# Confirmatory Factor Analysis Part Two ${ }^{1}$ STA2053 Fall 2022 

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## Original and Surrogate Models

- Original model has expected values, intercepts, and slopes that need not equal one.
- Re-parameterization via a change of variables yields a surrogate model.
- Centered surrogate model has the same covariance matrix as the original.


## Why should the variance of the factors equal one?

- Inherited from exploratory factor analysis, which was mostly a disaster.
- The standard answer is something like this: "Because its arbitrary. The variance depends upon the scale on which the variable is measured, but we cant see it to measure it directly. So set it to one for convenience."
- But saying it does not make it so. If $F$ is a random variable with an unknown variance, then
- $\operatorname{Var}(F)=\phi$ is an unknown parameter.


## Centered Model

$$
\begin{aligned}
& d_{1}=\lambda_{1} F+e_{1} \\
& d_{2}=\lambda_{2} F+e_{2} \\
& d_{3}=\lambda_{3} F+e_{3} \\
& d_{4}=\lambda_{4} F+e_{4} \\
& e_{1}, \ldots, e_{4}, F \text { all independent } \\
& \operatorname{Var}\left(e_{j}\right)=\omega_{j} \quad \operatorname{Var}(F)=\phi \\
& \lambda_{1}, \lambda_{2}, \lambda_{3} \neq 0 \\
& \boldsymbol{\Sigma}=\left(\begin{array}{rrrr}
\lambda_{1}^{2} \phi+\omega_{1} & \lambda_{1} \lambda_{2} \phi & \lambda_{1} \lambda_{3} \phi & \lambda_{1} \lambda_{4} \phi \\
\lambda_{1} \lambda_{2} \phi & \lambda_{2}^{2} \phi+\omega_{2} & \lambda_{2} \lambda_{3} \phi & \lambda_{2} \lambda_{4} \phi \\
\lambda_{1} \lambda_{3} \phi & \lambda_{2} \lambda_{3} \phi & \lambda_{3}^{2} \phi+\omega_{3} & \lambda_{3} \lambda_{4} \phi \\
\lambda_{1} \lambda_{4} \phi & \lambda_{2} \lambda_{4} \phi & \lambda_{3} \lambda_{4} \phi & \lambda_{4}^{2} \phi+\omega_{4}
\end{array}\right)
\end{aligned}
$$

Passes the Counting Rule test with 10 equations in 9 unknowns

## But for any $c \neq 0$

$$
\begin{array}{c|ccccccccc}
\boldsymbol{\theta}_{1} & \phi & \lambda_{1} & \lambda_{2} & \lambda_{3} & \lambda_{4} & \omega_{1} & \omega_{2} & \omega_{3} & \omega_{4} \\
\hline \boldsymbol{\theta}_{2} & \phi / c^{2} & c \lambda_{1} & c \lambda_{2} & c \lambda_{3} & c \lambda_{4} & \omega_{1} & \omega_{2} & \omega_{3} & \omega_{4}
\end{array}
$$

Both yield

$$
\boldsymbol{\Sigma}=\left(\begin{array}{rrrr}
\lambda_{1}^{2} \phi+\omega_{1} & \lambda_{1} \lambda_{2} \phi & \lambda_{1} \lambda_{3} \phi & \lambda_{1} \lambda_{4} \phi \\
\lambda_{1} \lambda_{2} \phi & \lambda_{2}^{2} \phi+\omega_{2} & \lambda_{2} \lambda_{3} \phi & \lambda_{2} \lambda_{4} \phi \\
\lambda_{1} \lambda_{3} \phi & \lambda_{2} \lambda_{3} \phi & \lambda_{3}^{2} \phi+\omega_{3} & \lambda_{3} \lambda_{4} \phi \\
\lambda_{1} \lambda_{4} \phi & \lambda_{2} \lambda_{4} \phi & \lambda_{3} \lambda_{4} \phi & \lambda_{4}^{2} \phi+\omega_{4}
\end{array}\right)
$$

The choice $\phi=1$ just sets $c=\sqrt{\phi}$ : convenient but seemingly arbitrary.

## Lack of identifiability

- For any set of true parameter values, there are infinitely many untrue sets of parameter values that yield the same $\boldsymbol{\Sigma}$ and hence the same probability distribution of the observable data (assuming multivariate normality).
- There is no way to know the full truth based on the data, no matter how large the sample size.
- But there is a way to know the partial truth.


