

Taking the Thumb Off the Scale

Reducing Bias in Market Research

Presented by:

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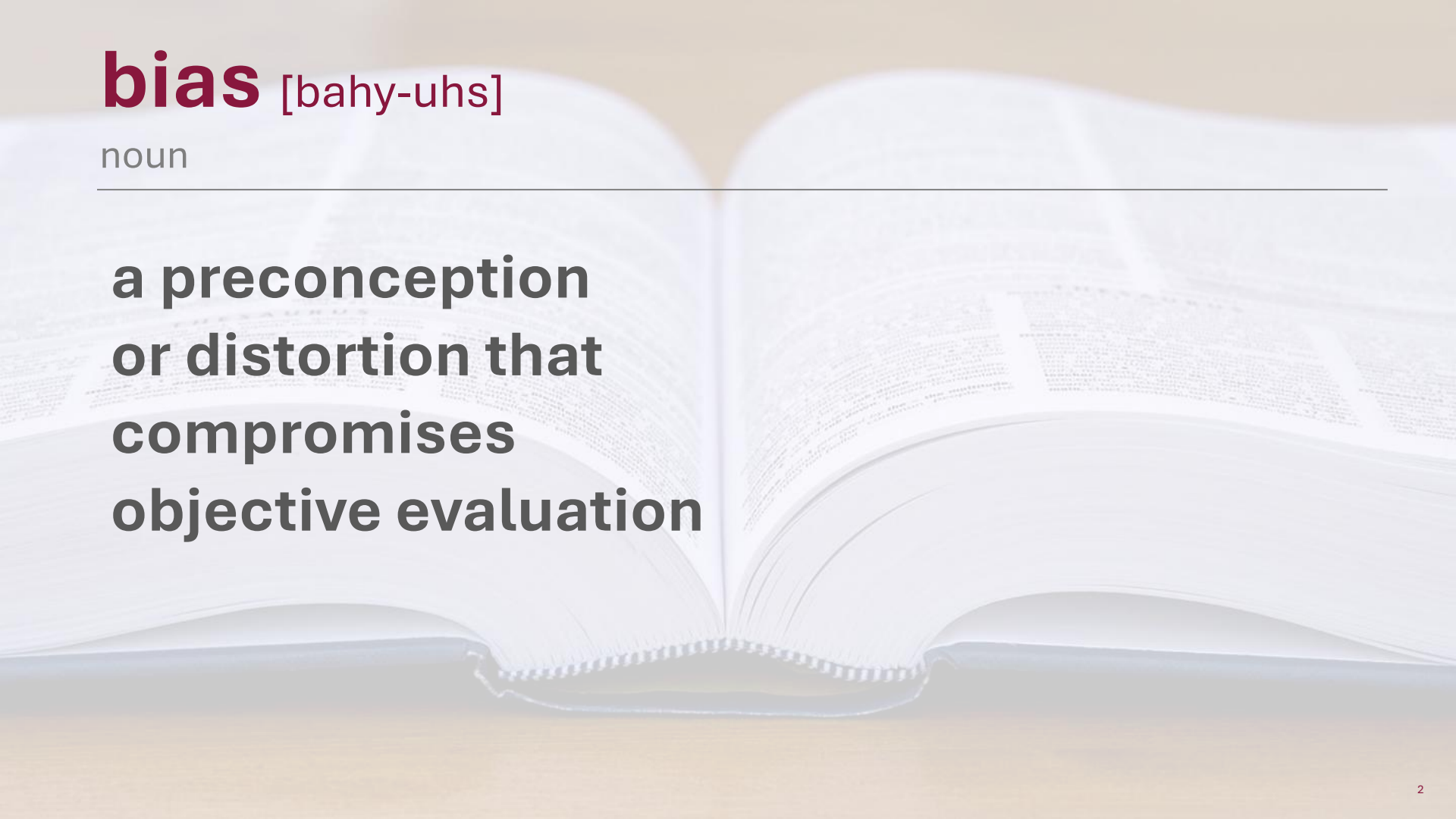




