1. Which of the following statements accurately describe fairness considerations in data analysis? Select all that apply.

   `1 / 1 point`

   ☑ A data professional may include self-reported data when prioritizing fairness.

   > ⊘ **Correct**

   ☐ Fairness practices should begin during the analyze phase of the data analysis process.

   ☑ Best practices for fairness in data analysis include identifying surrounding factors.

   > ⊘ **Correct**

   ☑ Effective data analysts help create systems that are fair and inclusive to everyone.

   > ⊘ **Correct**

2. An HR firm is filling open positions for administrative assistants, so they purchase online help-wanted ads. Research reveals that 87% of administrative assistants are women, so the data team decides that women are more likely to be successful applicants. Therefore, they target the ads to female job seekers. What should they have done instead?

   `1 / 1 point`

   ○ Only target the ads for the administrative assistant jobs to men.

   ○ Find an additional data source that supports the strategy to target women.

   ◉ Conduct more research to understand the surrounding factors of this situation.

   ○ Ask the executive team to decide which type of applicants to target with the ads.

   > ⊘ **Correct**

3. Which fairness best practice is intended to help stakeholders better understand the conditions that might influence the final conclusions of data analysis?

   `1 / 1 point`

   ○ Use oversampling

3. Which fairness best practice is intended to help stakeholders better understand the conditions that might influence the final conclusions of data analysis?

    `1 / 1 point`

    ○ Use oversampling

    ◉ Identify surrounding factors

    ○ Consider relevant data

    ○ Include self-reported data

    ⊘ **Correct**

4. A political candidate surveys voters to learn about their opinions on key issues. The politician's data team notices that most respondents are people who have already voted in the current election. The fairness of the survey could be improved by over-sampling people from which group?

    `1 / 1 point`

    ○ People who voted against the candidate in the current election

    ○ People who voted for the candidate in the current election

    ○ First-time voters who already voted in the current election

    ◉ People who have not yet voted in the election

    ⊘ **Correct**

5. Fill in the blank: An executive might ask data team members to work on a _____ in order to address a particular question or problem using data analysis.

    `1 / 1 point`

    ◉ business task

    ○ stated objective

    ○ measurable outcome

    ○ relevant process

5. Fill in the blank: An executive might ask data team members to work on a _____ in order to address a particular question or problem using data analysis.

⦿ business task

◯ stated objective

◯ measurable outcome

◯ relevant process

> ⊘ **Correct**

1 / 1 point

6. A data professional at a grocery store considers fairness when collecting data. Rather than having store associates share observations, they create a survey that asks customers to provide information about their own shopping experiences. This helps avoid any unconscious bias that might be introduced by the sales associates. Which fairness best practice does this scenario describe?

◯ Considering context

⦿ Self-reporting

◯ Using all available data

◯ Oversampling

> ⊘ **Correct**

1 / 1 point

7. A data analyst at a hospital system researches factors that contribute to low blood pressure. Rather than using only the medical records of patients with low blood pressure, the analyst considers patient demographics, medical history, lifestyle, and more. This enables them to achieve more insightful results. Which fairness best practice does this scenario describe?

◯ Including self-reported data

◯ Guiding business strategy

◯ Oversampling

1 / 1 point

○ Using all available data

○ Oversampling

⊘ **Correct**

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7. A data analyst at a hospital system researches factors that contribute to low blood pressure. Rather than using only the medical records of patients with low blood pressure, the analyst considers patient demographics, medical history, lifestyle, and more. This enables them to achieve more insightful results. Which fairness best practice does this scenario describe?

1 / 1 point

○ Including self-reported data

○ Guiding business strategy

○ Oversampling

◉ Considering all available data

⊘ **Correct**

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8. Fill in the blank: A data professional ensures their data analysis is fair by considering fairness from _____ of a project.

1 / 1 point

○ outlining to reporting

◉ beginning to conclusion

○ planning to presentation

○ analysis to completion

⊘ **Correct**