Do your best to try to discover not only the bias, but the initial design.

1. 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.

There is contextual bias. Both versions of the email need to be sent out at the same time. People are way more likely to buy a bathing suit right before summer (May) rather than in February.

1. 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 selection bias. People with anxiety are pretty much the only people who would visit a clinic to treat anxiety.

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

This is observer bias. Since we can’t track a billboard campaign, we don’t know if the increase in website visitor is due campaign or not. Since it has only been one week it would be observer bias to contribute the increase to the billboard campaign.

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

I don’t know what the bias is, but I would assume that a loyalty program would take more than one week to be effective in getting more visitors.