MEASURE ERROR

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

E.G. THE FREQUENT DIFFERENCE BETWEEN ATTITUDES AND BEHAVIOR, WHAT PEOPLE SAY VS. WHAT THEY DO

RANDOM ERROR – THE VARIABLE OF INTEREST DOESN’T CHANGE BUT MEASURES OF IT DO CHANGE.

E.G. 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.

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