

- Common biases (intentional or unintentional), such as:
 - *Definition bias.* Occurs when there is ambiguity in definitions. The target population or representative sample should be sharply defined so that there is no room for ambiguity. Definition bias leads to unreliable data if different implementing partners collect data on the same indicator, for example “number of jobs created,” but each partner is using a different definition (in this example, of “jobs created”).
 - *Hawthorne effect.* Occurs when a subject knows that he or she is being observed and this causes his or her behavior and responses to change.
 - *Instrument.* Occurs when the measuring instrument is not properly calibrated. The scale may be biased to give a higher reading than actual, or lower than actual. The other possibility is inadequacy of an instrument to provide a complete picture, such as a national survey of heads of households that does not include internally displaced people.
 - *Interviewer.* Occurs when a researcher unintentionally elicits a different kind response dependent on the background of the interviewee (e.g. educated interviewees vs. illiterate interviewees).
 - *Observer.* Occurs when the observer unwittingly (or even intentionally) exercises more care about one type of response or measurement, such as those supporting a particular hypothesis.
 - *Recall bias.* Occurs when respondents have better recall of recent events than those that occurred a long time ago. Also, serious or important events/issues are easier to recall than less critical or important events/issues.
 - *Response bias.* Occurs when direct beneficiaries or participants are likely to give more correct responses regarding history and interventions compared to the controls or indirect participants/beneficiaries. Some responders may intentionally suppress information because of embarrassment or sensitivities attached to questions. For example, income data may be distorted to avoid tax consequences. Response bias can also be related to information bias.
 - *Seasonal bias.* Occurs when data is collected during different times of year without taking into account seasonal differences. For example, conducting household surveys during the harvest season when all members of the family are out in the fields or trying to compare agricultural data collected during different seasons.
 - *“Tarmac” bias.* Occurs when the researchers or enumerators choose to stay near the paved or better roads rather than travel over dangerous, uncomfortable, unpaved, or poor roads to reach the target data collection sites, thus resulting in a bias in data collection.