Module 1 Quiz

Quiz, 18 questions

1 point

1.
True/False: You have 3 data points: 29%, 33%, 31%. It is appropriate to adjust the y-axis to start at 25% because the numbers are so close to each other.

- True
- False

1 point

2.
Although most authors view pie charts as to-be-avoided at all costs, others do see them as effective. Select the one scenario where both pro- and anti-pie chart writers will agree that pie charts should not be used.

- When there are 5 or more categories that are to be compared.
- A pie chart with 2 slices.
- To put the audience in a positive frame of mind.
- When Communicating part-to-whole relationship.

1 point

3.
According to your readings, a functionalist perspective of data visualization is _____.

- When a visualization uses many colors.
- When a visualization is exciting to look at.
- When a visualization is comprehensive and can answer every question in one view.
- When a visualization effectively represents the data so that is can be understood quickly and easily.

1 point

4.

What's the one thing definitively wrong with this visualization:

Module 1 Quiz

Quiz, 18 questions

- "Then" should be yellow; "now" should be green.
- The y-axis doesn't start at zero.
- The numbers are wrong.
- Branding visualizations should be avoided at all costs.

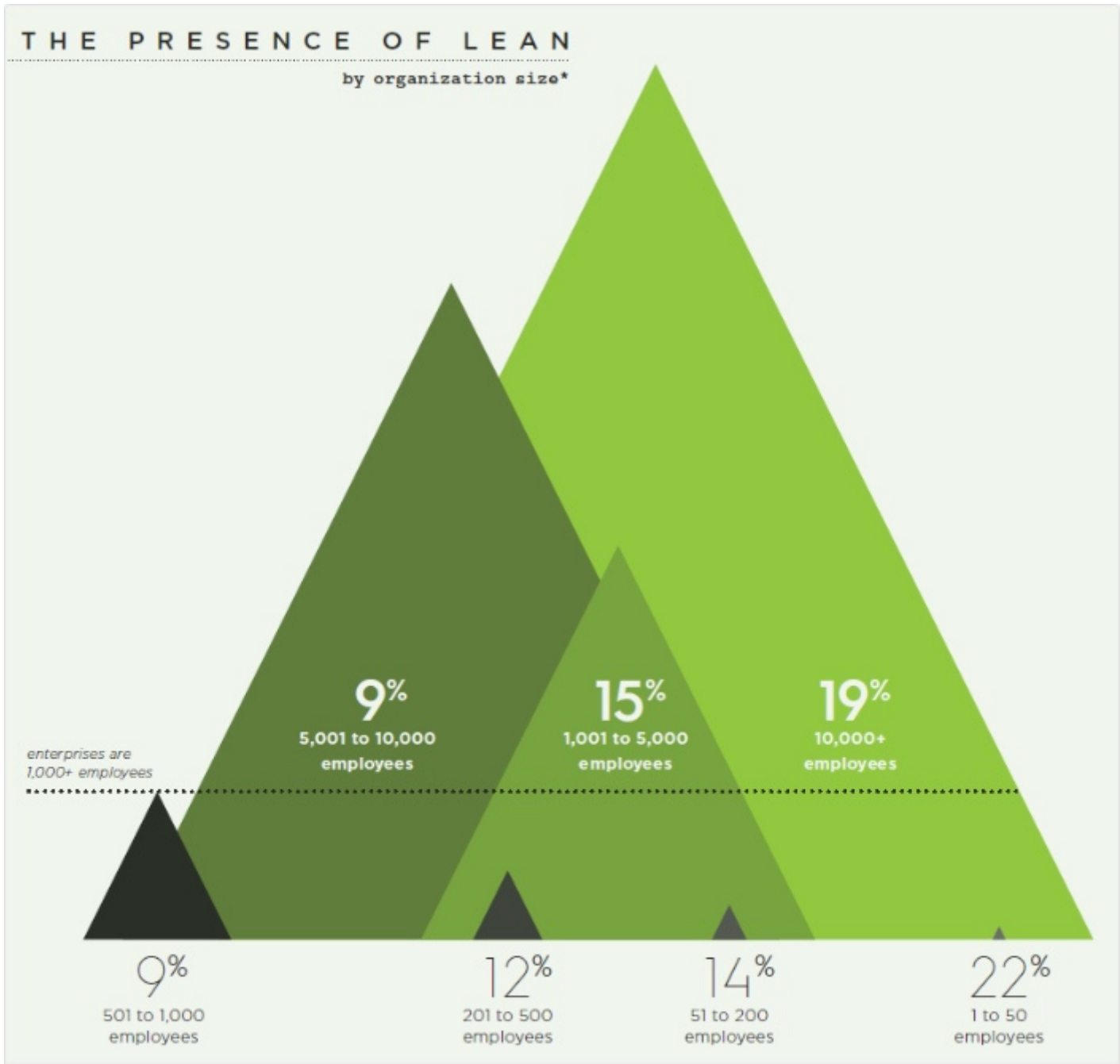
1 point

5.

