

 **Congratulations! You passed!**

Grade received 100% To pass 80% or higher

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1. In recommendation systems, what term describes the phenomenon of more well-known items being recommended too frequently?

1 / 1 point

- ☐ Non-objectivity
- ☐ Fame factor
- ☒ Popularity bias
- ☐ Trend partiality

 **Correct**

Popularity bias describes the phenomenon of more well-known items being recommended too frequently. This leaves other items, which might be just as pleasing to users, not getting the attention they deserve.

2. A data professional has just begun considering the intended purpose of a model and how harmful or significant its effects could be. Which PACE stage of model development does this scenario describe?

1 / 1 point

- ☐ Analyze
- ☐ Construct
- ☒ Plan
- ☐ Execute

 **Correct**

This scenario describes the plan stage of model development. Other planning questions include how will the predictions be used, who is affected by the model, and several key issues surrounding the use of personal information.