Biases in the data

Reporting bias

- Is training data missing certain types of inputs?
- Study the data for missing values, skews, outliers
- Think corner cases
 - Swear words, neutral reviews

Performance bias

- Understand and question hypothesis.
- Study and experiment
 - Is fast loading better?

Prejudices in the data

- Understand what the system should not learn
 - Why did Google think if father is a doctor and mother should be a nurse?
 - Why did my net think men are better than women

Are cultural differences likely to create issues

- Ask experts
 - Is head shake a yes or a no?
 - Writing and speaking styles