Bias and A/A Testing

Determine the bias, as well as initial design.

- You're testing advertising emails for a bathing suit company and you test one version of the email in February and the other in May.

    - This is an example of bias in assignment to conditions.

    - In the U.S, people may have a difference preference for bathing suits because of the season being summer. Some people get in better shape for summer.

- You open a clinic to treat anxiety and find that the people who visit show a higher rate of anxiety than the general population.

    - This is an example of selection bias.

    - The bias will generally hold, because the people that come into a clinic are self-selected. People with less anxiety are less likely to come into a clinic.

- You launch a new ad billboard based campaign and see an increase in website visits in the first week.

    - This could be an example of contextual bias. Was there an online ad launched as well? Any other cross-platform ads?

    - Did the initial design hold all other factors fixed?

- You launch a loyalty program but see no change in visits in the first week.

    - This could be a problem with testing method. Did the program material reach intended audience?

    - Was any other program/modifications run at same time?