

Helpful Hint 7: Tips to Minimize Bias

Bias Type	Tips to Minimize Bias
Interviewer bias	<ul style="list-style-type: none"> ❑ Train interviewers thoroughly ❑ Standardize the interview protocol ❑ Use highly objective, closed ended questions ❑ Have each collector or team gather information from different areas, both in baseline and subsequent evaluation surveys ❑ For longitudinal surveys, the same data collector (or team) should collect information for the same individuals throughout the duration of the evaluation
Instrument or measurement bias	<ul style="list-style-type: none"> ❑ Pilot test the instrument and revise accordingly ❑ Standardize measurement instruments and procedures ❑ Calibrate instruments frequently
Response bias	<ul style="list-style-type: none"> ❑ Train interviewers thoroughly on how to probe for information ❑ Use highly objective, closed ended questions
Recall bias	<ul style="list-style-type: none"> ❑ Train interviewers thoroughly on how to probe for information and how to help respondents remember past events ❑ Use specific and meaningful reference/recall period
Time or seasonal bias	<ul style="list-style-type: none"> ❑ Standardize the time of day or season of data collection so information on treatment groups and controls is collected during the same period