A/A Testing

1) The potential bias that the email experiment has is contextual bias. This is because one version of the email is sent in February and the other version of the email is sent in May. With one email version being sent in one month and another being sent in another month, it is almost certain that the results of the experiment will be biased. The initial design of this experiment must have been to send both versions of the email out in February to obtain unbiased results.

2) The potential bias that the anxiety experiment has is sampling bias. This is because the people who visit the clinic have more anxiety than the general population. This indicates that a non-random sample might have been taken from the population because if the sample was random then the results would be more scattered. The initial design of this experiment must have been to take a random sample of the general population to obtain scattered results.

3) The potential biases that the website experiment has are observer bias and bias in assignment to conditions. This is because there is an increase in website visits in the first week after the ad billboard-based campaign is launched. The increase in the first week might be because the observer might have tampered with the results and a longer period is needed to record the best results. The initial design of this experiment must have been to record the results over a period of three to four weeks without tampering to make sure that the campaign was monitored fairly and accurately.

4) The potential bias that the program experiment has is observer bias. This is because there is no change regarding visits in the first week after the loyalty program is launched. The lack of change with the visits might be because the observer might have tampered with the results and a longer period is required to record the best results. The initial design of this experiment must have been to record the results over a period of three to four weeks without tampering to make sure that the campaign was monitored fairly and accurately.