

**Evaluating Bias in Research**  
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**Оценка предвзятости в исследовании**  
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**Abstract:** *life in the XXI century dictates the capacity of staying unbiased and tolerate towards alternative viewpoints. It is a crucial skill in the research sphere. Future graduates should manage to sort out the sources of information regarding the credibility and relevance to succeed in essay writing and capstone projects. This article considers an example of biases and prejudices in the medical research.*

**Аннотация:** *современная жизнь требует оставаться непредвзятым и терпимым по отношению к альтернативным мнениям. Такой навык является ключевым в умении делать исследования. Будущие выпускники должны уметь отбирать информацию по критериям релевантности и достоверности, чтобы преуспеть в написании эссе и творческих проектах. Данная статья рассматривает пример предвзятости и необъективности в медицинском исследовании.*

**Keywords:** *research, bias, prejudice, credibility, relevance.*

**Ключевые слова:** *исследование, предвзятость, предубеждение, достоверность, соответствие.*

Any student's research starts with the choosing of the topic of the study [1]. No doubt, the theme should be touching and actual. It will make the investigator do his best to reveal the truth to the entire world. All people are different with individual viewpoints. Therefore, there is a high level of risk to be biased favoring one side more than another.

Any prejudices should be minimized to present the objective and relevant outcome because any research aims to provide the accurate result for further development of various spheres. The adverse effect is also the result being as useful as positive because it will provide the opportunity to eliminate the drawbacks and improve the situation, the product, etc.

As it often happens, cash is king and, therefore, financial investments affect the scientific, medical, statistical and other findings. The article from Washington Post [3] proves that the chance to make a fortune, promoting the medicine sponsored by the pharmaceutical corporation, can overcome the overvalue the civil right of each citizen to prevent people from the harmful side effects [3].

The careful analysis of the biases in the entire research procedure mentioned in the Washington Post [3] revealed the pre-trial prejudice [2] that laid the foundation for the final result. The company was interested in the positive feedback from the respectful sources such as the well-known in the medical circle's professors [3]. It is doubtful that the selection bias took the place on account of the experienced people participating in such a testing marathon because they should have been familiar with the details of selection. However, what is evident is the citation bias because the experts published only positive results instead of providing the realistic picture [2].

The customers trust in the research upshots published in the credible journal by the respectful scientists led to the multiple deaths [3]. It was the signal for those who always prefer the well-known pharmaceutical brands. So, it turns out that successful companies can also cheat despite the enormous fundings. Nevertheless, the major part of consumers might seem strange, but they still believe more in the accredited laboratories and large state clinics with the financing from the federal budget rather than in the private pharmaceutical companies with the necessity to promote new products. In contrast, well-known respectful brands afford to spend billions of dollars on the research in the medical industry. Therefore, they will hardly ever take any risks to lose the reputation ridding themselves in the temptation for the easy profit. It is the customers' bias, and they have to think how to deal with it.

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