

# Construct Blueprint and Blind Review: Internal Service Quality

*Instrument Development, stages 1 and 2. Sample deliverable on a synthetic construct, prepared by Dr Milos Kankaras, Center for Psychology, September 2026.*

This is a demonstration. The construct is invented for it, every stem was written for it, and no client, no client data and no published instrument is involved. A client receives exactly these documents for their own construct: the approved blueprint, the candidate bank, the blind review sheet with every call, and the screen record.

## 1. The construct blueprint

Approved by the client before any item was written. Everything that follows is checked against it.

| Field              | Content                                                                                                                                                                                                                               |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Construct          | Internal Service Quality                                                                                                                                                                                                              |
| Working definition | How employees experience the support they receive from an internal service function (IT, HR, finance, facilities) when they raise a request: how quickly and dependably the request is handled, and how they are treated while it is. |
| Population         | Employees of the organisation who raise requests with an internal service function (adult, general reading level).                                                                                                                    |
| Response format    | 5-point Likert agreement (Strongly disagree, Disagree, Neither agree nor disagree, Agree, Strongly agree)                                                                                                                             |
| Referent           | "The support team" stands for the client's named function and is substituted at fielding.                                                                                                                                             |
| Target length      | Six items per facet in the final form; eighteen candidates drafted per facet.                                                                                                                                                         |
| Keying             | At least 30 percent reverse-keyed per facet, written as opposite-pole statements.                                                                                                                                                     |
| Scoring intent     | Two dimension scores; facets are content areas within them, to be tested in the pilot.                                                                                                                                                |

### Dimensions and facets

| Name           | Code | Level     | Definition                                                                                              |
|----------------|------|-----------|---------------------------------------------------------------------------------------------------------|
| Delivery       | DL   | dimension | Whether the request gets done: speed of response and dependability of the outcome.                      |
| Responsiveness | RS   | facet     | How quickly the support team acknowledges and acts on a request, and how easy it is to reach.           |
| Reliability    | RL   | facet     | Whether the support team does what it said it would, correctly and by the time it promised.             |
| Relationship   | RE   | dimension | How the person raising the request is treated while it is handled: kept informed, and owned by someone. |
| Communication  | CM   | facet     | Whether the person is kept informed, in plain language, about what is happening with the request.       |

| Name      | Code | Level | Definition                                                                                               |
|-----------|------|-------|----------------------------------------------------------------------------------------------------------|
| Ownership | OW   | facet | Whether one person takes responsibility for the request until it is resolved, rather than passing it on. |

## 2. The candidate bank

Seventy-two stems, eighteen per facet, authored to the item-writing rule set: one idea per stem, plain register, no absolutes, no leading or socially desirable wording, reverse items written as genuine opposite-pole statements. A share of stems that break those rules was left in deliberately, because a bank in which nothing needs a decision teaches the client nothing about how the review works. The Ownership facet is shown in full; the other three facets are in the annex.

### Ownership candidates (OW), as they went to review

| Id   | Key | Stem                                                                                         |
|------|-----|----------------------------------------------------------------------------------------------|
| OW1  | +   | One person takes charge of my request until it is resolved.                                  |
| OW2  | -   | My request gets passed from person to person.                                                |
| OW3  | +   | The person handling my request keeps it moving even when others are involved.                |
| OW4  | -   | I have to re-explain my request each time someone new picks it up.                           |
| OW5  | +   | When something goes wrong, the support team takes responsibility rather than blaming others. |
| OW6  | +   | The support team treats my problem as its problem.                                           |
| OW7  | -   | The support team tells me the issue is someone else's job.                                   |
| OW8  | +   | If my request stalls, someone on the support team notices before I do.                       |
| OW9  | +   | I know who is responsible for my request.                                                    |
| OW10 | -   | Nobody on the support team seems to own my request.                                          |
| OW11 | +   | The support team goes above and beyond to make sure I am completely satisfied.               |
| OW12 | +   | The support team sees my request through to the end.                                         |
| OW13 | -   | Requests are closed before the problem is actually fixed.                                    |
| OW14 | +   | The support team follows up after a fix to check that it worked.                             |
| OW15 | -   | When I raise a problem, I end up coordinating the solution myself.                           |
| OW16 | +   | The support team takes ownership of my request.                                              |
| OW17 | +   | The support team proactively escalates blockers to the appropriate stakeholders.             |
| OW18 | -   | The support team doesn't take responsibility and doesn't follow up.                          |

## 3. The blind review

The reviewer read every stem on a sheet that carried the items and nothing else: no screen output, no flag, no count. Each stem received a call (use, rework, drop) and, where useful, a note. The sheet was rendered at 2026-09-18 13:59:17 UTC and the calls were recorded at 2026-09-18 14:00:31 UTC;

the ordering is the evidence that the review was formed before the machine's proposals were visible.

