

if can't measure it, then it's not science

- When you can measure what you are speaking about, and express it in numbers, you know something about it; but when you cannot measure it, when you cannot express it in numbers, your knowledge is of a meagre and unsatisfactory kind: it may be the beginning of knowledge, but you have scarcely, in your thoughts, advanced to the stage of science, whatever the matter may be.
- Lord Kelvin 1824-1907
- don't say large, increased etc, give numbers!
- but just because you have a number, doesn't mean it's right!
- GIGO, triangulate, bias, validity, etc