**Just
so
you
know ...**

**There's a handout
with lots of
additional detail.**

**Scan the QR
code at the
end to request it.**



bias [bahy-uhs]

noun

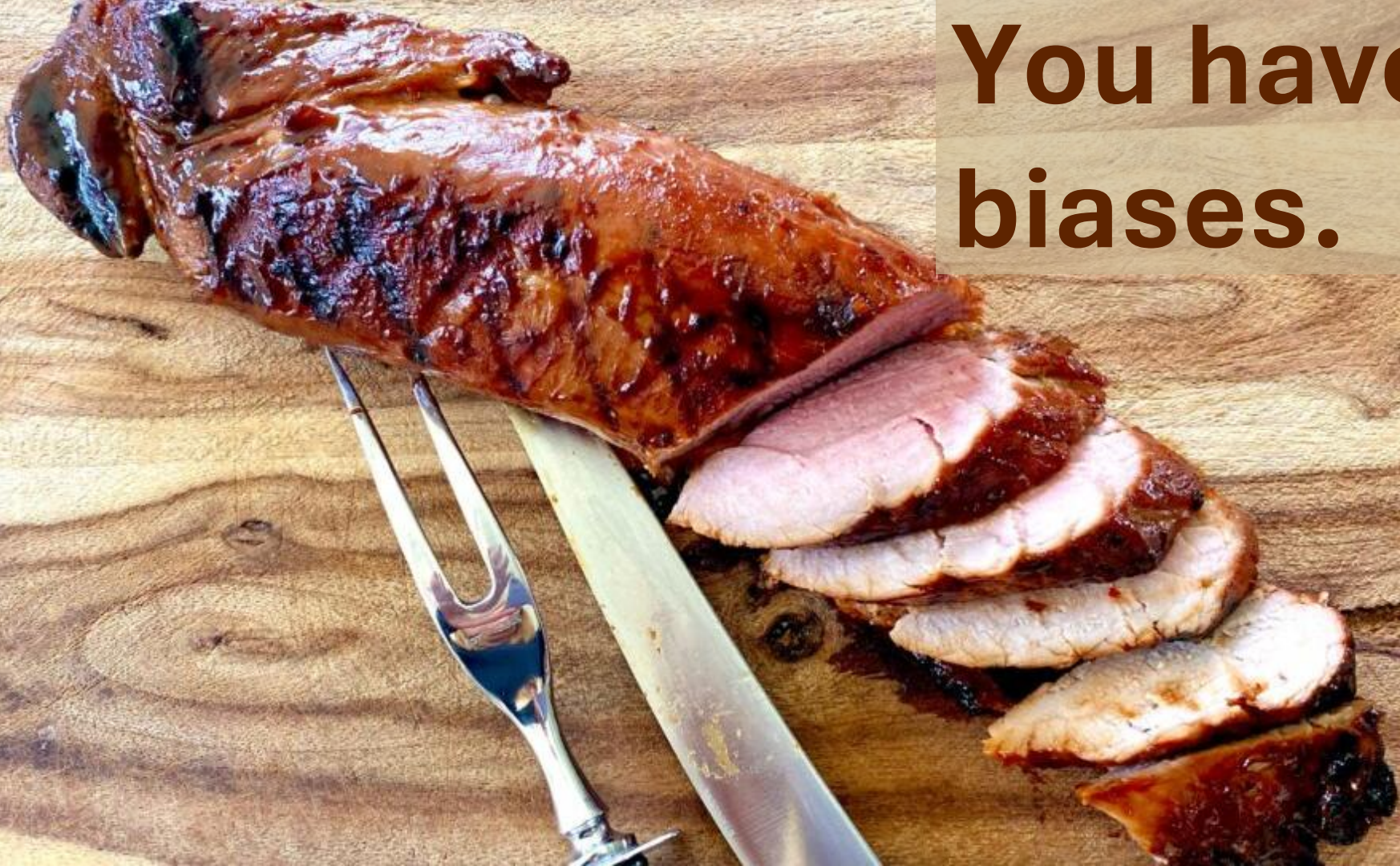
**a preconception
or distortion that
compromises
objective evaluation**

