Congratulations! You passed!
Grade received 100%
To pass 80% or higher
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1. A UX researcher is conducting a usability study for a banking app. Some of the participants include people over the age of 60. The researcher assumes the participants will have difficulty using some of the app's features due to their age. What type of bias is the researcher displaying?

1 / 1 point

- ◉ Implicit bias
- ○ Serial position effect
- ○ Friendliness bias
- ○ Social desirability bias

✓ Correct
This is an example of implicit bias because of the researcher's stereotypes about people in that age group.

2. At the beginning of a usability study, the moderator establishes a very strong rapport with the participants. As a result, the participants provide only positive feedback on the design prototype. What type of bias are the study participants displaying?

1 / 1 point

- ◉ Friendliness bias
- ○ Serial position effect
- ○ Implicit bias

✓ Correct
Friendliness bias is the tendency of people to agree with those they like in order to maintain a nonconfrontational conversation. In this case, the participants want to agree with the moderator.

3. A designer conducts a usability study to get feedback on a map feature for a delivery app. One of the interview questions asks, "Did you like using the map feature to track your deliveries?" Which type of bias may occur if participants provide only favorable feedback?

1 / 1 point

- ○ Implicit bias
- ◉ Social desirability bias
- ○ Serial position effect

✓ Correct
The study question only asks participants to reflect on the positive aspects of their experience with a product. This may result in social desirability bias.