

Statistical Bias

Bias that occurs when the measurement technique has errors which cause unreliable results. There are four types of statistical bias.

1. Sampling Bias

The _____ does not reflect the _____ being studied.

2. Non-Response Bias

Specific groups are _____ in a sample due to _____ rates of _____.

Also occurs if there is a _____ overall _____ as non-responders may have _____ than responders.

3. Measurement Bias

The measurement technique has _____ which cause _____ results.

4. Response Bias

Participants purposely give _____ or _____ answers.