Abstract

Many areas of psychological science rely heavily on theoretical constructs, such as personality traits, attitudes, and emotions. Importantly, many of these measured constructs are defined by a continuum that represents the different degrees of the attribute. However, this continuum is not usually considered by psychologists and organizational researchers during the process of scale development and validation which can lead to numerous scientific problems, such as the construct not being measured fully, difficulties in distinguishing between constructs, and compromised validity evidence. The purpose of this talk is to propose a strategy for bringing the continuum back into psychological measurement, a procedure I term as *continuum specification*. I discuss significant implications for measurement and construct validation, and close with areas where future methodological research is needed.