

Title: Challenges to content validity assessment and an AI-based solution

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Area: IS

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Abstract:

Content validity assessment aims to evaluate the extent to which a measure reflects the construct it intends to measure. The core task of content validation is assessing the semantic similarity of two short text segments, a construct definition statement and an item statement. Although relatively straightforward content validation techniques are available, they are rarely employed in practice. To address this gap, this research developed an artificial intelligence (AI)-based model for assessing content validity, adding to the repertoire of available techniques for content validation. Through three empirical studies, we find that the AI model performs effectively enough to aid scholars in conducting content validity assessment. The AI model overcomes many of the limitations of available techniques, thus promising more routine use of content validity assessment in future research.

Speaker Profile:



Rajeev currently serves as Professor and Head, Department of Information Systems and Business Analytics at Deakin University in Melbourne, Australia. Previously, he has served as an Associate Dean at the Waikato Management School and Head of School of Information Systems and Technology at the University of Wollongong. Rajeev's expertise is in the areas of business analytics, strategic management of IT, organizational performance, successful implementation of IT projects, method bias, and research methods. Rajeev has published extensively in top research journals, including *MIS Quarterly*, *Information Systems Research*, *Journal of Strategic Information Systems*, *European Journal of Information Systems* and *Journal of Information Technology*. He has served as a Senior Editor of *Journal of Strategic Information Systems* and as an Associate Editor of *MIS Quarterly*. He serves on the Editorial Board of *Journal of Information Technology*. Rajeev is the recipient of multiple Best paper awards. Rajeev supervised the PhD dissertation of Dr. Abhijith Anand, who was the recipient of the *ICIS 2018 ACM SIGMIS Best Dissertation Award*. Rajeev has attracted over \$2 million in research funding. Rajeev has held faculty positions at the University of New South Wales, University of Oklahoma, University of Melbourne, University of Wollongong and University of Technology Sydney. Rajeev is an alumnus of University of Delhi, Indian Institute of Management Bangalore and earned his PhD from the University of New South Wales.

Webpage Link: <https://www.deakin.edu.au/about-deakin/people/rajeev-sharma>