Sections

- Validity
  - First measurement, then general
- Reliability
- Homework beginning
Content Validity

- Measure covers full range of concept’s meaning
  - Doesn’t include anything that isn’t in concept
- We break down concept into measurable pieces
  - Theoretically driven
  - Sleep quality
- Examples
  - Quality of education
  - Pain estimates
  - Depression and happiness
Criterion Validity

• Measure gives same estimate as more direct measure
  • Concurrent and Predictive
    • Don’t worry too much about this

• Ways to measure alcoholism or binge-drinking?
  • Direct?
  • Less direct?
    • Self reported activities
      • Maybe ask friends too?

• Measuring partisanship
  • Direct?
  • Less direct?
Convergent Validity

- Convergent validity tests that constructs that are expected to be related are, in fact, related.
  - When we don’t have direct measure, see that measures correlate

- Addiction Severity Index
  - Problems with health, employment, law, family, and psych
  - High score one should correlate with others

- Partisanship
  - Self-placement, issue opinion, voting record

- Happiness
  - Self-reporting, behavior
Discriminant Validity

- Discriminant validity (or divergent validity) tests that constructs that should have no relationship do, in fact, not have any relationship.
  - Measure should not correspond with measure of different but related concept
Reliability

- Test-retest
  - Thermometer
  - Voting claims
- Interitem
  - Multiple parts of index yield same set
- Alternate-forms
  - Slight variation on survey question gives same answer
- Interobserver or intercoder
  - Everyone person codes the same
Internal and External Validity

• Internal/Causal validity
  • This tests the relationship we want to test
• External validity
  • Our test reflects real phenomena
    • Sample generalizability
    • Cross-population generalizability
Corruption

• What is it?
• How do we measure it?
• Let’s talk validity