Module 1 Quiz

Quiz, 18 questions

This visualization has several issues with its design. Identify the only one of the following that is not an issue with this visualization.



- It's very difficult to interpret.
- There is too much text.
- The reference line is not clear.
- The bar heights do not match the percentages.

1 point

6.

According to your readings, if you have a lot of categories in time series data, what is the best approach for your visualization from the following options:

- Trellis plot
- Stacked area graphs
- Line graphs with totals above
- A stream graph (a type of stacked area graph displaced around a central axis)

1 point

7.

True/False: It is more helpful to the reader to eliminate the axis altogether where appropriate and label individual data elements on the visualization itself.

False

Module 1 Quiz

Quiz, 18 questions

True

1 point

8.

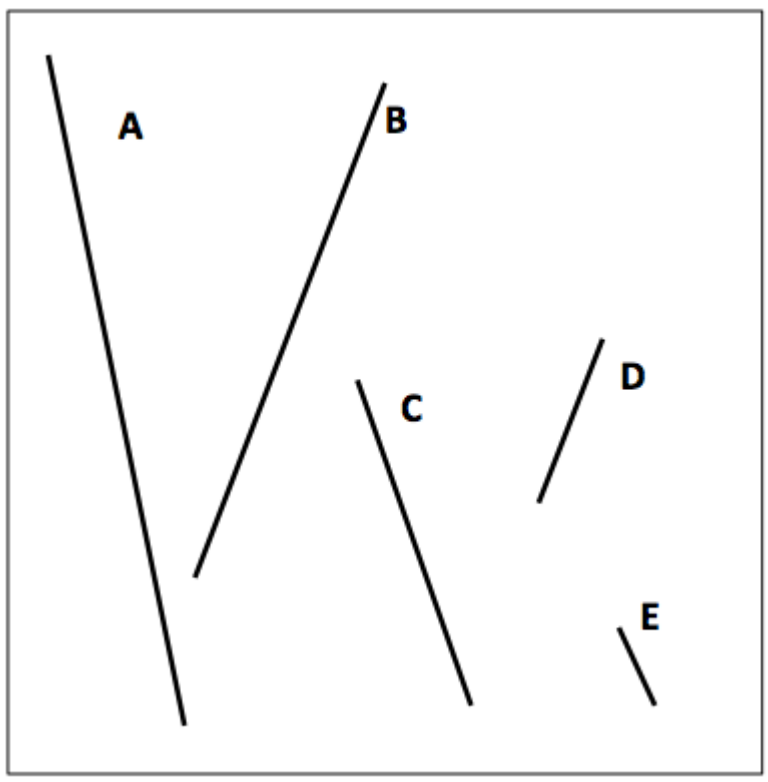
A 3D chart should be used only in the following circumstances:

