Abstract Alex Dima

Many Health Psychology concepts are described in terms of individual characteristics which manifest in behaviors of varying difficulty, or beliefs or attitudes of varying intensity. These concepts aim to differentiate between respondents in terms of the degree to which they display these characteristics, and are therefore suitable for Mokken Scaling Analysis (MSA). I will present three MSA applications in different health-related contexts (patient preferences, health communication processes, and medical care activities), and describe the research questions, the analysis approach and results, and substantive interpretation. I will also highlight some practical challenges in applying MSA to pre-existing datasets, and discuss possible solutions for complementing MSA with other methods.