

Overview

BiasBuzz guides people to make more **informed** decisions by making them **aware** of unconscious **exploration biases** that drive their data analyses.

Exploration bias occurs when the user over- or underemphasizes certain data during analysis.

Scenario

You are assessing **credit applications** that determine if a person's **loan** can be **approved**.

Several biases may be at play ...

Applications

BiasBuzz can be used across multiple **domains** to tackle, e.g.,

Age bias
in **loan** applications,

Gender bias
in **C-suite** promotions,

Racial bias
in **parole** applications.



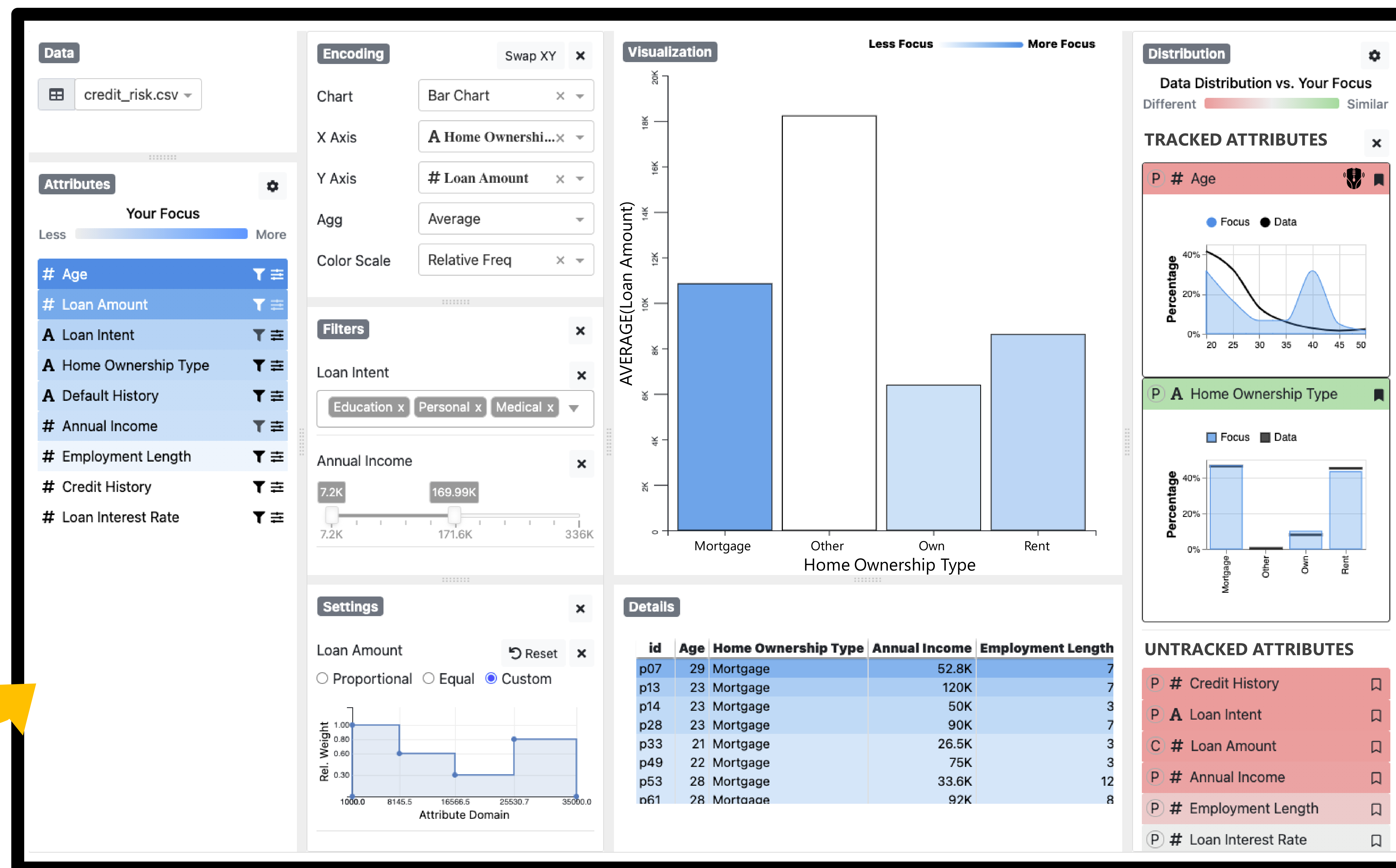
How **often** do you look at specific **attributes**?

Blue = more focus

Set your **encodings, filters** and **visualize** your data?

How much **focus** do you give to your **data points**?

Blue = more focus



How much does your **focus** deviate from the **data**?

Red = more deviation
Green = less deviation



Set **target distributions** for your analysis

More details to help you find **insights**

Gaming Mouse "buzzes" when deviation is high.

What did our users have to say?

"The vibrations & visual alerts were **good at drawing my attention** towards the data points I missed out on."

"I might get immune to the vibrations and **discard them as a nuisance** rather than something helpful."

"The vibrations **reminded me of my goal**, so I accordingly changed my focus on the data points."

"I prefer a post-facto email with suggestions **rather than instant haptic punishments**."