

Sampling & Bias

Computing

Where a dataset goes wrong before any analysis begins.

The biases that most often invalidate a conclusion.

Bias	What happens
Selection	The sample is not representative
Survivorship	Only successes remain to be measured
Response	Who chose to reply differs from who did not
Recall	People misremember, systematically
Observer	Measurement changes the behaviour
Confirmation	Evidence for the hypothesis is sought harder

Survivorship bias is the hardest to see, because the missing data left no trace. Ask what would have been removed.