

Bias

⇒ occur when a sample systematically favors one outcome

Types of Bias

1. Undercoverage Bias - when the sample is not representative of the population
2. Response Bias - when survey respondents lie or misrepresent themselves.
3. Nonresponse Bias - when an individual is chosen to participate, but refuses.
4. Voluntary Response Bias - when people are asked to call or mail in their opinions