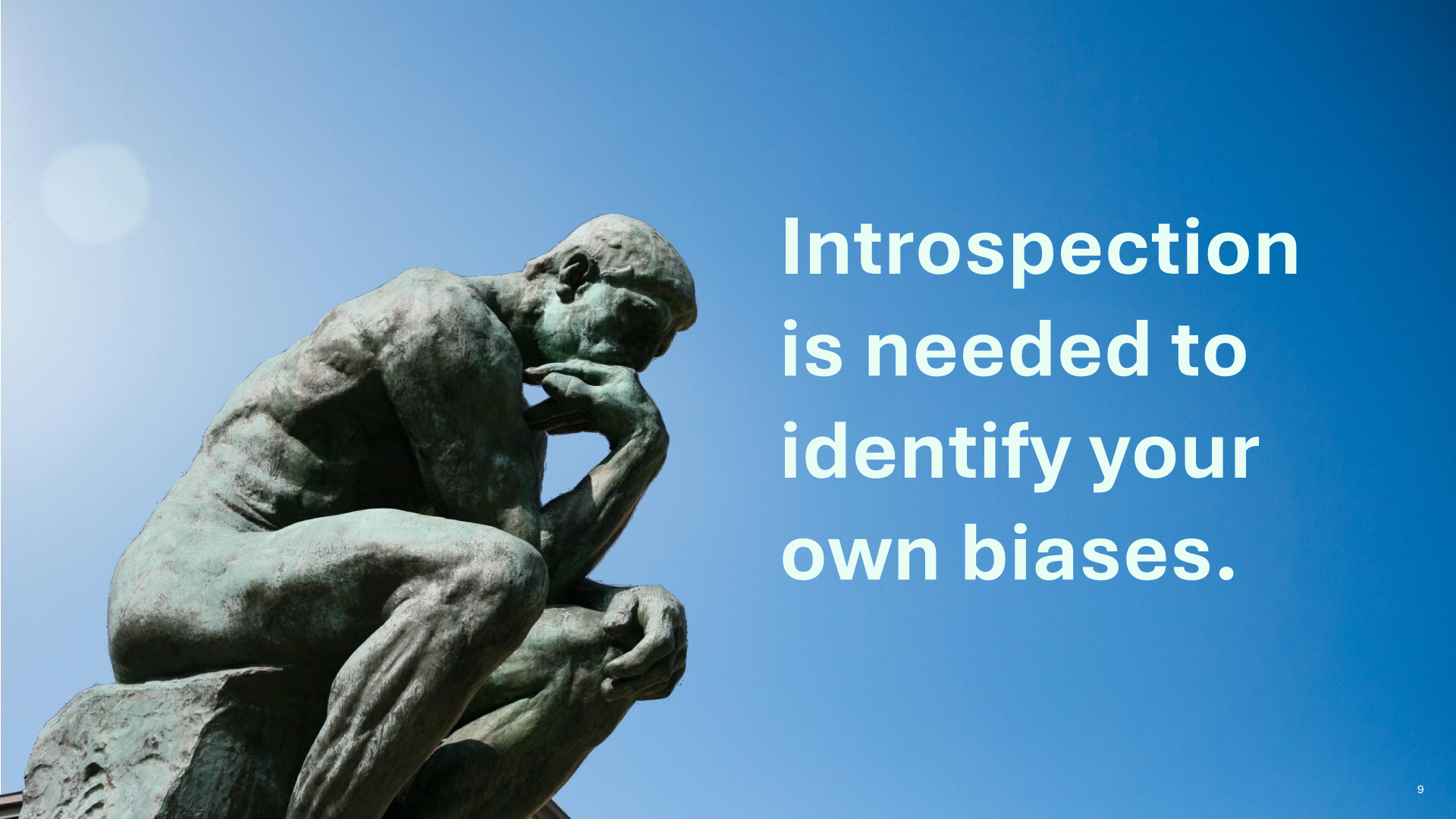
Types of Biases



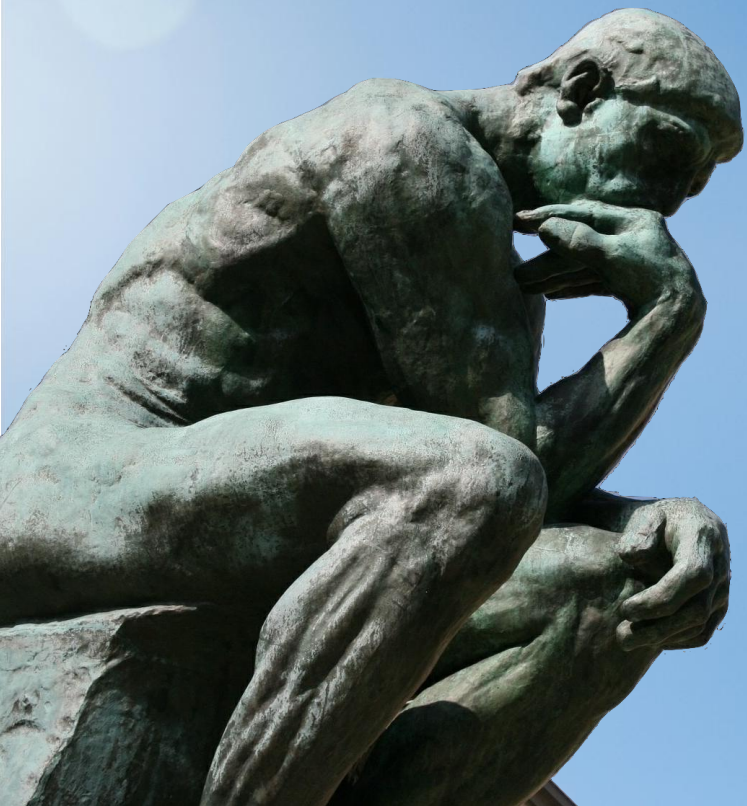
- **Personal biases**
- **Cognitive biases**
- **Sampling bias**
- **Questioning bias**
- **Order bias**
- **Response bias**
- **Client expectations and pressures**

**You have
biases.**





**Introspection
is needed to
identify your
own biases.**



Bias audit:

Questions to identify and understand biases

- What do I want to be true? Why?
- What would change my mind?
- Am I holding all POVs to the same evidentiary standard?