## Certain functions of the parameter vector are identifiable

At points in the parameter space where $\lambda_{1}, \lambda_{2}, \lambda_{3} \neq 0$,

- $\frac{\sigma_{12} \sigma_{13}}{\sigma_{23}}=\frac{\lambda_{1} \lambda_{2} \phi \lambda_{1} \lambda_{3} \phi}{\lambda_{2} \lambda_{3} \phi}=\lambda_{1}^{2} \phi$
- And so if $\lambda_{1}>0$, the function $\lambda_{j} \phi^{1 / 2}$ is identifiable for $j=1, \ldots, 4$.
- $\sigma_{11}-\frac{\sigma_{12} \sigma_{13}}{\sigma_{23}}=\omega_{1}$, and so $\omega_{j}$ is identifiable for $j=1, \ldots, 4$.
- $\frac{\sigma_{13}}{\sigma_{23}}=\frac{\lambda_{1} \lambda_{3} \phi}{\lambda_{2} \lambda_{3} \phi}=\frac{\lambda_{1}}{\lambda_{2}}$, so ratios of factor loadings are identifiable.


## Reliability

- Reliability is the squared correlation between the observed score and the true score.
- The proportion of variance in the observed score that is not error.
- For $D_{1}=\lambda_{1} F+e_{1}$ it's

$$
\begin{aligned}
\rho^{2} & =\left(\frac{\operatorname{Cov}\left(D_{1}, F\right)}{S D\left(D_{1}\right) S D(F)}\right)^{2} \\
& =\left(\frac{\lambda_{1} \phi}{\sqrt{\lambda_{1}^{2} \phi+\omega_{1}} \sqrt{\phi}}\right)^{2} \\
& =\frac{\lambda_{1}^{2} \phi}{\lambda_{1}^{2} \phi+\omega_{1}}
\end{aligned}
$$

$\lambda_{1}^{2} \phi$ and $\omega_{1}$ are both identifiable, so we've got it.

## For completeness

$$
\begin{aligned}
& \rho^{2}=\frac{\lambda_{1}^{2} \phi}{\lambda_{1}^{2} \phi+\omega_{1}} \quad \boldsymbol{\Sigma}=\left(\begin{array}{rrrr}
\lambda_{1}^{2} \phi+\omega_{1} & \lambda_{1} \lambda_{2} \phi & \lambda_{1} \lambda_{3} \phi & \lambda_{1} \lambda_{4} \phi \\
\lambda_{1} \lambda_{2} \phi & \lambda_{2}^{2} \phi+\omega_{2} & \lambda_{2} \lambda_{3} \phi & \lambda_{2} \lambda_{1} \phi \\
\lambda_{1} \lambda_{3} \phi & \lambda_{2} \lambda_{3} \phi & \lambda_{3}^{2} \phi+\omega_{3} & \lambda_{3} \lambda_{4} \phi \\
\lambda_{1} \lambda_{4} \phi & \lambda_{2} \lambda_{4} \phi & \lambda_{3} \lambda_{4} \phi & \lambda_{4}^{2} \phi+\omega_{4}
\end{array}\right) \\
& \begin{aligned}
\frac{\sigma_{12} \sigma_{13}}{\sigma_{23} \sigma_{11}} & =\frac{\lambda_{1} \lambda_{2} \phi \lambda_{1} \lambda_{3} \phi}{\lambda_{2} \lambda_{3} \phi\left(\lambda_{1}^{2} \phi+\omega_{1}\right)} \\
& =\frac{\lambda_{1}^{2} \phi}{\lambda_{1}^{2} \phi+\omega_{1}} \\
& =\rho^{2}
\end{aligned}
\end{aligned}
$$

## What can we successfully estimate?

- Error variances are knowable.
- Factor loadings and variance of the factor are not knowable separately.
- But both are knowable up to multiplication by a non-zero constant, so signs of factor loadings are knowable (if one sign is known).
- Relative magnitudes (ratios) of factor loadings are knowable.
- Reliabilities are knowable.


