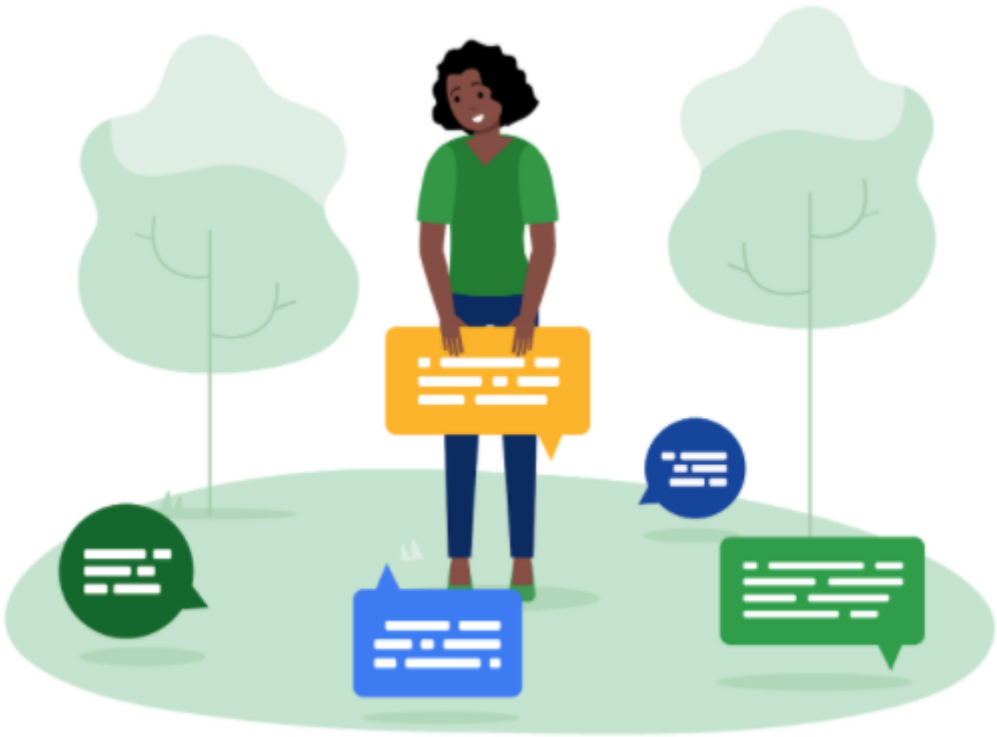
coursera

☰ **Item Navigation**

Working with biased data

Every data analyst will encounter an element of bias at some point in the data analysis process. That's why it's so important to understand how to identify and manage biased data whenever possible. You might recall we explored bias in detail in Course 3 of this program. In this reading, you will read a real-life example of an analyst who discovered bias in their data, and learn how they used R to address it.

Addressing biased data with R



This scenario was shared by a quantitative analyst who collects data from people all over the world. They explain how they discovered bias in their data, and how they used R to address it:

"I work on a team that collects survey-like data. One of the tasks my team does is called a side-by-side comparison. For example, we might show users two ads side-by-side at the same time. In our survey, we ask which of the two ads they prefer. In one case, after many iterations, we were seeing consistent bias in favor of the first item. There was also a measurable decrease in the preference for an item if we swapped its position to second.