

# Exam 2



This Quiz Will Be Submitted In Thirty Minutes



Started: Feb 18 at 6:42pm

## Quiz Instructions

Read each question **carefully** and be sure you answer **all** parts of each question. Questions are of varying types and forms. **Pay close attention to instructions on how to word and frame responses for each question** and in all cases choose the **best** answer.

You may use any resources you like (course materials, your notes, open Web, etc) **except another person**. **We will be using a variety of security measures** to help ensure that all students are taking the quiz fairly; any academic misconduct will be dealt with in accordance with [Information School \(https://ischool.uw.edu/advising-support/academic-policies\)](https://ischool.uw.edu/advising-support/academic-policies) and [University of Washington \(https://www.washington.edu/cssc/for-students/academic-misconduct/\)](https://www.washington.edu/cssc/for-students/academic-misconduct/) policies and procedures.

When you are finished with the quiz, click the Submit Quiz button at the bottom of the page, and then **do not discuss or share the questions or your answers with anyone until grades are released**.

If you have technical problems or questions, **do not close this window** and go to this Zoom address:

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### Question 1

6 pts

The following questions are based on these screenshots from information systems used at the UW.

(a) For the entry above from the Time Schedule, which field of this record is the database **primary** key?

For this input screen from the system to change an entry in the Time Schedule,

(b) What interaction design concept is **best** illustrated by the red boxes and words?

[ Select ]

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(c) Which of these fields does **NOT** illustrate usage of a controlled vocabulary?

[ Select ]

## Question 2

2 pts

Important advantages that a CLI may have over a GUI would include (**select all that apply**):

- ☐ can be very fast to perform tasks, once you have been learned the commands
- ☐ is newer than a GUI
- ☐ was designed by Xerox at Xerox PARC (Palo Alto Research Center)
- ☐ a CLI may be easily be scripted, supporting automation of tasks
- ☐ a CLI is easier to learn to use than a GUI for most users

## Question 3

2 pts

Which of the following would be the **best** example of skeuomorphism in experience design?

- ☐ A web browser with almost no user interface of its own beyond a simple address bar at the top
- ☐ An app that uses different highly-saturated colors for each of its primary screens
- ☐ A gym with signs in multiple languages so that people from many different countries can use it

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**Question 4****8 pts**

For each of the following, choose the vocabulary concept that **best** describes or corresponds to it:

an email system that organizes messages by sender, date, folder, and length



2 different databases that use "Autumn" and "Fall" to refer to the season between September 21 and December 21



hashtags on Twitter



a browser history that lists websites visited in chronological order

**Question 5****2 pts**

One common concern with using a so called "Hamburger" menu in a mobile app is:

- ☐ The button is too small for users to easily touch
- ☐ It doesn't provide a good mapping between the control and what is being controlled
- ☐ It takes too much space given the limited space on a mobile screen
- ☐ It is not secure
- ☐ It may hide or make it more difficult for users to find important features or navigation items in

the app



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**Question 6****2 pts**

In the "Brain Hacking" video, it was suggested that many mobile apps:

- ☐ steal your password so your account can be "hacked"
- ☐ are designed to get you addicted to them, so you feel anxiety if you don't regularly use them
- ☐ alter your brain by sending inaudible signals through the device speaker
- ☐ use disinformation to get you to buy them
- ☐ try to locate your friends and relatives so they can target ads at them

**Question 7****2 pts**

In our discussion of the evolution of the book, which of the following was **NOT** given as an example of a feature of papyrus scrolls as compared to other, earlier media?

- ☐ flexibility
- ☐ lightness and portability
- ☐ writing on both sides
- ☐ use of color

**Question 8****2 pts**



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Which of these design features, developed at various stages of writing and book production, has a parallel in today's HTML coding?

- ☐ boustrophedon
- ☐ incipits and explicits
- ☐ catchwords
- ☐ scripto continua

### Question 9

2 pts

A DeepFake is (**select all that apply**):

- ☐ concerning because it could be a way to spread misinformation
- ☐ a webpage that attempts to trick the user into thinking the content is accurate when it is actually disinformation
- ☐ a Photoshopped photo that makes an individual look more attractive than they actually are
- ☐ a video that utilizes sophisticated algorithms so it appears to include a person that actually is not there
- ☐ bad metadata that causes a video to appear higher in a search engine ranking than it should

### Question 10

2 pts

The following is taken from the description of a research project on misinformation on social media during crisis events:

**"This project aims to utilize the collective intelligence of the crowd – the crowdwork of some social media users who challenge ... questionable**

information — to distinguish misinformation and aid in its detection."



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Which of the following **best** characterizes the information behavior described here?

- ☐ information encountering
- ☐ information avoidance
- ☐ information seeking
- ☐ information evaluation

### Question 11

2 pts

Which of the following are basic functions that **any** search engine **must** do? (**Check all that apply.**)

- ☐ provide a report on what results were not found
- ☐ protect the privacy of users and results
- ☐ rank results in some order
- ☐ filter out results which are factually incorrect
- ☐ match search terms to potential results

### Question 12

2 pts

Which of the following are true (**select all that apply**)?

- ☐ Google's "Page Rank" algorithm is named after Larry Page
- ☐ Ranking and Relevance are both critically important in the field of Information Retrieval

☐ King, Maidu, AskHarry, and Quack Quack Go are all search engines



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☐ Search engines search all web pages on the internet looking for results that match your query

☐ Sergey Brin and Larry Page are co-founders of Google

### Question 13

2 pts

A web crawler...

- ☐ checks to verify that information on websites is accurate before adding that page to the index
- ☐ analyzes how you use websites
- ☐ generates statistics on how many sites you have visited
- ☐ looks through your search history to serve you ads
- ☐ indexes websites, primarily for search engines

### Question 14

2 pts

Accessible designs are those that (select all that apply):

- ☐ Are designed for a range of users, not an average user
- ☐ Are designed for an "average" user
- ☐ Are mandated by the US Federal government and the EU (European Union)
- ☐ Are easier to create and take less time to code for developers
- ☐ May assist some users with a disability to utilize an app



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