:

Survey:

Content and Face Validity:
Is Factor Analysis Appropriate?:

- **Sample Size**
  - 300 (or 5 per item)

- **Strength of relationship between variables**
  - Bartletts - <0.05
  - Kaiser-Meyer-Olkin >0.6
Study Design:

Construct Validity:
Study Design:

Reliability:
### Construct Validity:

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<tbody>
<tr>
<td>I do not use my heart to assess what is important to me</td>
<td>0.672</td>
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<td>I always follow my heart</td>
<td>0.659</td>
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<tr>
<td>I feel what is important to me in my heart</td>
<td>0.641</td>
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<tr>
<td>My heart feelings are not very important to me</td>
<td>0.617</td>
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<td>I do not like to get too close to people</td>
<td>0.532</td>
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<td>I like to connect deeply with people</td>
<td>0.497</td>
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<td>0.347</td>
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<td>I am self-motivated and get moving easily</td>
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<td>0.807</td>
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<td>I often lack energy and motivation</td>
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<td>0.756</td>
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<td>I am an action-oriented person who gets things done</td>
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<td>0.728</td>
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<td>I do not always put plans into action</td>
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<td></td>
<td>0.676</td>
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RESULTS:

53% self assessed their results accurately (all three preferences)
67% got their first brain preference correct
80% knew their first two brain preference (in either order)
20% didn’t get any correct (or said unsure)
Summary:

*Not everyone aware of brain preference*
*May link to other tools*
*Needs further testing*
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