

Whose Voices are Heard?

1. Non-response bias, or participation bias, is a concern for business owners who rely on online reviews to boost their clientele. Far fewer *satisfied* customers take to the Internet to share their positive experience, compared to customers who had a negative experience.
 - a) What potential does this have to bias the public perception of the business?
 - b) What creative solutions might a business implement to try and minimize participation bias on the part of its satisfied customers?
2. Research questions of local interest that have appeared in the media. This might be the construction of a new facility, the organization of an event, or a change to a bylaw or policy.
 - a) Whose voices were represented in the decision-making process?
 - b) Whose voices were not heard?
 - c) What impact might this have had on the decision and the community as a whole?