

Congratulations! You passed!
Grade received 100%
To pass 80% or higher
Go to next item

1. Which of the following is a good example of an open-ended interview question? 1 / 1 point

- ☒ What tasks were difficult to understand or accomplish, and why?
- ☐ Did you enjoy the designs?
- ☐ Was the product easy to use?
- ☐ Would you recommend this product to a friend?

☒ Correct
Open-ended questions like this one allow participants to give honest feedback.

2. Implicit bias is the tendency for people to answer questions in a way that will be viewed favorably by others. 1 / 1 point

- ☐ True
- ☒ False

☒ Correct
Social desirability bias is the tendency for people to answer questions in a way that will be viewed favorably. Implicit bias is the collection of attitudes and stereotypes we associate to people without our conscious knowledge.

3. Fill in the blank: To reduce the chance of designer biases leading you down the wrong path, you should define the _____ criteria before conducting interviews. 1 / 1 point

- ☐ digital
- ☐ design
- ☒ research
- ☐ fidelity

☒ Correct
To reduce the chance of designer biases leading you down the wrong path, you should define the research criteria before conducting interviews.