## Re-parameterization

- The choice $\phi=1$ is a very smart re-parameterization.
- It re-expresses the factor loadings as multiples of the square root of $\phi$.
- That is, in standard deviation units.
- It preserves what information is accessible about the parameters of the original model.
- Much better than exploratory factor analysis, which lost even the signs of the factor loadings.
- This is the second major re-parameterization. The first was losing the the means and intercepts.


## Re-parameterizations

Original model $\rightarrow$ Surrogate model $1 \rightarrow$ Surrogate model $2 \ldots$

## Add a factor to the centered original model



## Model Equations

$$
\begin{aligned}
d_{1} & =\lambda_{1} F_{1}+e_{1} \\
d_{2} & =\lambda_{2} F_{1}+e_{2} \\
d_{3} & =\lambda_{3} F_{1}+e_{3} \\
d_{4} & =\lambda_{4} F_{2}+e_{4} \\
d_{5} & =\lambda_{5} F_{2}+e_{5} \\
d_{6} & =\lambda_{6} F_{2}+e_{6}
\end{aligned}
$$

$$
\operatorname{cov}\binom{F_{1}}{F_{2}}=\left(\begin{array}{ll}
\phi_{11} & \phi_{12} \\
\phi_{12} & \phi_{22}
\end{array}\right) \begin{aligned}
& e_{1}, \ldots, e_{6} \text { independent of each other and of } F_{1}, F_{2} \\
& \lambda_{1}, \ldots \lambda_{6} \neq 0 \\
& \operatorname{Var}\left(e_{j}\right)=\omega_{j}
\end{aligned}
$$

## Parameters are not identifiable

$$
\begin{aligned}
& \boldsymbol{\Sigma}= \\
& \left(\begin{array}{rrrrrr}
\lambda_{1}^{2} \phi_{11}+\omega_{1} & \lambda_{1} \lambda_{2} \phi_{11} & \lambda_{1} \lambda_{3} \phi_{11} & \lambda_{1} \lambda_{4} \phi_{12} & \lambda_{1} \lambda_{5} \phi_{12} & \lambda_{1} \lambda_{6} \phi_{12} \\
\lambda_{1} \lambda_{2} \phi_{11} & \lambda_{2}^{2} \phi_{11}+\omega_{2} & \lambda_{2} \lambda_{3} \phi_{11} & \lambda_{2} \lambda_{4} \phi_{12} & \lambda_{2} \lambda_{5} \phi_{12} & \lambda_{2} \lambda_{6} \phi_{12} \\
\lambda_{1} \lambda_{3} \phi_{11} & \lambda_{2} \lambda_{3} \phi_{11} & \lambda_{3}^{2} \phi_{11}+\omega_{3} & \lambda_{3} \lambda_{4} \phi_{12} & \lambda_{3} \lambda_{5} \phi_{12} & \lambda_{3} \lambda_{6} \phi_{12} \\
\lambda_{1} \lambda_{4} \phi_{12} & \lambda_{2} \lambda_{4} \phi_{12} & \lambda_{3} \lambda_{4} \phi_{12} & \lambda_{4}^{2} \phi_{22}+\omega_{4} & \lambda_{4} \lambda_{5} \phi_{22} & \lambda_{4} \lambda_{6} \phi_{22} \\
\lambda_{1} \lambda_{5} \phi_{12} & \lambda_{2} \lambda_{5} \phi_{12} & \lambda_{3} \lambda_{5} \phi_{12} & \lambda_{4} \lambda_{5} \phi_{22} & \lambda_{5}^{2} \phi_{22}+\omega_{5} & \lambda_{5} \lambda_{6} \phi_{22} \\
\lambda_{1} \lambda_{6} \phi_{12} & \lambda_{2} \lambda_{6} \phi_{12} & \lambda_{3} \lambda_{6} \phi_{12} & \lambda_{4} \lambda_{6} \phi_{22} & \lambda_{5} \lambda_{6} \phi_{22} & \lambda_{6}^{2} \phi_{22}+\omega_{6}
\end{array}\right) \\
& \boldsymbol{\theta}_{1}=\left(\lambda_{1}, \ldots, \lambda_{6}, \phi_{11}, \phi_{12}, \phi_{22}, \omega_{1}, \ldots, \omega_{6}\right) \\
& \boldsymbol{\theta}_{2}=\left(\lambda_{1}^{\prime}, \ldots, \lambda_{6}^{\prime}, \phi_{11}^{\prime}, \phi_{12}^{\prime}, \phi_{22}^{\prime}, \omega_{1}^{\prime}, \ldots, \omega_{6}^{\prime}\right) \\
& \begin{array}{llll}
\lambda_{1}^{\prime}=c_{1} \lambda_{1} & \lambda_{2}^{\prime}=c_{1} \lambda_{2} & \lambda_{3}^{\prime}=c_{1} \lambda_{3} & \phi_{11}^{\prime}=\phi_{11} / c_{1}^{2} \\
\lambda_{4}^{\prime}=c_{2} \lambda_{4} & \lambda_{5}^{\prime}=c_{2} \lambda_{5} & \lambda_{6}^{\prime}=c_{2} \lambda_{6} & \phi_{22}^{\prime}=\phi_{22} / c_{2}^{2} \\
\phi_{12}^{\prime}=\frac{\phi_{12}}{c_{1} c_{2}} & \\
\omega_{j}^{\prime}=\omega_{j} \text { for } j=1, \ldots, 6
\end{array}
\end{aligned}
$$

