

Dataset Codebook
BUS7105, Week 8

Name	Source	Representation	Measurement	Meaning
Subject's Identification Number	Qualtrics Identification Number. Auto generated by Qualtrics software.	Anonymous identification of survey taker	N/A	Sequential numbers in order of survey taker completion. Dataset organization purposes only.
Gender	Self-reported by survey-taker: Survey Question #1	Survey-taker gender affiliation	Categorical, Dichotomous	1 = Female 2 = Male
Age	Self-reported by survey-taker: Survey Question #2	Survey-taker reported age in years	Continuous, Scale	Age in whole years.
Education	Self-reported by survey-taker: Survey Question #3	Survey-taker education level	Categorical, Nominal	1 = High School Completion 2 = Bachelor's degree Completion 3 = Master's Degree Completion
Personality	Self-reported by survey-taker: Average of Survey Questions: #4(Reverse Scored), 5, 6, 7 (Reverse Scored), 8, 9(Reverse Scored)	Composite score of Survey-taker degree of introversion to extroversion personality traits.	Likert scale 1 – 7, Interval*	1 = Survey Response: Highly Disagree (Introvert) To 7 = Highly Agree (Extrovert)
Job Satisfaction	Self-reported by survey-taker: Average of Survey Questions: #10, 11, 12, 13	Composite score of Survey-taker satisfaction with their current job.	Likert scale 1 – 10, Interval	1 = Very Dissatisfied To 10 = Very Satisfied

Engagement	Self-reported by survey-taker: Average of Survey Questions: #18, 19, 22 (Reverse Scored)	Composite score of Survey-taker engagement in their current job.	Likert scale 1 – 7, Interval*	1 = Survey Response: Almost None of the Time (Very Low Engagement) To 7 = Survey Response: Almost All of the Time (Very High Engagement)
Trust in Leader	Self-reported by survey-taker: Average of Survey Questions: # 15, 16, 17, 21	Composite score of Survey-taker trust in direct leader in their current job.	Likert scale 1 – 7, Interval*	1 = Survey Response: Almost None of the Time (Very Little Trust in Leader) To 7 = Survey Response: Almost All of the Time (Great Deal of Trust in Leader)
Motivation	Self-reported by survey-taker: Average of Survey Questions: #14 (Reverse Scored), 20 (Reverse Scored), 23, 24, 25	Composite score of Survey-taker motivation in performing their current job.	Likert scale 1 – 7, Interval*	1 = Survey Response: Almost None of the Time (Not Motivated At All) To 7 = Survey Response: Almost All of the Time (Highly Motivation)
Intent to Quit Job	Self-reported by survey-taker:	Composite score of Survey-taker intent to quit their current job.	Likert scale 1 – 7, Interval*	1 = Survey Response: Almost None of the Time (High Intent to Quit Job)

	Average of Survey Questions: #26, 27, 28			To 7 = Survey Response: Almost All of the Time (Low Intent to Quit Job)
--	--	--	--	--

* Composite scores of multiple Likert scaled survey questions may be deemed interval in most situations. Exceptions include a single Likert scaled survey question, scale range options less than 5, sample data that are not normally distributed, and certain variable characteristics (Carifio & Perla, 2008; Sullivan & Artino, 2013). Measurement level assignment in SPSS is nominal, ordinal, and scale. Because meaningful computations may be performed with interval data; SPSS assumes interval level variables as metric, and they are assigned to the scale measurement level. See *Measurement* column in the Variable View tab.

Carifio, J., & Perla, R. (2008). Resolving the 50-year debate around using and misusing Likert scales. *Medical Education*, 42(12), 1150-1152. <https://doi-org.proxy1.ncu.edu/10.1111/j.1365-2923.2008.03172.x>

Sullivan, G. M., & Artino, A. R., Jr. (2013). Analyzing and interpreting data from likert-type scales. *Journal of Graduate Medical Education*, 5(4), 541–542. <https://doi-org.proxy1.ncu.edu/10.4300/JGME-5-4-18>