

1. Which of the following statements accurately describe fairness considerations in data analysis? Select all that apply.
 - a. Best practices for fairness in data analysis include considering context.
 - b. A data professional may choose to use oversampling when prioritizing fairness.
 - c. Fairness means ensuring that analysis does not create or reinforce bias.
 - d. Fairness practices should begin during the process phase of the data analysis process.
2. A ballet company needs more dancers, so they announce upcoming auditions in online ads. Research reveals that 85% of dancers are under age 34, so the data team decides that young people are more likely to be successful. Therefore, they target the ads to young job seekers. What should they have done instead?
 - a. Find an additional data source that supports the strategy to target young people.
 - b. Conduct more research to understand the surrounding factors of this situation.
 - c. Only show ads for the upcoming auditions to people who are 35 and older.
 - d. Ask the executive team to decide which type of applicants to target with the ads.
3. Which fairness best practice is intended to help data teams better understand the context surrounding their data analysis conclusions?
 - a. Use oversampling
 - b. Include self-reported data
 - c. Identify surrounding factors
 - d. Consider relevant data
4. On a city train line, peak ridership occurs between 7 AM and 7 PM. The fairness of a passenger survey could be improved by over-sampling riders from which group?
 - a. Passengers who are senior citizens
 - b. Passengers who ride the train during off-peak times
 - c. Passengers who ride the train during peak times
 - d. Passengers who are young working professionals
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.
 - a. business task
 - b. relevant process
 - c. stated objective
 - d. measurable outcome

6. A data analyst at a public library considers fairness when collecting data. Rather than asking librarians to share observations, they create a survey that asks library users to provide information about their own experiences. This helps avoid any unconscious bias that might be introduced by the librarians. Which fairness best practice does this scenario describe?
- a. Self-reporting
 - b. Using all available data
 - c. Considering context
 - d. Oversampling
7. A data analyst at a marketing company determines which advertising campaign will be most successful. Rather than only reviewing data about effective past campaigns, the analyst considers target audience demographics, market trends, competitor campaigns, and more. This enables them to achieve more insightful results. Which fairness best practice does this scenario describe?
- a. Guiding business strategy
 - b. Considering all available data
 - c. Oversampling
 - d. Including self-reported data
8. Fill in the blank: A data professional considers fairness from the start of a project to the point when their organization _____ in order to ensure their data analysis is fair.
- a. collects data for the project
 - b. presents findings to stakeholders
 - c. acts on the data insights
 - d. cleans and organizes the data