## Variances and covariances of factors

- Are knowable only up to multiplication by positive constants.
- Since the parameters of the latent variable model will be recovered from $\boldsymbol{\Phi}=\operatorname{cov}(\mathbf{F})$, they also will be knowable only up to multiplication by positive constants at best.
- Luckily, in most applications the interest is in testing (pos-neg-zero) more than estimation.


## $\operatorname{cov}\left(F_{1}, F_{2}\right)$ is un-knowable, but

- Easy to tell if its zero.
- Sign is known if one factor loading from each set is known say $\lambda_{1}>0, \lambda_{4}>0$.
- And,

$$
\begin{aligned}
\frac{\sigma_{14}}{\sqrt{\frac{\sigma_{12} \sigma_{13}}{\sigma_{23}}} \sqrt{\frac{\sigma_{45} \sigma_{46}}{\sigma_{56}}}} & =\frac{\lambda_{1} \lambda_{4} \phi_{12}}{\lambda_{1} \sqrt{\phi_{11}} \lambda_{4} \sqrt{\phi_{22}}} \\
& =\frac{\phi_{12}}{\sqrt{\phi_{11}} \sqrt{\phi_{22}}} \\
& =\operatorname{Corr}\left(F_{1}, F_{2}\right)
\end{aligned}
$$

- The correlation between factors is identifiable!


## The correlation between factors is identifiable

- Furthermore, it is the same function of $\boldsymbol{\Sigma}$ that yields $\phi_{12}$ under the surrogate model with $\operatorname{Var}\left(F_{1}\right)=\operatorname{Var}\left(F_{2}\right)=1$.
- Therefore, $\operatorname{Corr}\left(F_{1}, F_{2}\right)=\phi_{12}$ under the surrogate model is actually $\operatorname{Corr}\left(F_{1}, F_{2}\right)$ under the original model.
- Estimation is very meaningful.


## Setting variances of factors to one

- Is a very smart re-parameterization.
- Is excellent when the interest is in correlations between factors.


## Re-parameterization as a change of variables

$$
\begin{aligned}
d_{j} & =\lambda_{j} F_{j}+e_{j} \\
& =\left(\lambda_{j} \sqrt{\phi_{j j}}\right)\left(\frac{1}{\sqrt{\phi_{j j}}} F_{j}\right)+e_{j} \\
& =\lambda_{j}^{\prime} F_{j}^{\prime}+e_{j}
\end{aligned}
$$

## Covariances

$$
\begin{aligned}
\operatorname{Cov}\left(F_{j}^{\prime}, F_{k}^{\prime}\right) & =E\left(\frac{1}{\sqrt{\phi_{j j}}} F_{j} \frac{1}{\sqrt{\phi_{k k}}} F_{k}\right) \\
& =\frac{E\left(F_{j} F_{k}\right)}{\sqrt{\phi_{j j}} \sqrt{\phi_{k k}}} \\
& =\frac{\phi_{j k}}{\sqrt{\phi_{j j}} \sqrt{\phi_{k k}}} \\
& =\operatorname{Corr}\left(F_{j}, F_{k}\right)
\end{aligned}
$$

## The other standard trick

- Setting variances of all the factors to one is an excellent re-parameterization in disguise.
- The other standard trick is to set a factor loading equal to one for each factor.
- $d=F+e$ is hard to believe if you take it literally.
- It's actually a re-parameterization.
- Every model you've seen with a factor loading of one is a surrogate model.


