



Module 3 Quiz

Quiz, 14 questions

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1.

An example of leveraging white space means that...

- ☒ The bars in a bar graph should not be too wide or too narrow.
 - ☐ Fill white space with a legend.
 - ☐ You must leave a lot of room between the titles and data.
 - ☐ You must stretch the graph to narrow the margins.
-

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2.

True/False: You can use any combination of fonts you'd like to add pop to your visual.

- ☐ True
 - ☒ False
-

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3.

Choose the most appropriate way to design a visualization.

- ☒ Choose a corporate or a standard font that is consistent and easy to read.
 - ☐ Add a paragraph in small font as a footnote to the visualization to explain every nuance of the data.
 - ☐ Do not coordinate the color of the text with the color of the category.
 - ☐ Use a fun font like Comic Sans to get the reader's attention.
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4.

True/False: The Gestalt principle of proximity and the first law of geography are closely related.

- ☐ False
 - ☒ True
-

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5.

The Gestalt principle of proximity does not mean...

- ☒ If a data point is not close to other points then it is not related at all.



Things that are close to each other are more likely to be related than those that are further apart.

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1
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6.

What would be the best guess for why there were Cholera deaths of people outside of the neighborhood of the polluted water pump?

- ☐ The victims died of something other than Cholera.
 - ☐ The researcher was wrong about determining what were polluted pumps.
 - ☐ Polluted water was not the cause of Cholera. There must be some other cause.
 - ☒ The victims who lived outside of the hot spot consumed water from the polluted pump despite living further away from the pump.
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7.

What other attributes were used in the Cholera map to ascertain which water pump was polluted?

- ☐ Closure
 - ☐ Symmetry
 - ☐ Continuity
 - ☒ Color and size
-

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8.

True/False: If you're careful and thoughtful you can re-scale complex data to help aid in accessibility of your data.

- ☐ False
 - ☒ True
-

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9.

True/False: It is unacceptable to use more than one type of pre-attentive attribute.

- ☒ False
 - ☐ True
-

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10.

Outliers may be...

- ☒ Interesting in its own way and an analyst must understand the context
- ☐ Always something to be concerned about



Deleted from the dataset

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Quiz, 14 questions

Safety ignored after looking for them

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11.

In the lessons, we saw a strip plot, scatterplot, histogram, and control charts being used to investigate unusual data. Which of the following visualizations would be another good way to check for outliers?

- ☐ A pie chart that shows a very small slice for one category means those are outliers.
- ☐ A line chart which shows a very large spike in one time period.
- ☒ A map for data are within a defined geographic range (such as cities in a particular state or province) and there are a couple of points that are out of the expected range.
- ☐ A bar chart that has a very small bar that indicates that there is likely outliers.

1
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12.

True/False: Because a control chart is often used in manufacturing and heavy industry, paying attention to aesthetics and pre-attentive attributes is not as important.

- ☐ True
- ☒ False

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13.

Exploratory analysis is _____?

- ☒ Understanding your data well to facilitate explanatory analysis.
- ☐ Learning about outliers.
- ☐ Playing around with the data in an aimless way.
- ☐ Something that should be ignored if you have a clearly defined question.

1
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14.

Anscombe's quartet showed _____.

- ☒ Visualizations are necessary and complements summary statistics.
- ☐ Visualizations are sufficient.
- ☐ Correlation is causation.
- ☐ Summary statistics are not helpful in any way because they mask problems with the data.

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