**Unit 2**

**2.2**

**Bias.**

It can arise when a user, uses the data, and subject that data to ambiguous intent and relay it in away that the reader perceives it has the user wishes it to be portrayed, for their personal [bias], viewpoint.

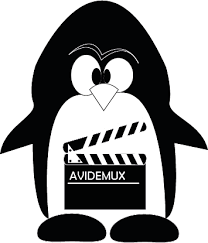
Bias can exist in data from how its written, presented and how it is perceived, biases can affect the bottom line or the effect the data has on the reader, it can cause social outrage and effect how people respond to what they read.

* Accuracy- to validate the content has true
* Value- to check the authenticity of subject
* Plausibility- both accurate and valued.

It is important to know the tools you can use to successfully build web pages, when editing pictures and images, free open-source software such as.

* Inkscape-Vector images [shapes used to form buttons etc], .svg, .pngIcon

  Description automatically generated
* Audacity- Audio filesLogo, company name

  Description automatically generated
* Avidemux-edit videos
* GIMP- .jpg, .bmp, .png, and othersIcon

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There are similar sites offering more extensive programmes, but these are expensive to buy and need a tuition course.

Bibliography.

Bias. [8 types of bias in data analysis and how to avoid them (techtarget.com)](https://searchbusinessanalytics.techtarget.com/feature/8-types-of-bias-in-data-analysis-and-how-to-avoid-them)