Sampling Bias

Screening

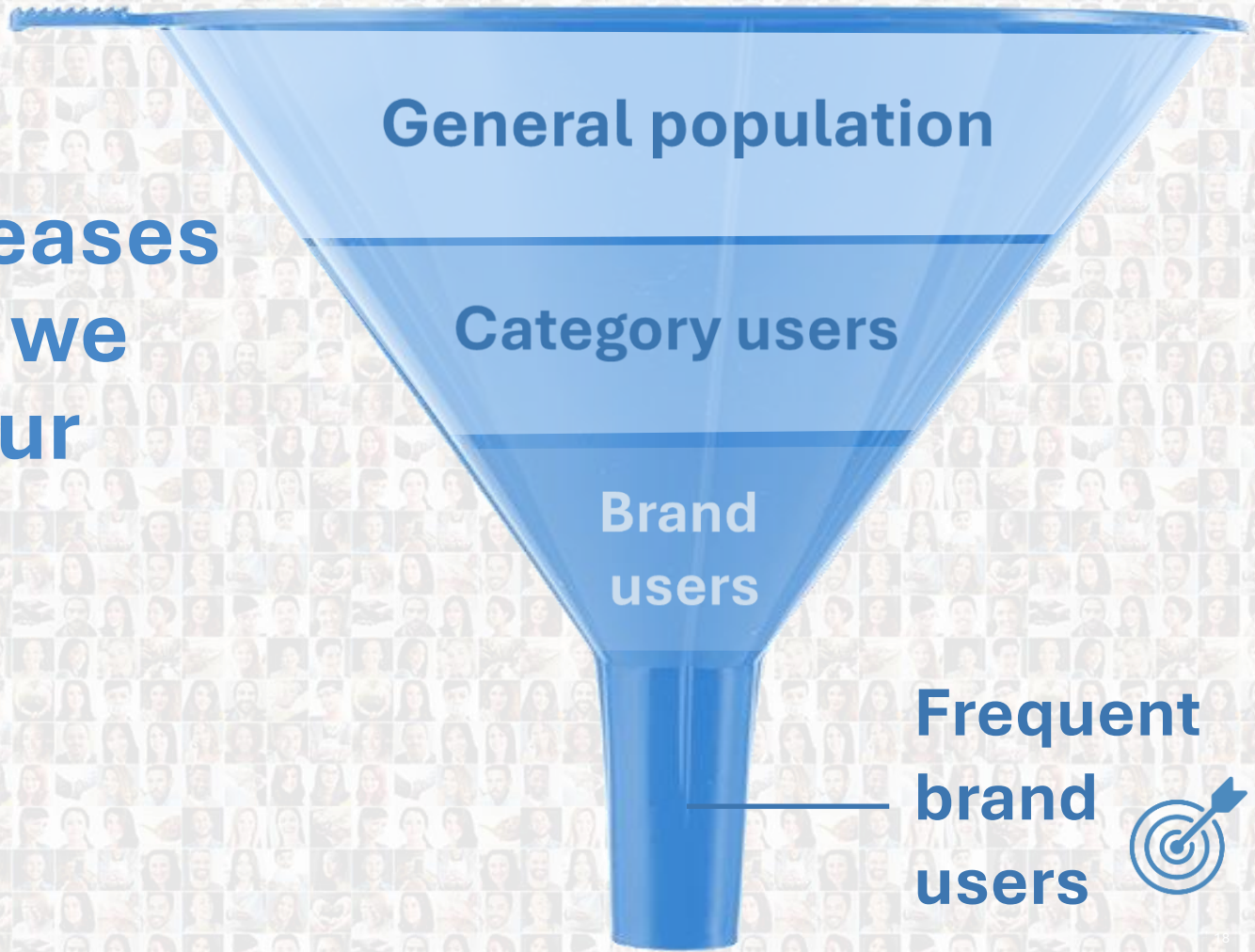
The Mushroom Principle



The research objectives are your North Star

All sampling decisions influence the final outcome

**Bias increases
the more we
restrict our
samples**



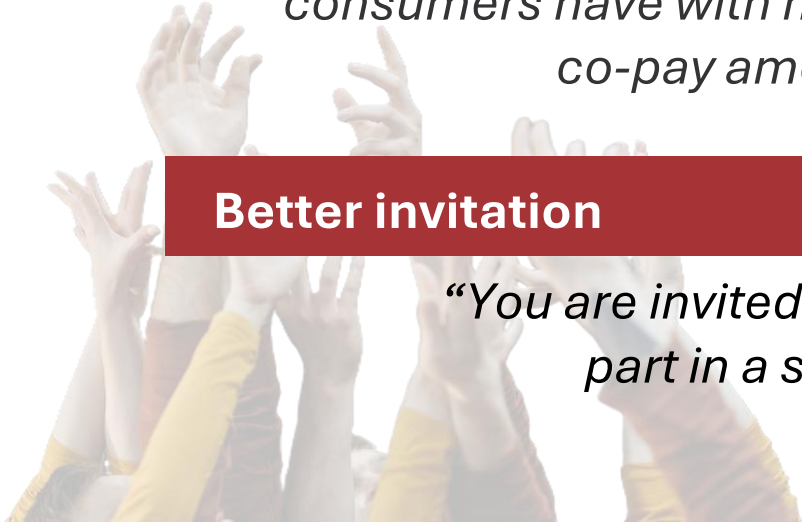
Self-Selecting Samples



**YOU'RE
INVITED!**

Not-so-great invitation

*“You are invited to take part
in a survey about issues
consumers have with medical
co-pay amounts.”*



Better invitation

*“You are invited to take
part in a survey.”*

The background of the slide is a solid teal color. Scattered across it are several 3D paper cutouts of speech bubbles in various colors: light blue, orange, yellow, pink, and light orange. The bubbles are of different shapes, some with pointed tails and others more cloud-like. The title text is centered over the middle of the slide.

Questioning and Response Bias



Questioning & Conversational Techniques

Be aware of:

- Moderator bias
- Stakeholder bias

Best practices

- Lean towards conversation rather than questions
- Ask open ended, non-specific questions
- Start general, get specific
- Use a neutral tone and phrasing
- Encourage a full range of responses



**Organic
Flow**

vs.



**Directed
Flow**

Favoring
certain
respondents
or responses



Forced Choices

Which of these automobiles do you plan to purchase in the upcoming year?

- ☐ Lamborghini
- ☐ Ferrari
- ☐ Studebaker

Response choices need to include an “out”
(e.g., “None of the above”)

Overly Favorable vs. Balanced Scales

Guest Check

CHECK NO. 0450-1

TAX

TOTAL

Thank You — Call Again

PERIODS DATE 0450-1

Balanced scale

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Favorable scale

- Extremely satisfied
- Very satisfied
- Somewhat satisfied
- Slightly satisfied
- Not at all satisfied

How satisfied were you with your dining experience?



