

# MEASURE ERROR

**SYSTEMATIC ERROR** – THE DATA DO NOT ACCURATELY REFLECT TO CONCEPT.  
THE EVIDENCE IS NOT WHAT IT SEEMS.

**EG.** THE FREQUENT DIFFERENCE BETWEEN ATTITUDES  
AND BEHAVIOR, WHAT PEOPLE SAY VS. WHAT THEY DO

**RAMDOM ERROR** – THE VARIABLE OF INTEREST DOESN'T CHANGE BUT MEASURES OF  
IT DO CHANGE.

**EG.** JANE BROWN'S DEPRESSION LEVEL REMAINS AT A  
CONSTANT LEVEL BUT REPEATED ADMINISTRATION OF A  
DEPRESSION SCALE SHOW THE DEPRESSION IS LIFTING.

**CULTURAL BIAS** – ANY VALUE OF A DOMINATE CULTURAL GROUP THAT IS  
OPERATIONALIZED IN SOME WAY SO AS TO ADVANTAGE MEMBERS  
OF THAT CULTURAL GROUP AND DISADVANTAGE NON-MEMBERS OF  
THAT GROUP.

**E.G.** VARIOUS DEPRESSION SCALES THAT PRODUCE  
SCORES INDICATIVE OF PATHOLOGICAL DEPRESSION  
BASED ON ABSENCE OF "PROACTIVE BEHAVIOR" AND  
LACK OF EYE CONTACT WHEN USED WITH CLIENTS  
FROM CULTURAL GROUPS WHERE THIS KIND OF  
BEHAVIOR IS SEEN AS A SIGN OF DISRESPECT, NOT  
PATHOLOGY .

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## VALIDITY & RELIABILITY

**VALIDITY** = THE CONCEPT (EG. DEPENDENT VARIABLE) IS ACCURATELY REPRESENTED.  
(MEASURED)

**CONTENT VALIDITY** = THE TEST COVERS THE TOPICS THAT  
STUDENTS WERE EXPECTED TO LEARN.

**CRITERIAN VALIDITY**

**CONCURRENT** = SCORES ON THE BECK DEPRESSION  
INVENTORY CORRELATE HIGHLY WITH THE  
CLINICAL JUDGMENT OF EXPERT CLINICIANS  
[ESTABLISHES PRESENT CONDITION]

**PREDICTIVE** = SAT SCORES CORRELATE HIGHLY WITH COLLEGE  
GRADES [PREDICTS FUTURE]

**CONSTRUCT VALIDITY** = IQ INCREASES WITH AGE  
[INVOLVES VALIDATION OF A THEORY]

**RELIABILITY** = EVIDENCE OF THE CONCEPT (EG. DEPRESSION) OCCURRS CONSISTANTLY

**TEST-RETEST** = ATTITUDES TOWARD CAPITAL PUNISHMENT REMAIN STABLE OVER TIME FROM ONE YEAR TO THE NEXT.

**PARALLEL FORMS** = SAT AND GRE SCORES ARE HIGHLY CORRELATED

**SPLIT HALF** = SCORES FROM ONE HALF OF THE GRE CORRELATE HIGHLY WITH THE SECOND HALF.

**INTEROBSERVER AGREEMENT** = TWELVE OBSERVERS REVIEW A TREATMENT VIDEO AND HAVE HIGH AGREEMENT THAT THE GROUP CLIENTS HAVE BEEN DIAGNOSED WITH BORDERLINE PERSONALITY

**Mini test**

T \_\_\_ F \_\_\_ MEASURES CAN BE RELIABLE WITHOUT BEING VALID

T \_\_\_ F \_\_\_ MEASURES CANNOT BE VALID WITHOUT BEING RELIABLE