

VALIDITY:

extent to which something measures what it claims to measure

Validity is important because it determines what survey questions to use, and helps ensure that when conducting research, we are using questions that truly measure the topic at hand.

The most important form of validity is construct validity.

CONSTRUCT VALIDITY:

the degree to which a measure correctly operationalizes and assesses the construct in question

Example:

A question in a survey assessing the effectiveness of an anatomy lecture asks students: "Do you feel capable of identifying the anatomical structures discussed?". That question has high construct validity; it measures what it claims to measure – the effectiveness of an anatomy lecture.

In the same survey, a question asks: "How comfortable do you feel interacting with patients?". This question does not address the effectiveness of an anatomy lecture, so it has no/low construct validity. It does not measure what the survey set out to measure."

CONSTRUCT VALIDITY

TRANSLATION VALIDITY

FACE

CONTENT

CRITERION VALIDITY

PREDICTIVE

CONCURRENT

CONVERGENT

DISCRIMINANT