

Reliability and Validity

**The reliability of a
method of measurement
refers to how
CONSISTENTLY it
measures**

**could be
experimental
test**

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The reliability of a
method of measurement
refers to how
CONSISTENTLY it
measures

could be a
questionnaire

Internal Reliability

How consistently a method measures within itself

Imagine a wonky ruler

An IQ test which had half easy and half hard questions.

Or two observers who saw the same event and scored it differently

Need for standardisation

Internal Reliability can be measured by the split-half method.

External Reliability

**How consistently a
method measures over
time when repeated**

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Methods of measurement should give similar scores when repeated on the same people under similar conditions

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Methods of measurement should give similar scores when repeated on the same people under similar conditions

What if: ruler measured differently each time it was used

External Reliability

How consistently a method measures over time when repeated

Methods of measurement should give similar scores when repeated on the same people under similar conditions

What if: ruler measured differently each time it was used

or

IQ test gave inconsistent scores each time it was used on the same person

**External Reliability can be
measured by**

Test, Re-Test method

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How would it work?

External Reliability can be measured by

Test, Re-Test method

How would it work?

What problems might occur using this method?

Validity

Does this test measure what it is intended to measure?

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Internal Validity



**were my results due to
the effect I thought I was
measuring?**

Validity

Does this test measure what it is intended to measure?

Internal Validity



were my results due to the effect I thought I was measuring?

External Validity



Can my results be generalised if conducted in different environments or using different participants?

**Face or
Content
Validity**

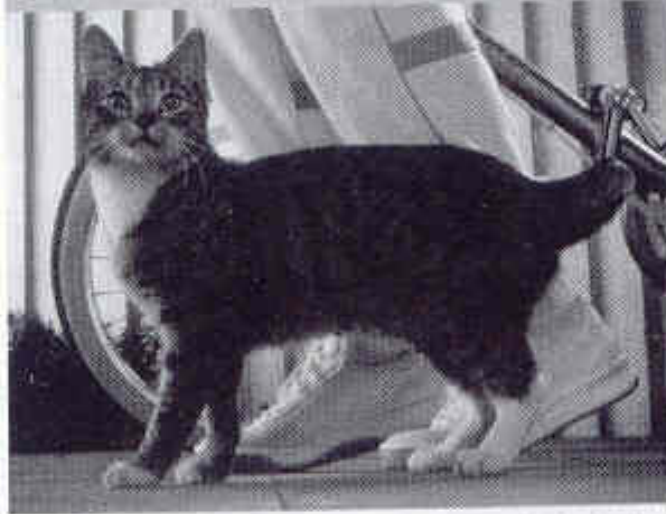
**Concurrent
Validity**

**Construct
Validity**

**Predictive
Validity**

Ecological Validity

There's one diet that lets you eat what you like.
If you happen to be a cat.



That diet is Whiskas and
it's the perfect diet for cats.
It has the taste, texture,

and smell
that cats
prefer and
it has the
ideal balance of protein,
nutrients and vitamins that



every cat needs.

But there's more to the
Whiskas diet.

With choice of fourteen
different recipes, you can
eat just all the things they
like as well as the proteins
they need.

So if you're looking for

the perfect diet, and you're
you to be a cat, then look no
further than Whiskas.

whiskas

From your favorite
taste to yours.



How would you measure
the concurrent and
predictive validity of a test
that demonstrated that
most cats preferred to eat
Whiskas?