## Back to a single-factor model with $\lambda_{1}>0$

$$
\begin{aligned}
d_{1} & =\lambda_{1} F+e_{1} \\
d_{2} & =\lambda_{2} F+e_{2} \\
d_{3} & =\lambda_{3} F+e_{3}
\end{aligned}
$$

$$
\begin{aligned}
d_{j} & =\left(\frac{\lambda_{j}}{\lambda_{1}}\right)\left(\lambda_{1} F\right)+e_{j} \\
& =\lambda_{j}^{\prime} F^{\prime}+e_{j}
\end{aligned}
$$

$$
\begin{aligned}
d_{1} & =F^{\prime}+e_{1} \\
d_{2} & =\lambda_{2}^{\prime} F^{\prime}+e_{2} \\
d_{3} & =\lambda_{3}^{\prime} F^{\prime}+e_{3} \\
& \vdots
\end{aligned}
$$

## $\boldsymbol{\Sigma}$ under the surrogate model

$$
\boldsymbol{\Sigma}=\left(\begin{array}{rrr}
\phi+\omega_{1} & \lambda_{2} \phi & \lambda_{3} \phi \\
\lambda_{2} \phi & \lambda_{2}^{2} \phi+\omega_{2} & \lambda_{2} \lambda_{3} \phi \\
\lambda_{3} \phi & \lambda_{2} \lambda_{3} \phi & \lambda_{3}^{2} \phi+\omega_{3}
\end{array}\right)
$$

|  | Value under model |  |
| :---: | :---: | :---: |
| Function of $\boldsymbol{\Sigma}$ | Surrogate | Original |
| $\frac{\sigma_{23}}{\sigma_{13}}$ | $\lambda_{2}$ | $\frac{\lambda_{2}}{\lambda_{1}}$ |
| $\frac{\sigma_{23}}{\sigma_{12}}$ | $\lambda_{3}$ | $\frac{\lambda_{3}}{\lambda_{1}}$ |
| $\frac{\sigma_{12} \sigma_{13}}{\sigma_{23}}$ | $\phi$ | $\lambda_{1}^{2} \phi$ |

## Under the surrogate model

- It looks like $\lambda_{j}$ is identifiable, but actually it's $\lambda_{j} / \lambda_{1}$.
- Estimates of $\lambda_{j}$ for $j \neq 1$ are actually estimates of $\lambda_{j} / \lambda_{1}$.
- It looks like $\phi$ is identifiable, but actually it's $\lambda_{1}^{2} \phi$.
- $\phi$ is being expressed as a multiple of $\lambda_{1}^{2}$.
- Estimates of $\phi$ are actually estimates of $\lambda_{1}^{2} \phi$.
- Make $d_{1}$ the clearest representative of the factor.


## Add an observable variable to the surrogate model

- Parameters are all identifiable, even if the factor loading of the new variable equals zero.
- Equality restrictions on $\boldsymbol{\Sigma}$ are created, because we are adding more equations than unknowns.
- These equality restrictions apply to the original model.
- It is straightforward to see what the restrictions are, though the calculations can be time consuming.


## Finding the equality restrictions

- Calculate $\boldsymbol{\Sigma}(\boldsymbol{\theta})$.
- Solve the covariance structure equations explicitly, obtaining $\boldsymbol{\theta}$ as a function of $\boldsymbol{\Sigma}$.
- Substitute the solutions back into $\boldsymbol{\Sigma}(\boldsymbol{\theta})$.
- Simplify.


