rankings equally over the other \( n-1 \) items. The fourth ranked item could have a larger \( R_I \) than other items. However, \( R_I \) also has this property.

We used a weighting scheme of \( m - i + 1 \) for all ranked items. Conceivably, any weighting scheme could be used. The ranks assigned by \( R_I \) would still be the same but the value of \( R_I \) would change depending on the weights. This would happen if, as an extreme example, first importance = 100, second = 2, and third = 1.

Finally, note that \( R_I \) is a linear transformation of \( R_i \) in the special case where \( m = n \) and there are no missing responses. Then, it can be shown:

\[
R_I = \left( R_i \times \frac{2}{m(m + 1)} \right) \times 100
\]  

(3)

In this case, \( R_I \) is interpreted as the mean rank assigned to item \( j \) relative to all mean ranks. This is consistent with the more general interpretation when \( m < n \), that \( R_I \) is the percentage of all weights assigned that were assigned to item \( j \).

The analysis and summarization of ranked questionnaire data remains problematic and so we report \( R_I \) with the anticipation that it will stimulate further scientific inquiry in this area. Our reviews of psychometric literature and discussions with psychometricians indicate this statistic has not been previously reported. Researchers will use questions requesting rankings and will be making the restrictive implicit assumptions in reporting their results. We believe that, in these cases, \( R_I \) will facilitate correct calculations, ease interpretation, and allow expanding the item content domain while maintaining or improving response rates and reliability.

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Use of Secondary Data in Leisure Research

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Secondary data analysis is the use of existing data by another researcher in a way in which the primary researcher had not intended. Hakim (1982, p. 12) stated that “secondary analysis is any further analysis of a survey or social data set that presents interpretations, conclusions or knowledge in addition to, or different from those presented in the first report on the inquiry as a whole and its main results.” Hyman (1972, 6) observed that “it is self-evident that solving a problem by the analysis of existing survey data, rather than by collecting data in a new survey, economizes on money, time and personnel.”

The purpose of this paper was to: (a) determine if secondary data sets were being used by leisure researchers and (b) determine how leisure researchers are presenting the secondary data sets in their articles. Secondary data was defined as the use of existing data by another researcher in a way in which the primary researcher had not intended. The following criteria were used to evaluate the articles: (a) was the population/sample described? (b) were the sampling procedures outlined? (c) were the data collection procedures outlined? (d) was the instrument described? and (e) was the primary data set identified? These criteria were selected to evaluate the articles based on the observation that secondary data analysis is dependent upon the initial researcher’s procedures. *The Journal of Leisure Research* (12(1), 1980 to 16(4), 1984) was used for this study. A total of 149 articles were reviewed; 20 articles were found to have used secondary data. Of the 20 articles that used secondary data sets, there were 34 different data sets cited.

The results of this review indicate that although leisure researchers are using secondary data sets they are not adequately documenting the primary data set or acknowledging clearly the use of a secondary data set in their analysis. Researchers who use secondary data sets should follow the same research procedures that they use when presenting a primary data set.

Introduction

Leisure researchers have used a variety of tools and methodologies to assess the phenomena of leisure (Roadburg, 1981). Ng and Smith (1982, p. 6) indicate that “leisure studies, despite the fervent wishes of researchers, is an undisciplined omnium-gatherium of competing ideas, observations, questions, theories, and personalities.” Researchers have been documenting the various instruments, procedures or designs used to assess leisure (Ng, 1984; Hunter, 1983; Ng and Smith, 1982; Wehman and Schleien, 1981;
and Gibson, 1979). The purpose of this paper was to determine the extent "secondary data sets" were used in The Journal of Leisure Research from 1980 to 1984.

Secondary Data

Secondary data analysis is the use of existing data by another researcher in a way that the primary researcher had not intended. Hakim (1982, p. 12) stated that "secondary analysis is any further analysis of a survey or social data set that presents interpretations, conclusions or knowledge additional to, or different from those presented in the first report on the topic as a whole and its main results." Hyman (1982, 6) observed that, "it is self-evident that solving a problem by the analysis of existing survey data, rather than by collecting data in a new survey, economizes on money, time and personnel." Hyman (1972, 10) elaborated further that "secondary analysis provides an alternative avenue of training, of ascent to competence and power, and for the production of knowledge from survey data." If a researcher is given access to data that is available, they may enlarge the total body of knowledge of a field in ways that would not be conceived or elaborated by initial researchers (Hyman, 1972).

Researchers using secondary data depend on the collection process used in the primary study, as well as the organization used in the original study. Documentation of the primary research procedures is important to the secondary researcher, but it is often lacking or unavailable. A researcher using secondary data needs to present the primary research procedures, if they are available, in his/her procedure section.

