How to reduce research bias in user research

Recognizing bias is an important part of UX research and UX design in general. It's also important to take preventive measures to reduce the influence of biases on your own research. Consider the following questions in the discussion forum:

What are some ways to reduce the influence of bias when conducting user research?

What could researchers do to further reduce the bias in their research?

How do you plan to reduce bias in your own UX research?