

BIAS IN SURVEY QUESTIONNAIRES

OUR GOAL IS TO ELIMINATE AS MUCH BIAS AS POSSIBLE.

BIAS ON THE PART OF THE RESEARCHER:

*INCORRECT CULTURAL ASSUMPTIONS MAY BE MADE.

*ON THE PART OF AN OUTSIDER NOT CHECKING ON SIMILARITIES AND DIFFERENCES.

*ON THE PART OF AN INSIDER, FORGETTING THAT CULTURAL DIFFERENCES AND SIMILARITIES DO EXIST.

BIAS ON THE PART OF THE INTERVIEWER:

*ASSUMPTIONS MAY BE MADE BECAUSE OF INSIDE INFORMATION.

*THE INTERVIEWER MAY LEAVE OUT VITAL INFORMATION BECAUSE OF PRIOR KNOWLEDGE.

*LEAVING OUT SOME MEMBERS OF THE COMMUNITY WHO REPRESENT DIFFERENT POINTS OF VIEW.

NEED FOR ETHICS

*CLIENTS NEED TO KNOW THAT THEY HAVE OWNERSHIP OF THEIR INFORMATION

* CLIENTS NEED TO KNOW THAT THEIR INFORMATION WILL BE USED ONLY FOR THE PURPOSE STATED.

*THE CONSENT FORM MUST BE SIGNED TO PROTECT EVERYONE

* CLIENTS NEED TO KNOW THAT THEIR PRIVACY WILL BE RESPECTED

*CLIENTS NEED TO KNOW THAT THEY WILL BE ANONYMOUS

* CLIENTS NEED TO KNOW THAT THE
INTERVIEWER WILL REPORT ACCURATELY

FIELD WORK

ATTITUDE

- * SHOW THAT YOU BELIEVE IN WHAT YOU ARE DOING
- * SHOW THAT YOU BELIEVE THE SURVEY WILL PRODUCE RESULTS

DRESS

- * COMFORTABLE CLOTHING
- * SOMETHING USEFUL IN WHICH TO CARRY FORMS AND PENS AND PENCILS
- * BADGES DISPLAYED SO THAT CLIENTS CAN SEE THEM

USE OF THE VOICE

- * SPEED OF SPEAKING MUST BE THE SAME THROUGHOUT THE INTERVIEW
- * TONE OF VOICE MUST BE THE SAME THROUGHOUT
- * SMILES AFTER "GOOD" ANSWERS ARE NOT PERMITTED
- * NODS OF APPROVAL AFTER "GOOD " ANSWERS ARE NOT PERMITTED
- * FROWNS AFTER "BAD" ANSWERS ARE NOT PERMITTED
- * SIGHS ARE NOT PERMITTED
- * PUZZLED LOOKS ARE NOT PERMITTED

WAYS TO GET INFORMATION WITHOUT BIAS

- * "COULD YOU SAY MORE ABOUT THAT..."
- * " I'M NOT CERTAIN I GOT EXACTLY WHAT YOU MEANT.
COULD YOU
PLEASE TELL ME AGAIN?"
- * "MAY I REPEAT WHAT I WROTE DOWN SO YOU CAN CHECK
THAT I HAVE EVERYTHING YOU WANT TO SAY?"

HOW TO ANSWER UNCOOPERATIVE CLIENTS

"I DON'T KNOW ENOUGH ABOUT THE TOPIC SO PLEASE
INTERVIEW SOMEONE ELSE"

"I'M TOO BUSY"

"I DON'T BELIEVE IN SURVEYS"

"THAT QUESTION IS RIDICULOUS"

"THAT IS AN INVASION OF MY PRIVACY. MY HEALTH IS
NOBODY ELSE'S BUSINESS"

"WHY IS MÉTIS HEALTH SPONSORING THIS RESEARCH?"