**Table 1. Blind calls per facet**

| Facet          | Code | Use | Rework | Drop |
|----------------|------|-----|--------|------|
| Responsiveness | RS   | 11  | 3      | 4    |
| Reliability    | RL   | 15  | 1      | 2    |
| Communication  | CM   | 13  | 3      | 2    |
| Ownership      | OW   | 13  | 2      | 3    |
| All facets     |      | 52  | 9      | 11   |

### Ownership: the reviewer's calls and notes

| Id   | Call   | Note                                                                                  |
|------|--------|---------------------------------------------------------------------------------------|
| OW1  | use    |                                                                                       |
| OW2  | use    |                                                                                       |
| OW3  | use    |                                                                                       |
| OW4  | use    |                                                                                       |
| OW5  | rework | 'rather than blaming others' is a second idea; end the stem at 'takes responsibility' |
| OW6  | use    |                                                                                       |
| OW7  | use    |                                                                                       |
| OW8  | use    |                                                                                       |
| OW9  | use    |                                                                                       |
| OW10 | use    |                                                                                       |
| OW11 | drop   | socially desirable and absolute; 'above and beyond' is a slogan                       |
| OW12 | use    |                                                                                       |
| OW13 | use    | premature closure; content borders reliability, assigned here as an ownership failure |
| OW14 | use    | follow-up after a fix is rare in practice; expect a low mean                          |
| OW15 | use    |                                                                                       |
| OW16 | rework | names the facet; abstract; reword to a visible behaviour                              |
| OW17 | drop   | jargon: proactively, escalates blockers, stakeholders                                 |
| OW18 | drop   | double negative and two claims                                                        |

## 4. The screen, and where it disagreed

After the calls were recorded, a deterministic screen read the same 72 stems for double-barrelling, negation, absolutes, reading level, social desirability, vague referents and near-duplication, and the

bank for keying balance and facet coverage. It proposed keep for 57, revise for 15 and cut for 0; it found the reverse share adequate in every facet (25 of 72 items overall) and one near-duplicate pair: RS1 and RS18 (overlap 0.92). The screen has no verdict weight. Its use is that it reads every stem the same way and leaves a record.

Set against the blind calls, the screen agreed on 53 of 72 stems (74 percent). Table 2 gives the agreement by facet and Table 3 every disagreement. The pattern is the one to expect from a surface reader: where it disagreed, the reviewer was usually stricter (drop where the screen said revise, because two ideas in a stem is a reason to discard, not to patch), and the screen missed exactly the defects that need a reader (the duplicate stem RS18, the policy-dependent RS14, the jargon of OW17). In the other direction it flagged three Ownership stems the reviewer kept, on reading level and on the word responsible, which is the kind of false alarm a rule set produces.

**Table 2. Agreement between the blind review and the screen, by facet**

| Facet          | Rated | Agree | Disagree | Agreement, % |
|----------------|-------|-------|----------|--------------|
| Responsiveness | 18    | 12    | 6        | 67           |
| Reliability    | 18    | 15    | 3        | 83           |
| Communication  | 18    | 15    | 3        | 83           |
| Ownership      | 18    | 11    | 7        | 61           |
| All            | 72    | 53    | 19       | 74           |