**How satisfied
were you with
your dining
experience?**

Balanced scale

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

- ## Balanced scale
- Very satisfied
 - Somewhat satisfied
 - Neither satisfied nor dissatisfied
 - Somewhat dissatisfied
 - Very dissatisfied

Favorable scale

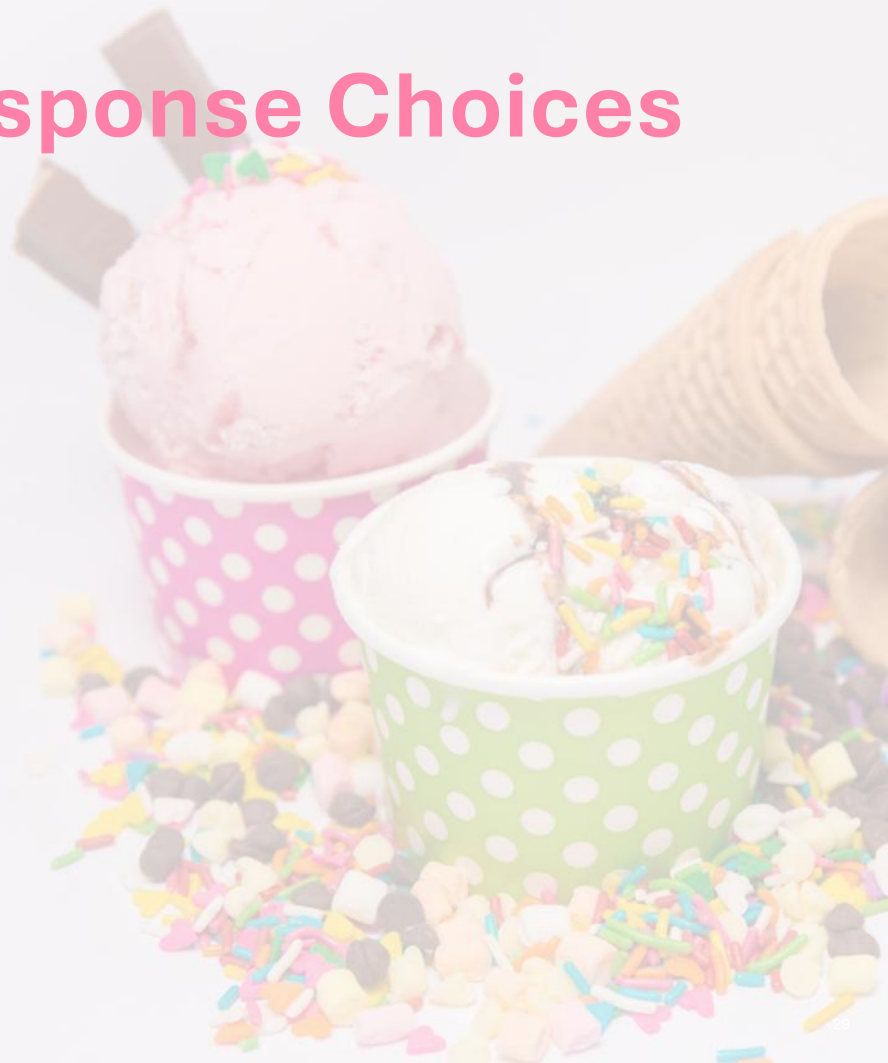
- Extremely satisfied
- Very satisfied
- Somewhat satisfied
- Slightly satisfied
- Not at all satisfied

- ## **Favorable scale**
- Extremely satisfied
 - Very satisfied
 - Somewhat satisfied
 - Slightly satisfied
 - Not at all satisfied

Non-Randomized Response Choices

Please select your three favorite flavors:

- ☐ Strawberry
- ☐ Pistachio
- ☐ Chocolate
- ☐ Cherry
- ☐ Vanilla
- ☐ Peanut Butter



Ranking Questions



Bias in Stimuli





Tip:
Avoid TMI

Countering Bias



Using technology to counter bias





**Consumers
tend to overstate
their intentions**

Tools to reduce bias in quantitative research

- Consistency across studies
- Normative data
- Action standards
- Longitudinal approaches
- Not asking questions that won't get a reliable response

Stakeholder pressure





**Thank
You!**

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**Scan QR code for
the handout!**

