

# Job Aid



## Sources of Bias

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**Purpose:** Use this job aid to identify sources of bias and error in four customer data-collection tools.

### Bias and Error in Data Collection

	surveys	focus groups	interviews	direct observations
Too many questions	X		X	
Multiple questions in one question	X	X	X	X
Leading by phrasing	X		X	
Leading by behavior	X	X	X	
Influenced by surroundings			X	X
Sampling errors	X	X	X	X
Poor results	X	X	X	X
Difficulty interpreting	X	X	X	

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**Course:** Processes and Customer Analysis in Six Sigma Projects

**Topic:** Collecting Customer Data

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