

## □ Recall Bias

**Recall bias** is a type of **systematic error** that occurs when participants in a study **do not accurately remember past events or experiences**.

It is especially common in:

- **Self-report surveys**
- **Retrospective studies**
- **Cross-sectional designs**

### ⚠ Why It Matters

Recall bias can distort findings by:

- Overestimating or underestimating past exposures or outcomes
- Affecting comparisons between groups (e.g., cases vs. controls)
- Reducing the validity of associations or correlations

## □ Example

In an alumni career survey, participants may:

- Forget exact years of achievements
- Misremember the number of grants or publications
- Selectively recall certain experiences based on current satisfaction

## □ Summary

Recall bias undermines the **accuracy** and **reliability** of self-reported data, and should be acknowledged as a limitation in study design.

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