We can define bias as strong opinions which are based on partial truth, incomplete or selective information or miss objectivity due to personal preferences or popular public perceptions

Bias examples:

- Hydrogen energy has no chance of public acceptance because hydrogen is a dangerous substance to have around.

- Because solar radiation is so abundant on the earth and virtually inexhaustible, it can solve all our energy problems once the technology is apt for its utilization.

- I do not believe in good government policies for sustainability because governments are always controlled by corporations, who only care about making more profit.

- Fossil fuels should be completely abandoned because their combustion is the main cause of air pollution.

- If we are able to keep carbon emissions the same from year to year, the CO_2 content in the atmosphere will be stabilized and the greenhouse effect will be under control.

- We should not use any non-renewable resources.

- This summer is not as hot as last year; there was one really hot summer 20 years ago; so the issue of global warming is obviously exaggerated.

- We'd better hold on to old reliable solutions rather than trying new ones that are apparently less reliable and more expensive.

- Current level of consumption of resources provides the high standard of living; if we consume less, our life will degrade.