**S 12**

**Bias**

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| Type of Bias | Description | Example |
| **Response Bias** | When respondents change their answers to influence the results, to avoid embarrassment, or to give the answer they think the questioner wants. |  |
| **Sampling Bias** | When the sample does not closely represent the population. |  |
| **Measurement Bias** | When the collection method is such that the characteristics are consistently over or under-represented. |  |
| **Non-Response Bias** | When opinions of respondents differ in meaningful ways form those of non-respondents. |  |

**Sources of Prejudice:**

**Cultural Identity:**

Ethnic identity is defined as a sense of belonging based on one's ancestry, cultural heritage, values, traditions, rituals, and often language and religion.

From: [International Encyclopedia of the Social & Behavioral Sciences (Second Edition), 2015](https://www.sciencedirect.com/science/article/pii/B9780080970868240658)

**“**Culture is the shared characteristics of a group of people, which encompasses, place of birth, religion, language, cuisine, social behaviors, art, literature, and music. Some cultures are widespread, and have a large number of people who associate themselves with those particular values, beliefs, and origins. Others are relatively small, with only a small number of people who associate themselves with that culture. However, the value of culture cannot be defined by its size. No matter if a culture is widespread or kept within a small region, is young or old, or has changed over time or stayed the same, every culture can teach us about ourselves, others, and the global community.”

From: <https://www.nationalgeographic.org/topics/resource-library-cultural-identity/?q=&page=1&per_page=25>

**Exercise and Presentation:**

1. Select 5-7 items that symbolize your cultural identity.
2. Rank those items from least to most important to your identity.
3. Record your presentation if you are not comfortable to share in front of the class.
4. Present your items in front of the class with a brief explanation of what they symbolize and why they are important to your identity.
5. Answer questions from the audience if there are any.
6. Pay close attention to your peer’s presentations. Be respectful.