

What if your survey answers aren't actually true?

Welcome to **Research 101**

Today: Social Desirability Bias



Why does it happen?

People often answer:

- 👉 What sounds good?
- 👉 What feels safe?
- 👉 What they think is expected?

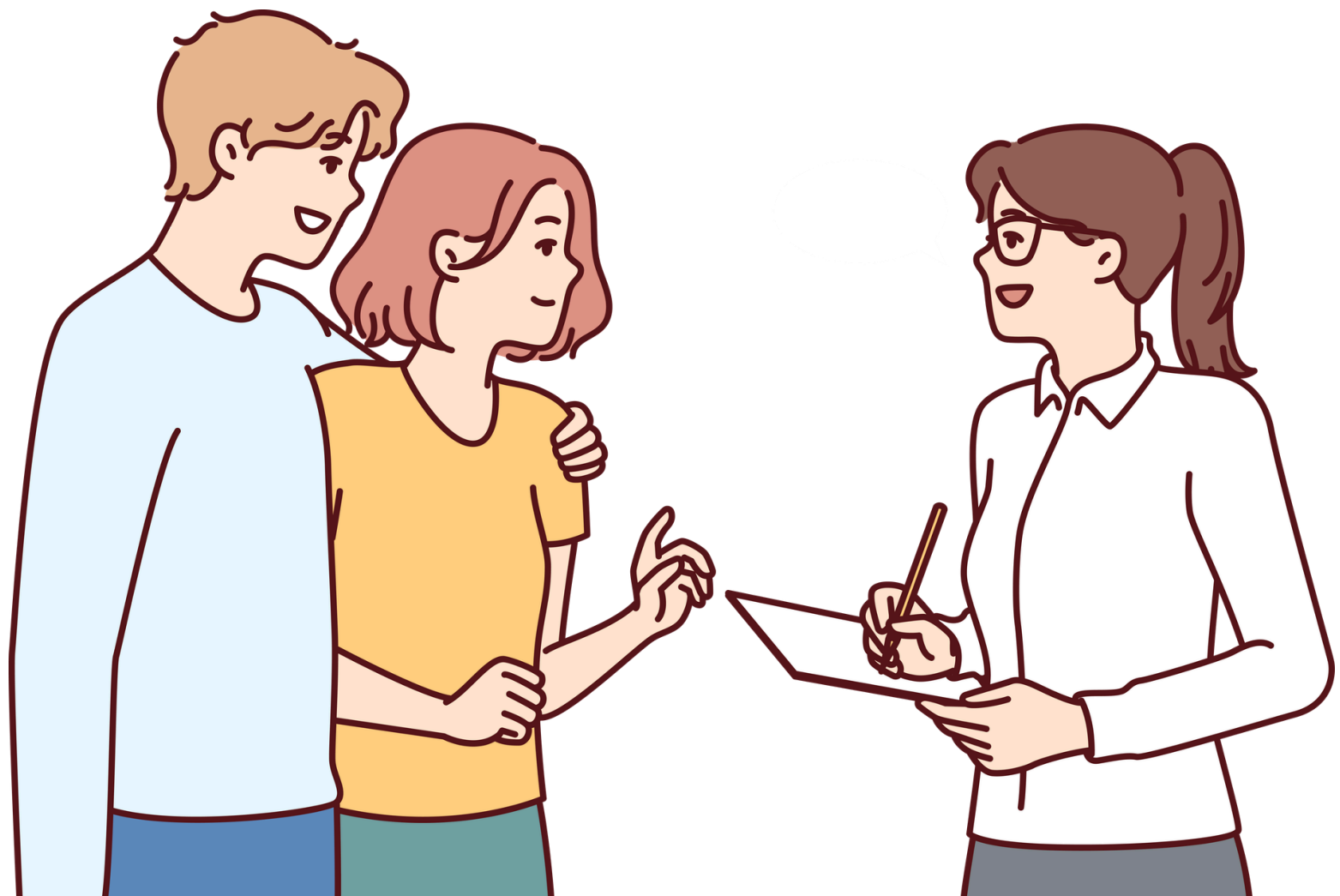


Sometimes it's unintentional

Example:

A person says they exercise regularly...
because they want to believe they do.

This is called "social desirability bias."



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Why does this matter?

Because inaccurate answers can lead to:

- ✎ Wrong insights
- ✎ Weak decisions
- ✎ Ineffective programs

Bad data = misleading conclusions.



How can researchers reduce this?

- Ask neutral questions
- Build trust with participants
- Ensure privacy and confidentiality
- Avoid judgmental wording

People answer honestly when they feel safe.



Before trusting survey data, ask:

“Are people answering honestly... or comfortably?”

Because good research depends on real answers —
not perfect ones.

Have you ever noticed misleading
survey responses?

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