**Table 3. The disagreements**

| Id   | Reviewer | Screen | Screen flags                                        | Reviewer's note                                                                                                  |
|------|----------|--------|-----------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| RS7  | rework   | keep   | none                                                | describes what channels exist, not how fast help arrives; likely weak, reword to reachability or hold in reserve |
| RS9  | drop     | revise | double barreled; absolute quantifier; reading level | two claims in one stem and an absolute                                                                           |
| RS11 | rework   | keep   | negation                                            | wordy negation; RS3 covers the same ground more directly                                                         |
| RS14 | drop     | keep   | negation                                            | the answer depends on the function's opening policy, not on how well it serves                                   |
| RS17 | drop     | revise | reading level                                       | jargon: leverages, expedite, triage                                                                              |
| RS18 | drop     | keep   | none                                                | duplicate of RS1                                                                                                 |
| RL11 | drop     | revise | double barreled; negation; absolute quantifier      | two absolutes, two claims                                                                                        |
| RL14 | rework   | keep   | negation                                            | contraction plus negation; reword to 'The support team remembers my request without reminders'                   |
| RL18 | drop     | revise | reading level                                       | jargon and a vague quantifier                                                                                    |
| CM11 | drop     | revise | double barreled                                     | two ideas: comprehensibility and timeliness                                                                      |
| CM17 | rework   | keep   | reading level                                       | summary judgement with no behaviour in it; reword or hold in reserve                                             |
| CM18 | drop     | revise | double barreled; reading level                      | management jargon in a triad                                                                                     |
| OW3  | use      | revise | reading level                                       |                                                                                                                  |

| Id   | Reviewer | Screen | Screen flags                                    | Reviewer's note                                                 |
|------|----------|--------|-------------------------------------------------|-----------------------------------------------------------------|
| OW9  | use      | revise | social desirability                             |                                                                 |
| OW10 | use      | revise | negation; absolute quantifier                   |                                                                 |
| OW11 | drop     | revise | double barreled; absolute quantifier            | socially desirable and absolute; 'above and beyond' is a slogan |
| OW16 | rework   | keep   | none                                            | names the facet; abstract; reword to a visible behaviour        |
| OW17 | drop     | keep   | reading level                                   | jargon: proactively, escalates blockers, stakeholders           |
| OW18 | drop     | revise | double barreled; double negation; reading level | double negative and two claims                                  |

## 5. What went to the pilot

Eleven stems were dropped and nine reworked. Of the sixty-one that survived, forty went to the pilot form, ten per facet, chosen by the reviewer for content coverage across each facet definition and keying balance, with the rest held in reserve; forty items keep the pilot under ten minutes and leave enough surplus for the selection rule to work. One reworked stem was fielded (OW5, ending at "takes responsibility"). Three stems the reviewer had doubts about were fielded on purpose (RS16, RL13, OW14), because a pilot answers the question a reader can only raise; the technical note reports what happened to them.

| Facet          | n  | Items fielded                                       |
|----------------|----|-----------------------------------------------------|
| Responsiveness | 10 | RS1, RS2, RS3, RS4, RS5, RS6, RS8, RS12, RS15, RS16 |
| Reliability    | 10 | RL1, RL2, RL3, RL4, RL5, RL6, RL7, RL8, RL15, RL13  |
| Communication  | 10 | CM1, CM2, CM3, CM4, CM5, CM6, CM7, CM8, CM12, CM13  |
| Ownership      | 10 | OW1, OW2, OW3, OW4, OW5, OW6, OW7, OW9, OW12, OW14  |

## Reviewer's note

The blueprint holds: four facets in two dimensions, each with a definition an item can be checked against. The bank that went to the pilot is balanced in keying, covers every facet definition, and carries no stem I would not defend. Whether the four facets earn separate scores is the pilot's question, not this document's, and the technical note answers it.

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Date: \_\_\_\_\_ Signature: \_\_\_\_\_

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## Annex. Candidate stems for the other three facets

