

# Validity of Measures

- The *validity* of a measure is the extent to which the measure of a variable actually measures what it is supposed to measure. More generally, validity is the extent to which an operational definition of a variable does in fact reflect the underlying conceptual variable.
- Face validity is a general estimate of whether a measure *appears* to measure the variable being studied.
- Construct validity is the degree to which a measure accurately measures the theoretical construct it is designed to measure. Construct validity is established when the measure of a variable relates to other variables in theoretically meaningful ways.
- Criterion validity is established when the measure of a *predictor variable* relates to scores on a *criterion variable*.