



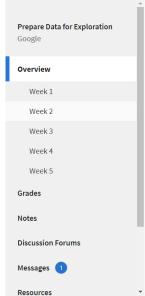


What do you want to learn?









# Week 2

Prepare Data for Exploration

#### Week 2

Discuss the topic here.

111 threads · Last post 8 hours ago

Go to forum

### Bias, credibility, privacy, ethics, and access



Google Career Certificates

When data analysts work with data, they always check that the data is unbiased and credible. In this part of the course, you'll learn how to identify different types of bias in data and how to ensure credibility in your data. You'll also explore open data and the relationship between and importance of data ethics and data privacy.



### **Learning Objectives**

- · Explain what is involved in reviewing data to identify bias
- · Discuss the difference between biased and unbiased data
- Identify different types of bias including confirmation, interpretation, and observer bias
- Discuss characteristics of credible sources of data including reference to untidy data
- Explain the concept of open data with reference to the ongoing debate in data analytics
- Define data ethics and data privacy
- Explain the relationship between data ethics and data privacy
- Demonstrate an understanding of the benefits of anonymizing data
- Demonstrate an awareness of the accessibility issues associated with open data



#### Unbiased and objective data

**▶ Video:** Ensuring data integrity 1 min

Resume

- ▶ Video: Bias: From questions to conclusions 3 min
- ▶ Video: Biased and unbiased data 2 min
- Discussion Prompt: Accounting for bias 10 min
- ▶ Video: Understanding bias in data 3 min
- (II) Practice Quiz: Test your knowledge on unbiased and objective data 3 questions

### **Explore data credibility**

- ▶ Video: Identifying good data sources 2 min
- ▶ Video: What is "bad" data? 2 min
- Practice Quiz: Test your knowledge on data credibility 3 questions

## Data ethics and privacy

- ▶ Video: Introduction to data ethics 4 min
- igbed Video: Optional Refresher: Alex: The importance of data ethics 3 min
- ▶ Video: Introduction to data privacy 1 min

Reading: Data anonymization 10 mln
<b>▶ Video:</b> Andrew: The ethical use of data 2 min
Practice Quiz: Test your knowledge on data ethics and privacy 3 questions
Understanding open data
<b>▶ Video:</b> Features of open data 3 min
Reading: The open-data debate 10 min
<b>▶ Video:</b> Andrew: Steps for ethical data use 3 min
Reading: Sites and resources for open data 10 min
Practice Quiz: Hands-On Activity: Kaggle datasets 2 questions
Practice Quiz: Test your knowledge on open data 3 questions
*Weekly challenge 2*
Reading: Glossary: Terms and definitions 5 min
Quiz: *Weekly challenge 2* 8 questions Due Jul 19, 1:59 AM CDT