

## Chapter 2 Module Quiz

**Due** 7 Jun at 23:59**Points** 10**Questions** 10**Available** until 12 Jun at 23:59**Time limit** None

### Instructions

This is a graded quiz worth 1% of your course grade. The quiz covers the key learning objectives of Chapter 2.

### Attempt history

	Attempt	Time	Score
<b>LATEST</b>	<a href="#">Attempt 1</a>	2 minutes	10 out of 10

Score for this quiz: **10** out of 10

Submitted 31 May at 2:36

This attempt took 2 minutes.

#### Question 1

**1 / 1 pts**

What are the proposed benefits of using storytelling strategies to design data visualisation?

- ☐ It is a quicker way to visualise data.
- ☒ It is argued to be more engaging and memorable.
- ☐ It is great for engaging children
- ☐ It makes it easy to explore vast datasets.

**Correct!**

#### Question 2

**1 / 1 pts**

There are three key elements that are thought to characterise a data visualisation story. Which one of the following is NOT one of these three key elements?

**Correct!**

- ☐ A series of story pieces
- ☒ Extensive use of annotations for each story piece.
- ☐ Meaningful ordering of story pieces
- ☐ Data visualisations to support story pieces

**Question 3****1 / 1 pts**

Information and labels that appear when a user hovers over a data point or statistic in a data visualisation is an example of which one of the following storytelling strategies?

**Correct!**

- ☐ Progress bar
- ☒ Details on demand
- ☐ Highlighting
- ☐ Annotation

**Question 4****1 / 1 pts**

Which one of the following is NOT a recognised genre of narrative visualisation?

**Correct!**

- ☐ Annotated chart
- ☐ Video
- ☒ Data visualisation apps
- ☐ Slide show

**Question 5****1 / 1 pts**

Why is it important to include markers of interactivity in narrative visualisations?

**Correct!**

Interactive features important to the story can go unnoticed if cues are not provided.



Interactive features must be used before the viewer looks at other elements of the narrative.



Interactive features should be avoided in narrative visualisations.



People do not like to interact with data visualisations.

**Question 6****1 / 1 pts**

Which one of the following story steps is where you aim to "hook" your audience?



Main Insight



Supporting Facts



The Solution



Set-up

**Correct!****Question 7****1 / 1 pts**

Which one of the following narrative visualisation strategies do we use to draw attention to important observations, groups or trends relevant to the story?

**Correct!**

- ☐ Details on demand
- ☒ Visual highlighting
- ☐ Progress bar
- ☐ Animated transitions

**Question 8****1 / 1 pts**

A narrative visualisation that provides some level of order and messaging combined with user-directed interactivity is an example of which one of the following narrative approaches?

**Correct!**

- ☒ Hybrid approach
- ☐ Reader-driven
- ☐ Author-driven
- ☐ Linear

**Question 9****1 / 1 pts**

Which one of the following narrative strategies are used in slide shows to signal a change of frame?

**Correct!**

- ☐ Tacit tutorial
- ☐ Marker of interactivity
- ☒ Animated transition
- ☐ Timeline slider

**Question 10****1 / 1 pts**

A narrative visualisation that uses the same colour scale across various data visualisations is said to ...

**Correct!**

- ☒ be semantically consistent.
- ☐ using multi-messaging.
- ☐ be using visual highlighting.
- ☐ using a consistent visual platform.

**Quiz score: 10 out of 10**