

# Bias and falsification

*The Mismeasure of Man* presents a historical evaluation of the concepts of the *intelligence quotient* ([IQ](#)) and of the *general intelligence factor* ([g factor](#)), which were and are the measures for [intelligence](#) used by psychologists. Gould proposed that most psychological studies have been heavily biased, by the belief that the human behavior of a [race](#) of people is best explained by [genetic heredity](#). He cites the [Burt Affair](#), about the oft-cited [twin studies](#), by [Cyril Burt](#) (1883–1971), wherein Burt claimed that human intelligence is highly heritable

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Revision #1

Created 2026-02-11 18:11:44 UTC by Dara

Updated 2026-02-11 18:12:59 UTC by Dara