

University of Niagara Falls

Introduction to Bias in Research

Research helps us explore new ideas and answer important questions, but no research is completely free from bias.

Bias is a complex topic with many layers, this video highlights key foundational concepts to help students conduct effective and efficient research.

In this video, we'll explore the basics of bias in research, including what bias is and why recognizing it is important for the research process.

Let's get started!

So, what is bias? In general, it is any tendency that prevents us from considering information in a neutral or objective way. It can shape how we think, evaluate, and interpret information.

For bias in research, it is a systematic error that distorts the accuracy of study findings. It occurs when one outcome or perspective is favored over others due to flaws in any aspect of the research process, such as study design, data collection methods, or data interpretation.

This skewed approach can result in conclusions that don't accurately reflect the true situation or population being studied, thereby impacting both the accuracy and reliability of the research.

Bias in research can arise from both human errors, like unconscious assumptions, and non-human factors, such as faulty instruments or flawed sampling methods, all of which can unintentionally distort results.

Recognizing bias in research is crucial for many reasons, whether you are a student that's new to the scholarly community or an established researcher.

First, it's helpful because it ensures accuracy and reliability by addressing potential distortions in the research process. By identifying and controlling for bias, researchers can produce more objective findings that better reflect the true nature of the study, leading to more trustworthy and consistent results.

Additionally, recognizing bias helps prevent misinterpretation of findings. It ensures that conclusions are well-supported by data and avoids misleading representations, such as selectively reporting data or exaggerating key points, which could influence decision-making and lead to false assumptions.

Therefore, recognizing bias is crucial when making decisions based on research, as poor decisions can have significant consequences, such as wasting valuable resources and time. For students, poor decisions based on flawed research can hinder academic progress and result in lower grades. By recognizing and addressing potential biases, we can make more informed, reliable, and effective choices.

That concludes our introduction to bias in research. Understanding bias is essential not only for students and scholars, but also for the public, as it helps ensure more accurate, reliable, and ethical research outcomes. By understanding and recognizing bias, we can improve the quality of academic work, promote informed decision-making, and foster greater trust in research. Stay tuned for more resources on this topic as we continue to support your learning and help you navigate bias in research.

Thank you for watching!

References

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