**Do pictures speak louder than words? : Assessing a comics-based instrument for measuring organizational commitment**.

Luis M. Arciniega \*

Instituto Tecnológico Aútonomo de México (ITAM)

Mexico City, Mexico

Natalie J. Allen

University of Western Ontario

London, Canada.

Mailing address: Río Hondo 1. San Ángel. México 01080 D.F. Mexico.

Email: larciniega@itam.mx. Telephone: +52 55 56284000 ext 3430

Fax: +52 55 56284049

Self reported questionnaires employing Likert-type scales are the most used measurement tools in organizational research. Research findings in the I/O Psychology field, from emerging countries, have shown that some of the classic instruments utilized in the global literature, tend to have lower reliabilities than those commonly reported. Comparative studies conducted by the OCDE, show that reading comprehension competencies of young populations in some emerging countries (e.g. Mexico, Thailand, Indonesia), are substantially lower than in other developed countries (e.g. Finland, Canada). Based on these facts, a new friendlier format using comics to clarify the content of the items is proposed. In this study a comic-based instrument for measuring affective, continuance, and normative commitment to the organization was developed and administered along with the Spanish version of the classic commitment measures. A sample of 430 employees, from a nation-wide chain of convenience stores in Mexico, participated in the study. Employees varied widely with respect to education and reading comprehension, Reliability analyses on the 6 organizational commitment measures suggested an intriguing interplay among reading comprehension, commitment construct and commitment measure format.