

✓ **Congratulations! You passed!**

TO PASS 70% or higher

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GRADE
100%

Module 3

LATEST SUBMISSION GRADE

100%

1. The “central vision” portion of the human field of view, in which people can read text and recognize details in images, is approximately how wide?

1 / 1 point

- ☒ 5°
- ☐ 18°
- ☐ 30°
- ☐ 180°

✓ Correct

2. The pattern of eye fixations that people perform when processing a web page has been shown to resemble what shape?

1 / 1 point

- ☐ A circle
- ☐ A spiral
- ☒ The letter ‘F’
- ☐ The letter ‘Z’

✓ Correct

3. The effect that makes it easy to recognize objects in a visual field that differ from their background and all other objects in simple visual features like color and texture is called:

1 / 1 point

- ☐ saccade
- ☐ gestalt
- ☐ brightness
- ☒ pop-out

✓ Correct

4. Which of the following is **not** considered a primitive visual feature that is processed in the first, and fastest, stage of visual processing?

1 / 1 point

- ☐ angle of intersection
- ☒ proximity
- ☐ shade/contrast
- ☐ motion

✓ Correct

5. According to the original research on short-term memory, how many “items” can a person retain in short-term memory at one time?

1 / 1 point

- ☐ One or two
- ☒ About 7
- ☐ About 10
- ☐ There is no measurable limit

✓ Correct

6. A collection of associated concepts in long-term memory is called what?

1 / 1 point

- ☐ A thought
- ☒ A schema
- ☐ A mule
- ☐ A gestalt

✓ Correct

7. Which of the following does **not** impact the likelihood that something in long-term memory will be recalled?

1 / 1 point

- ☐ strength of association
- ☐ frequency of use
- ☐ recency of use
- ☒ accuracy of information

✓ Correct

8. About how long does an item remain in short-term memory if it is not actively maintained through rehearsal?

1 / 1 point

- ☐ Less than one second
- ☒ A few seconds
- ☐ A few minutes
- ☐ Up to an hour

✓ Correct

9. The recommendation “keep lists of options short” is given because:

1 / 1 point

- ☐ short lists load faster on a web page.
- ☐ designing long lists of options is a waste of time because most users will only ever choose one or two of them.
- ☒ due to the limits of short-term memory, users will have forgotten the first items by the time they've gotten to the end of a long list.
- ☐ long lists exceed users' useful field of view, and they aren't able to scan them effectively using saccades.

✓ Correct

10. In the context of this lesson, the use of consistency, standards, and metaphor is recommended because:

1 / 1 point

- ☐ people are afraid of things that are new and different.
- ☒ they allow a design to take advantage of users' existing schema.
- ☐ they are typically required by platform guideline documents.
- ☐ borrowing ideas from others is easier than coming up with your own.

✓ Correct