

***Reliable... but wrong?***

Measuring consistently not  
correctly.



**RESEARCH 101**

# Reliability vs Validity

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# What is Reliability?

Reliability means consistency.

If you repeat the research,  
You get similar results each time.

Same method → Same outcome



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# What is Validity?

Validity means accuracy.

Are you measuring what you're supposed to measure?

Right method → Right result



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# Here's the difference

Reliable but not valid =  
Consistent results.. but wrong ones

Example:

A broken weighing scale shows the same wrong weight every time.



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# Best research needs both

- Reliable (consistent)
- Valid (accurate)

Because consistency without accuracy = misleading insights

Good research = Reliable + Valid



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**ASK -**

**Do you focus on both  
reliability and validity?**

Because accuracy and consistency both matter.

Which one do you focus on more?  
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