# **Establishing Validity and Interpretation of Data**

The data, collected for research, has to be processed, analyzed and interpreted to develop a solution to the research question.

## Validity

Validity refers to how accurately a method measures what it is intended to measure. If research has high validity that means it produces results that correspond to real properties, characteristics, and variations in physical or social world.

High reliability is one indicator that a measurement is valid. If a method is not reliable, it probably isn't valid

# **Types of Validity**

The followings are the types of validity

#### 1. Content Validity

A qualitative type of validity where the domain of the concept is made clear and the analyst judge whether the measures fully represent the domain (Bollen, 1989, p.185)

The empirical indicators should be proven to be logically and theoretically related to the construct

#### 2. Face validity

Subjective judgment on a construct operationalization (eg; choosing to measure an employee work efficiency based on punctuality only)

## 3. Concurrent Validity

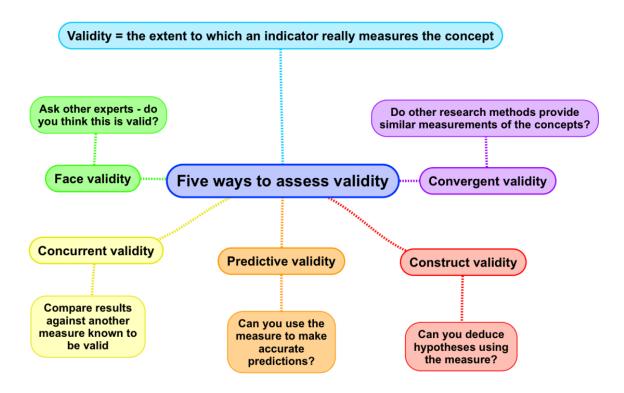
The ability of a test to predict time event/outcome; the measure and the criterion co-exist at the same time.

#### 4. Predictive Validity

Ability of a test to measure a future time event/outcome (eg; student GMAT score and MBA program GPA/completion)

# 5. Construct Validity

The empirical assessment of the degree to which empirical indicators adequately measure the construct



# **Interpretation of Data**

Data interpretation refers to the process of using diverse analytical methods to review dat and arrive at relevant conclusions.

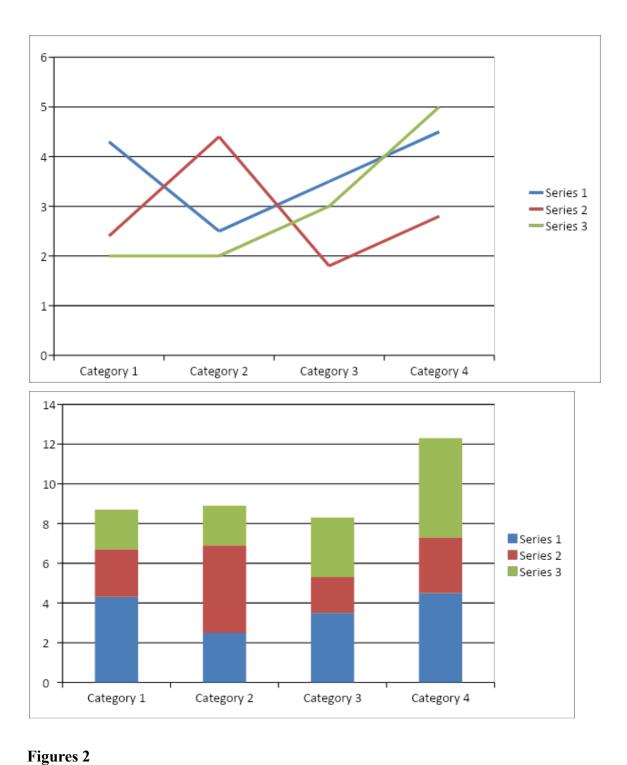
## Meaning of data interpretation

- Establish inter connection between and among data
- Check for indicators whether hypothesis are supported or not by findings
- Link the present findings with the previous literature

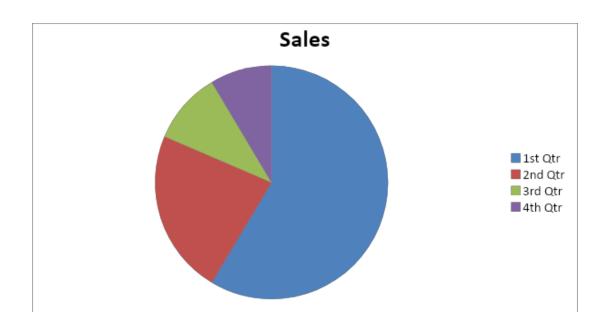
Following are the Interpretation of data given below

Figures 1

Graphs



Diagrams Figures

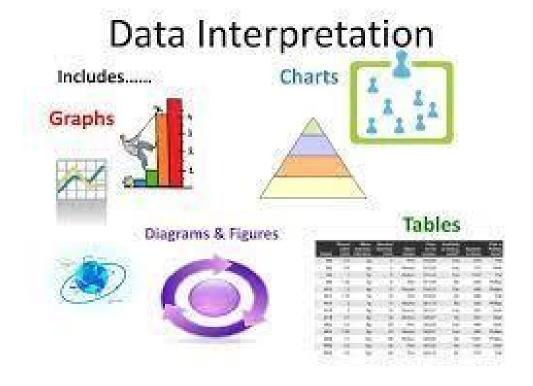






Figures 3

Charts



Figures 4

# **Table**

Sl	Class	Total Students	Number of girls	number of boys
no	divisions	number		
1	10A	40	12	28
2	10B	32	10	12

# Method of data interpretation

- Direct visual observations of raw data
- After organizing the data in tables
- After making Graphical representations
- After using numerical/statistical methods
- After mathematical modeling

#### Conclusion

Validity and Interpretation of data closely related. Validity is proving data status and interpretation is analyzing data in various methods. it's two methods provides quality of data

#### Reference

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