STAT 110 Chapter 8 Definitions

measure – assign a number to represent a property of a person or thing
instrument – device used to make a measurement
units – used to record the measurements (feet, pounds, inches, gallons, etc.)
variable – the result of a measurement that takes different values for people or things that differ in whatever we're measuring
valid – a variable is a valid measure of a property if it is relevant or appropriate as a representation of that property
bias – systematic deviation from the true value of the property

random error – repeated measurements on the same individual give different results reliable – when random error is small

 $measured\ value = true\ value + bias + random\ error$