

SOCIAL DESIRABILITY DETECTION OF NON-COGNITIVE MEASUREMENT SCALE

by Farida Agus Setiawati, Kartika Nur Fathiyah, Tria Widyastuti

ABSTRACT

Questionnaires in self-reports often contain item bias due to statements that allow research subjects to give responses that are not in accordance with social norms. The high social desirability of non cognitive measurements will cause item bias. One way to do this is to reduce response bias, including freeing the respondent not to write down the data/anonymity of the respondent, asking the respondent to write honestly, as is or according to himself, including social decency measurement instruments in the research. This study aims to conduct a literature study, meta-analysis and follow it up with an experimental study to control social desirability in measuring non-cognitive instruments. In the first year of this study, the aim was to conduct a survey to find out how high the bias of non cognitive measuring instruments used in several studies by lecturers and students majoring in Psychology at UNY. The re-validation analysis of the BIDR measurement tool was carried out on 531 student data, the results showed that there was constructive and reliable evidence of validity. Meta analysis was performed on 23 non-cognitive variables or measures. The high social desirability of a measuring instrument is indicated by the high correlation of the measurement to be detected with the BIDR instrument. Correlation results show that the correlation coefficient varies. The highest coefficient is the correlation between BIDR and self-compassion. and the lowest is the correlation between BIDR and age. The average SDE correlation of 0.269 is included in the low category, as well as IM of 0.235 which is included in the low category. The results of this effect size estimation on the SDE and IM dimensions show that both SDE and IM data have heterogeneous effect sizes ($Tau^2 > 0$, so does the Qocron value with $P < .001$). The results of this study are expected to be taken into consideration to obtain more accurate non-cognitive measurement results.

Kata Kunci: *social desirability, BIDR, meta analysis*