1. Freedom from inappropriate use of your data is an element of which aspect of data ethics? **1 / 1 point**

   ○ Consent

   ◉ Privacy

   ○ Transaction transparency

   ○ Currency

   ✓ **Correct**

2. A junior data analyst at a library researches the origin of a dataset and confirms it was created by an accredited university which is a reputable source. However, they also find that it was collected 15 years ago. Which aspect of good data are they missing? **1 / 1 point**

   ○ Cited

   ◉ Current

   ○ Reliable

   ○ Original

   ✓ **Correct**

3. A mortgage lender wants to protect the personally identifiable information of its clients, such as social security numbers and account numbers. They ask their data team to anonymize the data. What techniques might they use to achieve this goal? Select all that apply. **1 / 1 point**

   ☑ Masking

   ✓ **Correct**

3. A mortgage lender wants to protect the personally identifiable information of its clients, such as social security numbers and account numbers. They ask their data team to anonymize the data. What techniques might they use to achieve this goal? Select all that apply.

   1 / 1 point

   ☑ Masking

   > ⊘ **Correct**

   ☐ Copying

   ☑ Blanking

   > ⊘ **Correct**

   ☑ Hashing

   > ⊘ **Correct**

4. An engineer and a product manager are working together to design a new application, which receives unclear user ratings. The engineer decides the ambiguous feedback is just a case of users being unfamiliar with the app and interprets it as being neutral, whereas the product manager interprets the feedback as being negative. What type of bias does this represent?

   1 / 1 point

   ◉ Interpretation

   ○ Sampling

   ○ Observer

   ○ Confirmation

   > ⊘ **Correct**

5. Before completing a survey, a respondent learns more about how their data will be used. They understand why their data is being collected and how long it will be stored. What data ethics concept does this describe?

1 / 1 point

  ○ Credibility

  ○ Anonymization

  ◉ Consent

  ○ Privacy

⊘ **Correct**

6. A magazine conducts research about people's reading preferences. They only include respondents who currently subscribe. What type of bias does this scenario describe?

1 / 1 point

  ○ Interpretation

  ○ Confirmation

  ◉ Sampling

  ○ Observer

⊘ **Correct**

7. Fill in the blank: The data ethics principle of transaction transparency states that an individual has the right to understand all of the _____ and algorithms used on their data.

1 / 1 point

  ○ free access

  ○ raw data

  ○ financial transactions

7. Fill in the blank: The data ethics principle of transaction transparency states that an individual has the right to understand all of the _____ and algorithms used on their data.

1 / 1 point

- ○ free access
- ○ raw data
- ○ financial transactions
- ⦿ data-processing activities

> ✓ **Correct**

8. A financial institution publishes data about stock prices and market trends, which any business, nonprofit, or citizen can access, reuse, or redistribute through its online databases. What type of data is described in this scenario?

1 / 1 point

- ○ Free
- ○ Closed
- ○ Allowable
- ⦿ Open

> ✓ **Correct**

9. A company collects data on its website's visitors but does not tell visitors how long their data will be stored. Which aspect of data ethics is this company violating?

1 point

- ○ Consent
- ⦿ Transaction transparency

◉ Open

✓ **Correct**

9. A company collects data on its website's visitors but does not tell visitors how long their data will be stored. Which aspect of data ethics is this company violating? **1 point**

○ Consent

◉ Transaction transparency

○ Privacy

○ Currency

⊗ **Incorrect**
Review the video about data ethics ⬈.

10. Data anonymization aims to protect privacy by removing sensitive information. Which of the following best describes a technique used in data anonymization? **1 / 1 point**

○ Storing all data in its original format but requiring high levels of user authorization for access.

◉ Using a de-identification technique like replacing a person's name with a random alphanumeric code.

○ Merging all data sets into a single, large database for easier analysis.

○ Allowing public access to anonymized datasets while keeping the original data secure.

✓ **Correct**