**DRILL: Am I Biased?**

For each of the following scenarios, call out the potential biases in the proposed experiment. Do your best to try to discover not only the bias, but the initial design. There is plenty of room for interpretation here, so make sure to state what assumptions you're making.

* **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 a clear bias in response expected due to the seasons. Somebody is more likely to be interested in a bathing suit in May as compared to February. I can definitely make sure to test both in May or both 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.**

There is definitely going to be a higher rate of anxiety in the sample population because they are looking for help.

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

This increase may not be attributed to the billboard campaign. It may be best to wait a little longer to see if the ad campaign is working. It would be more telling if there was a way to see website traffic as a result of the billboard alone. Maybe a specific promotion advertised on the billboard.

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

The loyalty program may still be picking up new members and the time window is too short. Loyalty programs help churn rates and not necessarily attract new customers.