**MODULE 2 - DATA RESPONSIBILITY**

**UNBIASED AND OBJECTIVE DATA**

**[INTRODUCTION TO BIAS, CREDIBILITY, PRIVACY, AND ETHICS](https://www.coursera.org/learn/data-preparation/lecture/qALoI/introduction-to-bias-credibility-privacy-and-ethics)**

[**BIAS: FROM QUESTIONS TO CONCLUSIONS**](https://www.coursera.org/learn/data-preparation/lecture/D3P1G/bias-from-questions-to-conclusions)

Our brains are biologically designed to streamline thinking and make quick judgments. Bias has evolved to become a preference in favor of or against a person, group of people, or thing. It can be conscious or subconscious. The good news is once we know and accept that we have bias, we can start to recognize our own patterns of thinking and learn how to manage it. It's important to know that bias can also find its way into the world of data. Data bias is a type of error that systematically skews results in a certain direction.

As a data analyst, you have to think about bias and fairness from the moment you start collecting data to the time you present your conclusions. After all, those conclusions can have serious implications.

[**BIASED AND UNBIASED DATA**](https://www.coursera.org/learn/data-preparation/lecture/eqg98/biased-and-unbiased-data)

When data is biased, it can systematically skew results in a certain direction, making them unreliable.

If you'd use a more randomized sample of the population that included all genders, you'd have an unbiased sample. Unbiased sampling results in a sample that's representative of the population being measured. Another great way to discover if you're working with unbiased data is to bring the results to life with visualizations.

**[ACCOUNT FOR BIAS](https://www.coursera.org/learn/data-preparation/discussionPrompt/g4GCA/account-for-bias)**

**[UNDERSTAND BIAS IN DATA](https://www.coursera.org/learn/data-preparation/lecture/NGtoT/understand-bias-in-data)**

**[TEST YOUR KNOWLEDGE ON UNBIASED AND OBJECTIVE DATA](https://www.coursera.org/learn/data-preparation/quiz/eQwG4/test-your-knowledge-on-unbiased-and-objective-data)**

**ACHIEVE DATA CREDIBILITY**

**[IDENTIFY GOOD DATA SOURCES](https://www.coursera.org/learn/data-preparation/lecture/vEobk/identify-good-data-sources)**

**[WHAT IS "BAD" DATA?](https://www.coursera.org/learn/data-preparation/lecture/lHirM/what-is-bad-data)**

[**TEST YOUR KNOWLEDGE ON DATA CREDIBILITY**](https://www.coursera.org/learn/data-preparation/quiz/5ZRVN/test-your-knowledge-on-data-credibility)

**DATA ETHICS AND PRIVACY**

**[ESSENTIAL DATA ETHICS](https://www.coursera.org/learn/data-preparation/lecture/AWqwt/essential-data-ethics)**

**[OPTIONAL REFRESHER: ALEX AND THE IMPORTANCE OF DATA ETHICS](https://www.coursera.org/learn/data-preparation/lecture/BVQjE/optional-refresher-alex-and-the-importance-of-data-ethics)**

**[PRIORITIZE DATA PRIVACY](https://www.coursera.org/learn/data-preparation/lecture/OPSzY/prioritize-data-privacy)**

**[DATA ANONYMIZATION](https://www.coursera.org/learn/data-preparation/supplement/rtTel/data-anonymization)**

**[ANDREW: THE ETHICAL USE OF DATA](https://www.coursera.org/learn/data-preparation/lecture/a38HL/andrew-the-ethical-use-of-data)**

[**TEST YOUR KNOWLEDGE ON DATA ETHICS AND PRIVACY**](https://www.coursera.org/learn/data-preparation/quiz/UCgeu/test-your-knowledge-on-data-ethics-and-privacy)

**UNDERSTAND OPEN DATA**

**[FEATURES OF OPEN DATA](https://www.coursera.org/learn/data-preparation/lecture/4TTkQ/features-of-open-data)**

**[THE OPEN DATA DEBATE](https://www.coursera.org/learn/data-preparation/supplement/dj6K0/the-open-data-debate)**

**[ANDREW: STEPS FOR ETHICAL DATA USE](https://www.coursera.org/learn/data-preparation/lecture/Bcpoq/andrew-steps-for-ethical-data-use)**

**[RESOURCES FOR OPEN DATA](https://www.coursera.org/learn/data-preparation/supplement/3hAmz/resources-for-open-data)**

**[HANDS-ON ACTIVITY: KAGGLE DATASETS](https://www.coursera.org/learn/data-preparation/quiz/HXUbK/hands-on-activity-kaggle-datasets)**

[**TEST YOUR KNOWLEDGE ON OPEN DATA**](https://www.coursera.org/learn/data-preparation/quiz/VbUWF/test-your-knowledge-on-open-data)

**MODULE 2 CHALLENGE**

**[GLOSSARY TERMS FROM MODULE 2](https://www.coursera.org/learn/data-preparation/supplement/HHhBb/glossary-terms-from-module-2)**

**[MODULE 2 CHALLENGE](https://www.coursera.org/learn/data-preparation/exam/jZOOG/module-2-challenge)**

**MODULE 3- DATABASE ESSENTIALS**

**WORK WITH DATABASES**

[**CHALLENGE**](https://www.coursera.org/learn/data-preparation/exam/jZOOG/module-2-challenge)

**MANAGE DATA WITH METADATA**

**ACCESS DIFFERENT DATA SOURCES**

**SORT AND FILTER DATA**

**LARGE DATASETS IN SQL**

**MODULE 3 CHALLENGE**

**MODULE 4- ORGANIZE AND PROTECT DATA**

**BRING DATA TO ORDER**

[**CHALLENGE**](https://www.coursera.org/learn/data-preparation/exam/jZOOG/module-2-challenge)

**SECURE DATA**

**MODULE 4 CHALLENGE**

**MODULE 5- ENGAGE IN DATA COMMUNITY**

**CREATE OR ENHANCE YOUR ONLINE PRESENCE**

[**CHALLENGE**](https://www.coursera.org/learn/data-preparation/exam/jZOOG/module-2-challenge)

**BUILD A DATA ANALYTICS NETWORK**

**COURSE WRAP-UP**

**ALWAYS REMEMBER THE STAKEHOLDERS**

[**COMMUNICATING WITH YOUR TEAM**](https://www.coursera.org/learn/ask-questions-make-decisions/lecture/86sLz/communicating-with-your-team)

[**BALANCE NEEDS AND EXPECTATIONS ACROSS YOUR TEAM**](https://www.coursera.org/learn/ask-questions-make-decisions/lecture/caTQ9/balance-needs-and-expectations-across-your-team)

**Stakeholders** are people that have invested time, interest, and resources into the projects that you'll be working on as a data analyst. In other words, **they hold stakes in what you're doing.** There's a good chance they'll need the work you do to perform their own needs.