TYPES OF VALIDITY
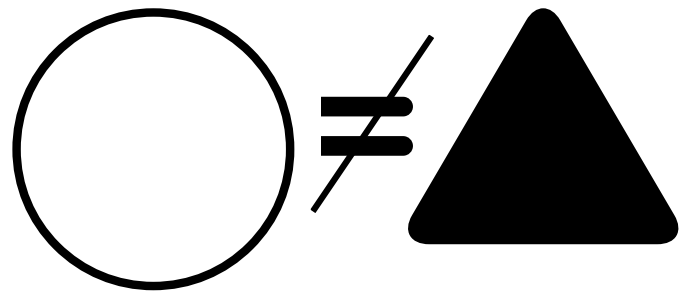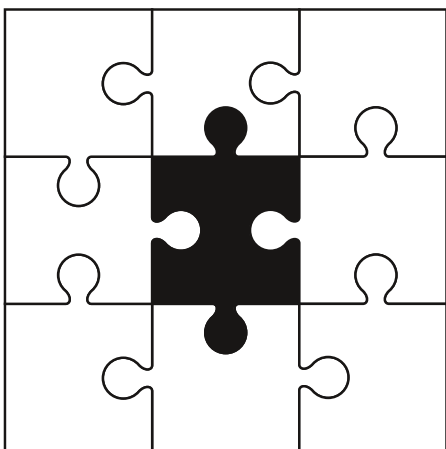
When a measure isn't what it what it says it is...

Construct Validity

Is this thing measuring what we think it's measuring?

Content Validity

What are we missing here?

Face Validity

You say one thing but I think you mean something else... what should I answer?