✓ **Congratulations! You passed!**

Grade received 100%   To pass 80% or higher

Go to next item

Test your knowledge on crafting effective questions

Total points 4

1. A data analyst uses the SMART methodology to create a question that encourages change. This type of question can be described how?

1 / 1 point

○ Stimulating

◉ Action-oriented

○ Motivational

○ Results-focused

✓ **Correct**
In the SMART methodology, questions that encourage change are action-oriented.

2. A time-bound SMART question specifies which of the following parameters?

1 / 1 point

○ The metrics or measures related to the analysis

◉ The era, phase, or period of analysis

○ The desired change the analysis should produce

○ The topic or subject of the analysis

✓ **Correct**
A time-bound SMART question specifies the era, phase, or period of analysis.

3. A data analyst working for a mid-sized retailer is writing questions for a customer experience survey. One of the questions is: "Do you prefer online or in-store?" Then, they rewrite it to say: "Do you prefer shopping at our online marketplace or shopping at your local store?" Describe why this is a more effective question.

1 / 1 point

○ The first question is leading, whereas the second question could have many different answers.

○ The first question contains slang that might not make sense to everyone, whereas the second question is easily understandable.

○ The first question is closed-ended, whereas the second question encourages the respondent to elaborate.

◉ The first question is vague, whereas the second question includes important context.

✓ **Correct**
Vague questions do not provide context. The second question clarifies that the data analyst wants to learn exactly how and where customers prefer to shop.

4. A data analyst at a social media company is creating questions for a focus group. They use common abbreviations such as PLS for "please" and LMK for "let me know." This is fair because the participants use social media a lot and are likely to be technically savvy.

1 / 1 point

○ True

◉ False

✓ Correct

Fairness means asking questions that make sense to everyone. Even if a data analyst suspects people will understand abbreviations, slang, or other jargon, it's important to write questions with simple wording.