

## Abstract

Data are said to be ipsative when the sum of measures over the variables is a constant for each individual. Ipsative scale is commonly used in psychological research. The use of ipsative scaling method has certain advantages as well as its limitations. Due to different data structures, it is argued that standard statistical techniques developed for normative measures cannot be used blindly for analyzing ipsative data. A new method for estimating the reliability of the additive ipsative data (AID) is suggested. Specifically, the method attempted to estimate the reliability of AID from its covariance matrix. Different configurations were manipulated including sample size (50, 100, 200), number of items (8,50), strength of inter-item correlation (.2, .5, .8) and homogeneity of data structure (0,  $\pm$ .2). Results showed that the proposed method was an accurate one in estimating the reliability of AID.