3rd Global Conference on Business and Social Science-2015, GCBSS-2015, 16-17 December 2015, Kuala Lumpur, Malaysia

Confirmatory Factor Analysis on Family Communication Patterns Measurement

Aziyah Abu Bakar[a]*, Asyraf Afthanorhan[b]

[a]Faculty of Communication and Media Studies, College University Poly-Tech Mara, Cheras, Kuala Lumpur, Malaysia
[b]Faculty of Economics and Management Sciences, Sultan Zainal Abidin University, Kuala Terengganu, Malaysia

Abstract

Measurement of Family Communication Patterns is widely used to measure the communication in family practice by many researchers. This measurement was developed by McLeod and Chaffee in 1972 and was later revised by Fitzpatrick and Ritchie in 1994. Family Communication Patterns measurement consists of two dimensions, namely conversation orientation and conformity orientation. The objectives of this study were (i) to evaluate the measurement of Family Communication Patterns by CFA, (ii) to know the reliability of the model, and (iii) to prove the validity of the model. The results showed that the resulting model from measurement of family communication pattern using CFA. The findings also show items and the number of items resulting from the CFA. The resulting model will help next researchers especially in studies related to family communication.

1. Introduction

Communication within the family is declared as a tool to measure happiness in a family (Ballard-Reisch et al., 2006). Study-related communication in this family has begun in the West by McLeod and Chaffee in 1972. Many studies on communication in the family, for example Chaffee et al. (1971, 1972, 1973) associated with the use of

---

* Corresponding author. Tel.: 017-4876354.
  E-mail address: aziyah@gapps.kptm.edu.my

media such as television, computers, the Internet and its impact on the behavior of family members (Chan & McNeal, 2003; Bexter et al., 2006). The study of communication in this family continues to grow not only in the West but also among families around the world, including in Malaysia (Narimah, 1993; Aziyah, 2008, 2013; Salleh et al., 2012, Bindi and Md Nor, 2012).

To measure the communication within the family, Mc Leod and Chaffee has developed a Family Communication Pattern Measurement (Measurement of Family Communication Patterns) (FCP) in 1972. They highlight the two-dimensional pattern of family communication namely concept orientation and socio orientation. Concept-orientation was determine with easy expression of ideas and people's active involvement in discussion and sharing ideas. While the socio-orientation feature was appeared in the form of a triumph for keeping and maintaining the uniform and harmonious relationships with parents (McLeod & Chaffee, 1972). Measurement FCP consists of 14 items, which are 7 items to measure the orientation concept and 7 items to measure the socio orientation. Several studies on communication in the family has adopted this measure (Family Communication Pattern (FCP) by McLeod and Chaffee; for example Narimah (1993), Fujioka and Austin (2002), and Bindih & Md Nor (2012).

In 1990, Ritchie and Fitzpatrick has revised the measurement of family communication patterns. Then they named the Revised Family Communication Pattern Measurement (RFCP). Two dimensions namely socio orientation renamed as orientation conversation and orientation concept was renamed as the orientation of conformity. Items in RFCP consists of 26 items. The orientation of the conversation consists of 15 items and the orientation of conformity contains 11 items. Since these measurements are highlighted, many studies related to family communication apply these measures on a larger scale (eg: Narimah et al., 2008; Aziyah, 2012; Huang, 2010).

Based on previous studies, data obtained from the measurement of family communication patterns were analyzed using SPSS (Statistical Package for the Social Science). Cronbach's alpha shows this family communication pattern measurement is 0.70 or above 0.70. This means that the validity and reliability is acceptable and consistent measurement because it has been tested and used repeatedly.

Though this measurement shows the Cronbach Alpha was high repeatedly in many studies that apply, however, this measure has not yet been tested by other analyzes such as Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). Therefore it is necessary to measure patterns of communication is tested by applying the CFA to achieve the same result. The results of the analysis CFA will strengthen family communication pattern measurement. Thus the objective of this study was (i) to evaluate the measurement of Family Communication Patterns by CFA, (ii) to know the reliability of the model, and (iii) to prove the validity of the model.

2. Literature Review

2.1. Family Communication Patterns

How family members communicate with one another has a variety of enduring influences on family members, including an influence on the self-concept. Different family communication patterns have difference influences on the constructions of children's self-concepts. The change in children's self-concepts from their childhood to adolescence requires parents to adjust their understanding of their children's self-concept so as to maintain successful parent-child relationships. Parents' attitudes toward their parent-child relationships influence adolescents'. Parental attitudes manifest themselves in the family communication patterns that parents create. The Revised of Family Communication Pattern (RFCP) instrument measures two dimensions underlining family communication: conversation and conformity orientation.

2.2. Revised Family Communication Pattern

Family communication patterns were originally conceptualized by mass media researchers McLeod and Chaffee (1972). They were interested in explaining how families create and share social reality, which was defined as a shared perception and evaluation of the social world. Specifically, they measured parenting style based on how parents teach children to process information from mass media. McLeod and Chaffee (1972) proposed two ways in which dyads or families can achieve agreement: socio-orientation and concept-orientation. Socio orientation is the process by which