

Blackboard - Credo embeds

Blackboard Administrator

My Institution Courses Community Services System Admin

Content

Import: CredoTest01 is incomplete. To access the detailed log, click here

Content

Build Content Assessments Tools Partner Content

Create New Page

Item	Content Folder
File	Module Page
	Blank Page
Audio	
Image	Mashups
Video	Flickr Photo
Web Link	SlideShare Presentation
	YouTube Video
Learning Module	Blackboard Open Content
Lesson Plan	
Syllabus	
Course Link	
Content Package (SCORM)	
Quiz: The Research Process	

Home Page Information Content Discussions Groups Tools Help

Course Management

Control Panel

Content Collection

- CredoTest01
- All Courses Content
- All Organizations Content
- Institution Content

Basic Search Advanced Search

Course Tools

Evaluation

Grade Center

Users and Groups

Organization

Create Item

A content item is any type of file, text, image, or link that appears to users in a Content Area, Learning Module, Lesson Plan, or content folder. [More Help](#)

* Indicates a required field.

CONTENT INFORMATION

* Name

Color of Name Black

Text

For the toolbar

HTML HTML Code View

Path: p Words: 0

Click **Submit** to proceed.

Cancel Submit

Create Item

A content item is any

* Indicates a re

CONTENT INF

* Name

Color of Name

Text

For the toolba

Path: p

Click **Submit** to proceed.

Cancel Update

Cancel Submit

HTML code view

```
<iframe src="https://search.credoreference.com/content/entry/worldsoecs/bias/0.embed?institutionId=4355" style="position: relative; height: 400px; width: 100%; allowfullscreen="allowfullscreen"></iframe>
```

Control Panel

Content Collection

- CredoTest01
- All Courses Content
- All Organizations Content
- Institution Content

Basic Search Advanced Search

Course Tools

Evaluation

Grade Center

Users and Groups

Customization

Packages and Utilities

Help

Quick Unenroll

Quiz: Thesis Statements

Quiz: MLA Citation

Bias [View Article on Credo](#)

from World of Sociology, Gale

Bias is defined as conscious or unconscious actions executed by a researcher or a group of researchers that affect the outcome of the a study or research project. Bias can occur in research as a result of statistical mistakes. Some statistical mistakes include citing [correlation](#) as a cause, overgeneralizing, building in bias, faking [data](#), and using data selectively.

A correlation is a relationship between two variables. When data show that variables are correlated, stating that one [variable](#) causes the other is incorrect. Overgeneralization can occur when a group of people are selected to be studied (for example, people over the age of 70) but the results are generalized to people of all ages. Building in bias can occur, for example, in the following way. In a soft drink taste test sponsored by Soda X, Soda X was served to tasters a few degrees cooler than Soda Y (the competitor). This temperature difference stands for the built in bias that could cause tasters to prefer Soda X. Faking data, one of the most disreputable forms of bias, consists in altering the results of a study or fabricating data. The last of the statistical biases is using data selectively. For instance, a toothpaste company conducts a study that measures how well their product cleans and shines teeth. The findings show that their product makes teeth 25% shinier, but does not clean teeth well, it actually causes people's teeth to decay. If this particular company goes on to reports the data on making teeth shinier but leaves out the negative finding, its presentation of research is biased.

Bias can also occur within the individual researcher. A researcher who believes that [homosexuality](#) is wrong may put bias into the results of a study on gay [marriage](#). Along the same vein, a researcher from the United States who wishes to study aboriginal Australians may look at them with an ethnocentric eye. The reports of behavior may be slanted by the researcher's American viewpoint. It is virtually impossible to remove all bias from research because people by nature