

Research 101

Can Research Be Manipulated?

The answer might surprise you.



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What does “manipulated” actually mean?

It happens when:



Data is presented selectively

Only the favorable numbers get shown.



Findings are taken out of context

Results are stripped of the conditions that shaped



Only part of the story is shown

Inconvenient findings quietly disappear

 Example

A survey shows:

80%

of people are satisfied

But...

**Only 20 people
were surveyed.**

The full picture matters.

Why does it matter?

Manipulated research leads to:

01

Wrong decisions

Leaders act on flawed evidence and pay for it

02

Misleading conclusions

People walk away believing something false

03

Loss of trust

Once credibility breaks, it barely comes

How can you spot it?

- **Check the sample size**

Is the group statistically significant enough to represent the population?

- **Look at the methodology**

How was the data collected? What could skew results?

- **Ask what might be missing**

What questions weren't asked? What data was left out?

- **Question surprising claims**

Extraordinary findings need extraordinary evidence.

Before believing
a research finding,
always ask:

**Am I seeing the whole
story?**

Research should inform decisions —
not influence them.

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