**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.**

The potential bias could be caused by the changing of the season. Since May is warmer than February, people tends to buy bathing suit more in May rather than in February.

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

Duh! People come to this clinic for treatment of anxiety. Of course, there will be more of them have anxiety than the general population.

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

Again, Duh! During the first week, even there is only person who click this website, then it will be considered as an increase, because it is a new website and the initial traffic is zero.

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

The object of a loyalty program is the existing customers, they are the one who are going to get benefit from this program. The program won’t attract new customers because they won’t get any benefit from this program. Therefore, there is no change in visits in the first week is normal, or even for a longer period.