✓ **Congratulations! You passed!**
TO PASS 80% or higher

[Keep Learning]

GRADE
87.50%

Test your knowledge on making fair business decisions

TOTAL POINTS 4

1. What steps do data analysts take to ensure fairness when collecting data? Select all that apply.

   `0.5 / 1 point`

   ☑ Understand the social context

   > ✓ **Correct**
   > Considering inclusive sample populations, social context, and self-reported data enable fairness in data collection.

   ☑ Clean the data provided

   > ✗ **This should not be selected**
   > Data analysts can ensure fairness by considering inclusive sample populations, social context, and self-reported data.

   ☐ Include data self-reported by individuals

   ☑ Use an inclusive sample population

   > ✓ **Correct**
   > Considering inclusive sample populations, social context, and self-reported data enable fairness in data collection.

2. Avens Engineering needs more engineers, so they purchase ads on a job search website. The website's data reveals that 86% of engineers are men. Based on that number, an analyst decides that men are more likely to be successful applicants, so they target the ads to male job seekers. What should the analyst have done instead?

   `1 / 1 point`

   ○ Only show ads for the engineering jobs to women.

   ○ Decline to accept ads from Avens Engineering because of fairness concerns.

   ● Make sure their recommendation doesn't create or reinforce bias

   ○ Let Avens Engineering decide which type of applicants to target ads to.

   > ✓ **Correct**
   > They should make sure their recommendation doesn't create or reinforce bias. As a data analyst, it's important to help create systems that are fair and inclusive to everyone.

3. On a railway line, peak ridership occurs between 7:00 AM and 5:00 PM. The fairness of a passenger survey could be improved by over-sampling data from which group?

   `1 / 1 point`

   ○ Male passengers

   ● Nighttime riders

   ○ Daytime riders

   ○ Female passengers

   > ✓ **Correct**
   > Over-sampling the data from nighttime riders, an under-represented group of passengers, could improve the fairness of the survey.

4. A real estate company needs to hire a human resources assistant. The owner asks a data analyst to help them decide where to advertise the job opening. The analyst learns that the majority of human resources professionals are women, validates this finding with research, and targets ads to a women's community college. This is fair because the analyst conducted research to make sure the information about gender breakdown of human resources professionals was accurate.

   `1 / 1 point`

   ○ True

   ● False

   > ✓ **Correct**
   > This is not fair. Fairness means ensuring that analysis doesn't create or reinforce bias. As a data analyst, it's

important to help create systems that are fair and inclusive to everyone.