

Measurement Error

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- Survey record differs from its true value
 - Sampling error: arise from the random sampling variation when n of units measured instead of N units.
 - Measurement error
(Systematic error, nonsampling error)

$$Y = \mu + e$$

The diagram shows the error term e from the equation above, with two arrows pointing downwards from it to the terms e_r and e_M , indicating that e is composed of these two components.

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- Not decrease with the overall sample size.
 - Decrease with the repeated measurement.
 - Possible sources of measurement error in survey data
 - Interviewer
 - Coder