## Example: Add a 4th variable

$$
\begin{aligned}
D_{1} & =F+e_{1} \\
D_{2} & =\lambda_{2} F+e_{2} \\
D_{3} & =\lambda_{3} F+e_{3} \\
D_{4} & =\lambda_{4} F+e_{4}
\end{aligned}
$$

$e_{1}, \ldots, e_{4}, F$ all independent
$\operatorname{Var}\left(e_{j}\right)=\omega_{j} \quad \operatorname{Var}(F)=\phi$ $\lambda_{1}, \lambda_{2}, \lambda_{3} \neq 0$

## Covariance Matrix

$$
\boldsymbol{\Sigma}(\boldsymbol{\theta})=\left(\begin{array}{rrrr}
\phi+\omega_{1} & \lambda_{2} \phi & \lambda_{3} \phi & \lambda_{4} \phi \\
\lambda_{2} \phi & \lambda_{2}^{2} \phi+\omega_{2} & \lambda_{2} \lambda_{3} \phi & \lambda_{2} \lambda_{4} \phi \\
\lambda_{3} \phi & \lambda_{2} \lambda_{3} \phi & \lambda_{3}^{2} \phi+\omega_{3} & \lambda_{3} \lambda_{4} \phi \\
\lambda_{4} \phi & \lambda_{2} \lambda_{4} \phi & \lambda_{3} \lambda_{4} \phi & \lambda_{4}^{2} \phi+\omega_{4}
\end{array}\right)
$$

Solutions

$$
\begin{aligned}
& \lambda_{2}=\frac{\sigma_{23}}{\sigma_{13}} \\
& \lambda_{3}=\frac{\sigma_{23}}{\sigma_{12}} \\
& \lambda_{4}=\frac{\sigma_{24}}{\sigma_{12}} \\
& \phi=\frac{\sigma_{12} \sigma_{13}}{\sigma_{23}}
\end{aligned}
$$

## Substitute

$$
\begin{aligned}
\sigma_{12} & =\lambda_{2} \phi \\
& =\frac{\sigma_{23}}{\sigma_{13}} \frac{\sigma_{12} \sigma_{13}}{\sigma_{23}} \\
& =\sigma_{12}
\end{aligned}
$$

## Substitute solutions into expressions for the covariances

$$
\begin{aligned}
\sigma_{12} & =\sigma_{12} \\
\sigma_{13} & =\sigma_{13} \\
\sigma_{14} & =\frac{\sigma_{24} \sigma_{13}}{\sigma_{23}} \\
\sigma_{23} & =\sigma_{23} \\
\sigma_{24} & =\sigma_{24} \\
\sigma_{34} & =\frac{\sigma_{24} \sigma_{13}}{\sigma_{12}}
\end{aligned}
$$

## Equality Constraints

$$
\begin{aligned}
\sigma_{14} \sigma_{23} & =\sigma_{24} \sigma_{13} \\
\sigma_{12} \sigma_{34} & =\sigma_{24} \sigma_{13}
\end{aligned}
$$

These hold regardless of whether factor loadings are zero (1234).

$$
\sigma_{12} \sigma_{34}=\sigma_{13} \sigma_{24}=\sigma_{14} \sigma_{23}
$$

## Add another 3-variable factor

- Identifiability is maintained.
- The covariance $\phi_{12}=\sigma_{14}$
- Actually $\sigma_{14}=\lambda_{1} \lambda_{4} \phi_{12}$ under the original model.
- The covariances of the surrogate model are just those of the surrogate model, multiplied by un-knowable positive constants.
- As more variables and more factors are added, all this remains true.


## Comparing the surrogate models

- Either set variances of factors to one, or set one loading per factor to one.
- Both arise from a similar change of variables.
- $F_{j}^{\prime}=\lambda_{j} F_{j}$ or $F_{j}^{\prime}=\frac{1}{\sqrt{\phi_{j j}}} F_{j}$.
- Meaning of surrogate model parameters in terms of the original model is different except for the signs.
- Both surrogate models share the same equality constraints, and hence the same goodness of fit results for any given data set.
- Are these constraints also true of the original model?


## The Equivalence Rule

For a centered factor analysis model with at least one reference variable for each factor, suppose that surrogate models are obtained by either standardizing the factors, or by setting the factor loading of a reference variable equal to one for each factor. Then the parameters of one surrogate model are identifiable if and only if the parameters of the other surrogate model are identifiable.

## Which re-parameterization is better?

- Technically, they are equivalent.
- Interpretation of the surrogate model parameters is different.
- Standardizing the factors (Surrogate model 2A) is more convenient for estimating correlations between factors.
- Setting one loading per factor equal to one (Surrogate model 2B) is more convenient for estimating the relative sizes of factor loadings.
- Hand calculations and identifiability proofs with Surrogate model 2B can be easier.
- If there is a serious latent variable model, Surrogate model 2B is much easier to specify with lavaan.
- Mixing Surrogate model 2B with double measurement is natural.
- Don't do both restrictions for the same factor!