Secondary data has been used for research purposes by various disciplines; sociology, economics and gerontology. For example, the Administration on Aging contracted with the International Corporation (1978) to explore less obstructive methods of data collection in relation to research and the elderly. They found that secondary data sources were being used by state agencies on aging. Often the initial agency assessment of needs and characteristics of the area's agency aged depended upon secondary sources as the only source of information. The International Corporation (1978, p. 9) concluded that, "secondary sources may be useful when preliminary information is required for designing research, when validating findings obtained during other data collection efforts, or when explaining survey findings. Recent census data are often useful in selecting samples for study. Analyses of completed research studies often suggest new hypotheses for further investigation using analytical techniques different from those used in the original study."

Method

The Journal of Leisure Research (12(1), 1980 to 16(4), 1984) was used in this study. Only those articles that used secondary data were included in the analyses. A total of 149 articles were reviewed; 20 met the criteria to be included in this study. The articles were evaluated using the following criteria: (a) was the population/sample described? (b) was the sampling procedure outlined? (c) were the data collection procedures outlined? (d) was the instrument described? and (e) was the primary data set identified? (Wandt, n.d., p. 156). These criteria were selected to evaluate the articles based on the observation that secondary data analysis is dependent upon the initial researchers' procedures (Hyman, 1972).

Results

Twenty of the 149 articles reviewed used a total of 34 different data sets in performing secondary analyses. The frequencies with which the authors reported the necessary information indicated above were as follows: (a) population/sample size (N = 24), (b) method of sampling the population (N = 7), (c) data collection procedures used in obtaining the primary data set (N = 0), (d) instrument(s) used (N = 23) (e) and primary data set identified (N = 34).

Discussion

Although this study is limited to The Journal of Leisure Research, it appears that secondary data sets have been found to be a viable source of information for leisure researchers. Researchers who use secondary data in contributing to The Journal of Leisure Research, however, did not adequately document the procedure used in obtaining the primary data set or acknowledge clearly the use of a secondary data set. It is recommended that researchers who use secondary data sets in the future follow Riddick and Daniels' (1984) procedure of presenting the secondary data set in a similar manner as the primary investigator. This will enable readers to understand the initial research procedures, how the questionnaire was designed, why the secondary data set was selected and how the secondary researchers used the data set in their analysis.

The following are offered as general guidelines for researchers who intend to use secondary data: (a) identify the data source in the article, (b) present the data set using the same method as the initial investigation (e.g., sample size, instrument used, reliability and validity of instrument, sampling procedures), (c) identify the question or questions used from the data set and why the question or questions were selected for their investigation, (d) identify the demographics of the study and compare them with the demographics of the society at the time of the initial study, and (e) if using multiple data sets in an analysis follow the above steps in presenting the data sets. Researchers who use secondary data sets should follow the same research procedures that they use when presenting a primary data set.

Bibliography


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Ego Involvement and Leisure Behavior: A Conceptual Specification

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Numerous theories have been advanced to explain the social psychological attachments between individuals and leisure pursuits. Unfortunately, many of the theories overlap in meaning. Most lack the conceptual grounding to operate as valid scientific variables. The purpose of this paper is to offer an alternative explanation for these attachments based upon the ego involvement variable. Ego involvement in a leisure setting is explained within a broad social psychological context. Recommendations are made for the future operationalization of ego involvement. In addition, several tentative hypotheses are presented which integrate ego involvement and leisure research.

KEYWORDS: Ego involvement, social psychology, leisure attachments, consumer behavior

Introduction

Recently, a number of theoretical propositions have been advanced to explain the processes by which recreators develop deep seated social psychological attachments to leisure pursuits. These attachments have been variously described in the literature as commitment, psychic energy, involvement, identification, importance, centrality, and engagement (Buchman, 1985; Driver and Tocher, 1970; Gunter and Gunter, 1980). Unfortunately, the meaning of these terms clearly overlap. In addition, they have generally been subject to sufficient specification and empirical grounding to operate as valid scientific variables. A key question outlines the intent of this paper: Can a subset of these phenomena be understood within the context of an encompassing variable, one which is thoroughly grounded in basic social psychological research?

This paper offers a theoretical explanation for the attachments individuals develop for leisure pursuits. These attachments are explained by the "ego involvement" variable. Specifically, ego involvement will be defined as the state of identification existing between an individual and a recreational activity, at one point in time, characterized by some level of enjoyment and self expression being achieved through the activity. Ego involvement can be characterized as a psychological state of being. At any