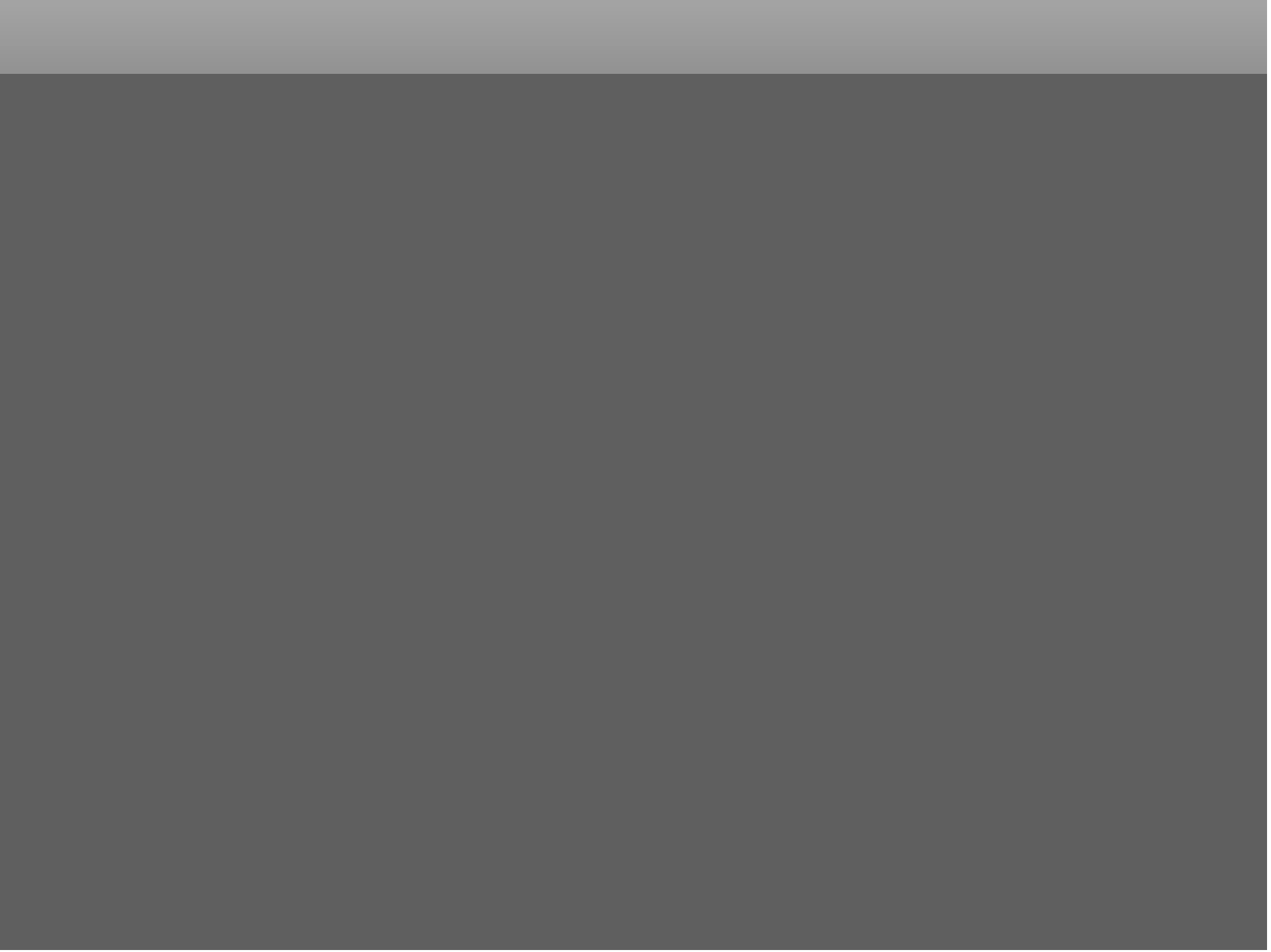

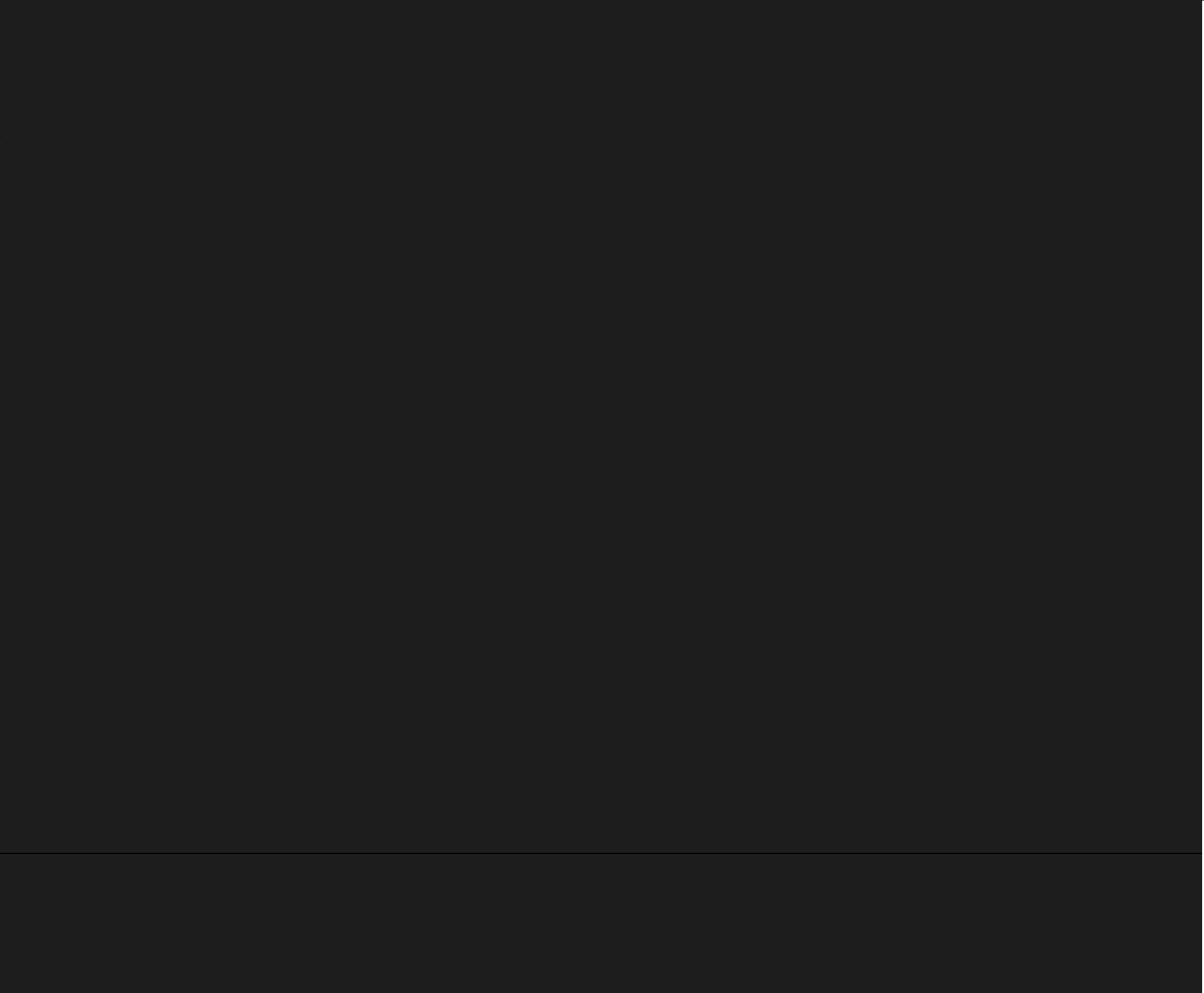

Measurement error

- ME = Bias + Random Error

  Small random error ~ reliability
- Improve reliability, reduce bias