

COMMON ERRORS IN EVERYDAY OBSERVATION

Error	Avoided by “Scientific” Approach
Inaccurate observation <ul style="list-style-type: none"> • Fallible Memory • Inferences 	Deliberate/planned observations <ul style="list-style-type: none"> • Aided by permanent records
Overgeneralization <ul style="list-style-type: none"> • Believing one example reflects a pattern 	Specify number of observations to be made in advance
Selective observation <ul style="list-style-type: none"> • Directing attention on supposed patterns • Confirmation bias 	Peer review
Made-up information <ul style="list-style-type: none"> • Explaining away alternative findings 	Ex post factor hypothesizing <ul style="list-style-type: none"> • Conduct further studies
Premature closure <ul style="list-style-type: none"> • Being convinced the belief is correct 	Open process <ul style="list-style-type: none"> • Uncertainty is a feature