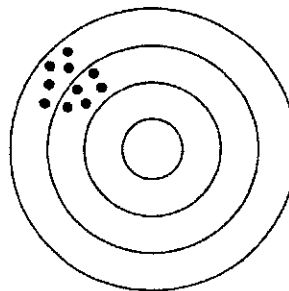
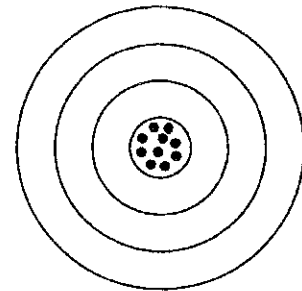


Low reliability
Low validity
High random error
Low systematic error



High reliability
Low validity
Low random error
High systematic error



High reliability
High validity
Low random error
Low systematic error

FIGURE 5.1. Analogy of target to reliability, validity, and measurement error. (Adapted from Babbie, 1989)