### Responsiveness (RS)

| Id   | Key | Stem                                                                                       | Call   |
|------|-----|--------------------------------------------------------------------------------------------|--------|
| RS1  | +   | When I raise a request, the support team acknowledges it the same day.                     | use    |
| RS2  | +   | It is easy to reach someone on the support team when I need to.                            | use    |
| RS3  | -   | My requests sit unanswered for days.                                                       | use    |
| RS4  | +   | The support team starts work on my request soon after I send it.                           | use    |
| RS5  | -   | I have to chase the support team to get any response.                                      | use    |
| RS6  | +   | Urgent requests are treated as urgent.                                                     | use    |
| RS7  | +   | I can get hold of the support team through more than one channel.                          | rework |
| RS8  | -   | Reaching the right person on the support team takes several attempts.                      | use    |
| RS9  | +   | The support team responds quickly and always solves the problem completely.                | drop   |
| RS10 | +   | The support team never keeps me waiting.                                                   | rework |
| RS11 | -   | When I contact the support team, I do not get an answer for a long time.                   | rework |
| RS12 | +   | The support team replies to my messages promptly.                                          | use    |
| RS13 | +   | I know how long I will wait before someone picks up my request.                            | use    |
| RS14 | -   | Outside office hours there is no way to get help from the support team.                    | drop   |
| RS15 | +   | The support team's response times are acceptable for the work I do.                        | use    |
| RS16 | -   | Simple requests take as long as complicated ones.                                          | use    |
| RS17 | +   | The support team leverages its ticketing workflow to expedite triage of incoming requests. | drop   |
| RS18 | +   | When I raise a request, the support team acknowledges it on the same day.                  | drop   |

## Reliability (RL)

| Id   | Key | Stem                                                                                  | Call   |
|------|-----|---------------------------------------------------------------------------------------|--------|
| RL1  | +   | When the support team says something will be done by a date, it is done by that date. | use    |
| RL2  | +   | The support team gets my request right the first time.                                | use    |
| RL3  | -   | I often have to go back to the support team because the fix did not work.             | use    |
| RL4  | +   | I can rely on the support team to follow through on what it agrees.                   | use    |
| RL5  | -   | Promised deadlines slip without warning.                                              | use    |
| RL6  | +   | The support team's work is accurate.                                                  | use    |
| RL7  | -   | I check the support team's work because errors are common.                            | use    |
| RL8  | +   | Once the support team closes my request, the problem stays solved.                    | use    |
| RL9  | +   | The support team is dependable.                                                       | use    |
| RL10 | -   | What I receive from the support team is not what I asked for.                         | use    |
| RL11 | +   | The support team is always right and never misses a deadline.                         | drop   |
| RL12 | +   | The support team delivers the same quality from one request to the next.              | use    |
| RL13 | -   | The outcome of a request depends on who happens to handle it.                         | use    |
| RL14 | +   | I don't have to worry that the support team will forget my request.                   | rework |
| RL15 | +   | The support team keeps its commitments.                                               | use    |
| RL16 | -   | The support team makes mistakes that cost me time.                                    | use    |

| Id   | Key | Stem                                                                    | Call |
|------|-----|-------------------------------------------------------------------------|------|
| RL17 | +   | The support team does what it says it will do.                          | use  |
| RL18 | +   | The service-level agreement is adhered to in the majority of instances. | drop |

### Communication (CM)

| Id   | Key | Stem                                                                                    | Call   |
|------|-----|-----------------------------------------------------------------------------------------|--------|
| CM1  | +   | The support team tells me what will happen next with my request.                        | use    |
| CM2  | +   | I am told when my request has been passed to someone else.                              | use    |
| CM3  | -   | I only find out about delays when I ask.                                                | use    |
| CM4  | +   | The support team explains things in language I understand.                              | use    |
| CM5  | -   | Messages from the support team are full of technical terms I do not follow.             | use    |
| CM6  | +   | When my request is closed, I am told what was done.                                     | use    |
| CM7  | +   | I can see the status of my request at any time.                                         | use    |
| CM8  | -   | I am left guessing about where my request stands.                                       | use    |
| CM9  | +   | The support team asks the right questions to understand what I need.                    | use    |
| CM10 | +   | The support team communicates clearly and treats me with respect.                       | rework |
| CM11 | -   | The support team's updates are hard to understand and arrive late.                      | drop   |
| CM12 | +   | If my request cannot be done, the support team tells me why.                            | use    |
| CM13 | +   | Updates from the support team arrive without my having to ask for them.                 | use    |
| CM14 | -   | I never know what is happening with my request.                                         | rework |
| CM15 | +   | The support team confirms what it has understood before starting work.                  | use    |
| CM16 | -   | Explanations from the support team leave me with more questions than answers.           | use    |
| CM17 | +   | The support team is good at communicating.                                              | rework |
| CM18 | +   | Communication from the support team is transparent, proactive and stakeholder-oriented. | drop   |