Whose Voices are Heard?

**Data Management**

**Unit 1 Line Master 8**

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?