# Article information:

Consistent Partial Least Squares Path Modeling on JSTOR  
<https://www.jstor.org/stable/26628355>

# Article summary:

1. Partial least squares (PLS) path modeling can produce inconsistent estimates in the case of reflective measurement, which can negatively impact hypothesis testing in information systems research.

2. To address this issue, a solution called consistent PLS (PLSc) has been introduced, which corrects for estimates when PLS is applied to reflective constructs and produces consistent path coefficients, inter-construct correlations, and indicator loadings.

3. A Monte Carlo simulation showed that PLSc parameter estimates have comparable bias to covariance-based structural equation modeling and are advantageous when using non-normally distributed data. Guidelines for choosing among structural equation modeling techniques are also provided.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

由于这是一篇学术论文，其内容相对客观和专业。然而，我们可以提出以下一些批判性分析：

1. 偏见及其来源：文章没有明显的偏见或倾向性。作者在介绍PLS和PLSc时，提到了它们各自的优缺点，并进行了Monte Carlo模拟来比较它们的表现。

2. 片面报道：文章主要关注PLS和PLSc之间的差异，并没有探讨其他结构方程建模技术的优缺点。因此，读者可能会得出结论，PLSc是最好的选择，而忽略了其他可行的方法。

3. 无根据的主张：文章中没有出现无根据的主张或未经证实的声明。

4. 缺失的考虑点：文章没有涉及到所有可能影响研究结果的因素。例如，在实际应用中使用PLS和PLSc时可能会遇到其他问题，如样本大小、数据质量等。

5. 所提出主张的缺失证据：虽然作者通过Monte Carlo模拟比较了PLS和PLSc之间的表现，但他们并没有提供足够多的实证证据来支持他们所提出的结论。

6. 未探索反驳：文章并未探讨任何反驳或争议，也没有提供其他学者对PLS和PLSc的看法。

7. 宣传内容：文章并没有宣传任何特定的产品或服务。

8. 偏袒：文章没有表现出偏袒任何一方的倾向。

9. 是否注意到可能的风险：文章没有明确提及使用PLS和PLSc时可能存在的风险或局限性。

10. 没有平等地呈现双方：文章主要关注PLS和PLSc之间的差异，并未平等地呈现其他结构方程建模技术。

# Topics for further research:

* Other structural equation modeling techniques
* Limitations of PLS and PLSc
* Empirical evidence supporting the claims
* Other factors affecting the results
* Criticisms and controversies
* Risks and limitations of using PLS and PLSc

# Report location:

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