

Abstract

Response bias were reported in different fields in psychology. It is related with social desirability and the acquiescence response styles. However, there is no consistent and objective statistical method to deal with it so fast. An ipsative approach using the method to analyse ipsative data proposed by Chan and Bentler (1993) was proposed to analyse data with response bias in the context of structural equation modeling. Monte Carlo method was used to compare the performance of ipsative and ordinary approaches which ignored the response bias in the analysis. The four factors studied were the types of bias, magnitude and percentage of biases, and sample size. Results shown that ipsative approach could perform better than the ordinary approach.