What is Acquiescence Bias?

Contributed by DJS Research Ltd
Thursday, 28 April 2011
Last Updated Tuesday, 17 July 2012

What is Acquiescence Bias? As answered by DJS Research Ltd

Acquiescence bias can also be known asÂ â€œyea sayingâ€•Â and is essentially a bias created whereby respondents tend to agree with whatever the interviewer presents to them. This can be created by the interviewer or the respondent beingÂ friendly during the interview, or the respondent feeling that they have to giveÂ the "right" answer, i.e. not wishing to offend the interviewer. This systemicÂ bias can also be known as the "friendliness effect".Â Â Â

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