## Why are we doing this? To buy identifiability.

- The parameters of the original model cannot be estimated directly. For example, maximum likelihood will fail because the maximum is not unique.
- The parameters of the surrogate models are identifiable (estimable) functions of the parameters of the true model.
- They have the same signs (positive, negative or zero) as the corresponding parameters of the true model.
- Hypothesis tests mean what you think they do.
- Parameter estimates can be useful if you know what the new parameters mean.


## The Crossover Rule

- It is unfortunate that variables can only be caused by one factor. In fact, its unbelievable most of the time.
- A pattern like this would be nicer.



## The Crossover Rule <br> A weak version of the extra variables rule

When you add a set of observable variables to a measurement model whose parameters are already identifiable

- Straight arrows with factor loadings on them may point from each existing factor to each new variable.
- You don't need to include all such arrows.
- Error terms for the new set of variables may have non-zero covariances with each other, but not with the error variances or factors of the original model.
- Some of the new error terms may have zero covariance with each other. Its up to you.
- All parameters of the new model are identifiable.


## The Crossover Rule

$F_{2}$
4

We can do a bit better
Include more covariances between error terms.

Call it the extra variables rule.

## We have some identifiability rules

- Double Measurement rule.
- Scalar three-variable rules.
- The equivalence rule.
- Combination rule.
- Extra variable rule (enhanced cross-over rule)
- Error-free rule.
- Need the 2 -variable rules.
- Need the vector 3-variable rule.


## Two-variable Rule

The parameters of a factor analysis model are identifiable provided

- There are two factors.
- There are two reference variables for each factor.
- For each factor, either the variance equals one and the sign of one factor loading is known, or the factor loading of at least one reference variable is equal to one.
- The two factors have non-zero covariance.
- Errors are independent of one another and of the factors.


## Two-variable Addition Rule

A factor with just two reference variables may be added to a measurement model whose parameters are identifiable, and the parameters of the combined model will be identifiable provided

- The errors for the two additional reference variables are independent of one another and of the error terms already in the model.
- For each factor, either the variance equals one and the sign of one factor loading is known, or the factor loading of at least one reference variable is equal to one.
- In the existing model with identifiable parameters,
- There is at least one reference variable for each factor, and
- At least one factor has a non-zero covariance with the new factor.


## Vector 3 -variable rule

Let

$$
\begin{aligned}
\mathbf{d}_{1} & =\mathbf{F}+\mathbf{e}_{1} \\
\mathbf{d}_{2} & =\boldsymbol{\Lambda}_{2} \mathbf{F}+\mathbf{e}_{2} \\
\mathbf{d}_{3} & =\boldsymbol{\Lambda}_{3} \mathbf{F}+\mathbf{e}_{3}
\end{aligned}
$$

where

- $\mathbf{F}, \mathbf{d}_{1}$ and $\mathbf{d}_{2}$ and $\mathbf{d}_{3}$ are all $p \times 1$.
- $\boldsymbol{\Lambda}_{2}$ and $\boldsymbol{\Lambda}_{3}$ have inverses.
- $\operatorname{cov}\left(\mathbf{F}, \mathbf{e}_{j}\right)=\operatorname{cov}\left(\mathbf{e}_{i}, \mathbf{e}_{j}\right)=\mathbf{O}$

This is not quite enough.

## Scalar 3-variable rule

Put some more arrows


## Brand Awareness Model 1



## Brand Awareness Model 2



## Brand Awareness Model 3



## Brand Awareness Model 4



## Brand Awareness Model 5



## A big complicated measurement model



## Bifactor Model



Figure 1. Traditional bifactor model with one general factor $(G)$, three specific factors $\left(S_{k}\right)$ and three observed variables $Y_{i k}$ per domain. $\varepsilon_{i k}$ : error variables, $\lambda_{\mathrm{G} i k}: G$-factor loadings, $\lambda_{\mathrm{s} i k}$ : specific factor loadings $k=1, \ldots, K$; $K$ : number of domains; $i=1, \ldots, I_{k} ; I_{k}$ : number of indicators $i$ belonging to domain $k$. For simplicity, not all parameters and variables are labeled.

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