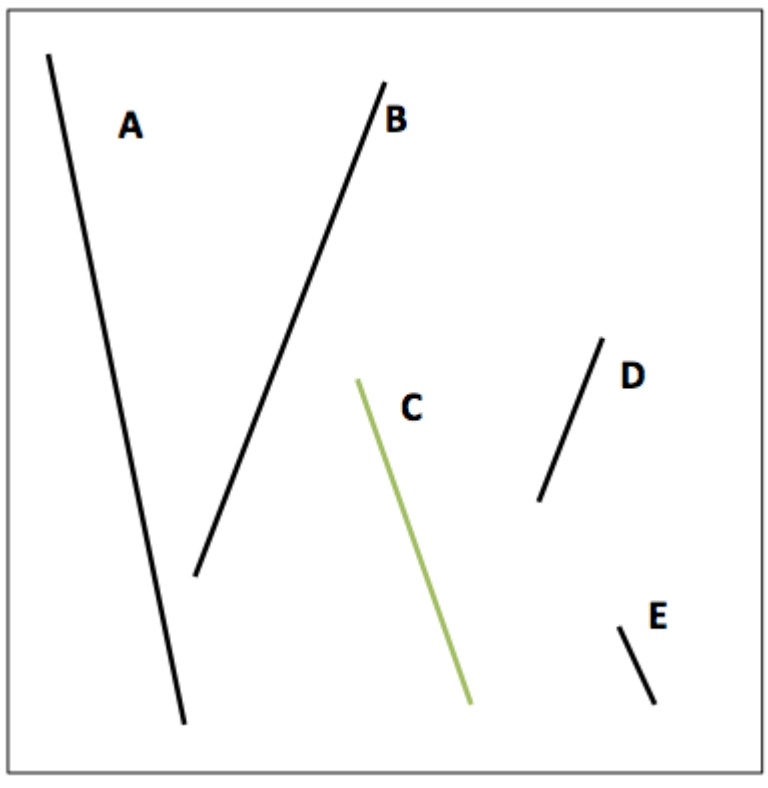
- Whenever you want to add visual elements to your visualization that pop.
- Whenever possible as long as you ensure that elements are well labeled.
- Only when you need to compare values across categories.
- Only when you need to plot three-dimensional data.

1 point

9.

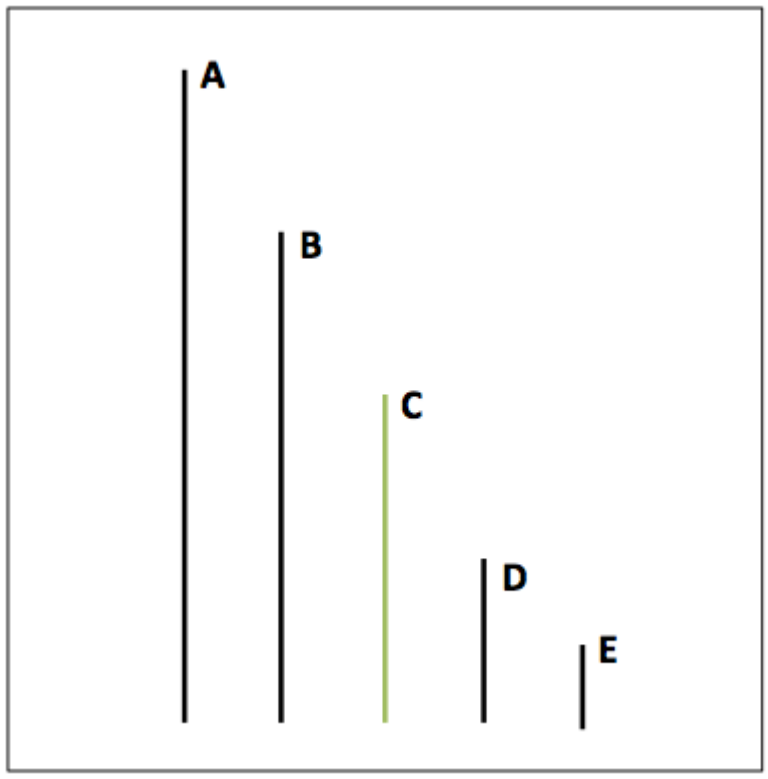
Can you find the line with the average length in this set?





Module 1 Quiz

Quiz, 18 questions



- Line B
- Line E
- Line D
- Line A
- Line C

1 point

10.
When doing a presentation for a large group of people, the best visualization to show differences between categories of data is one of the following:

- Cross-tabulation or table
- Pie chart
- Radar chart
- Bar graph

1 point

11.
A scatterplot is useful for showing _____.

- Spatial information.
- Data that are at different time periods.
- Two different measures.

Dimension on one axis and measures on the other axis.

Module 1 Quiz

Quiz, 18 questions

1 point

12.

Pick the one time that you should not use a table.

- Always avoid tables bigger than 2 x 2
- When you are presenting to a large, live meeting.
- At a committee meeting where people can spend time focusing on the visual.
- On a website which people will access on their own time.

1 point

13.

Humans have developed perceptual and cognitive capabilities that initially tend to favor _____?

- Precision and completeness
- Accuracy
- Speed

1 point

14.

True/False: Data in a visualization must never be sorted based on the importance of the category of the data.

- False
- True

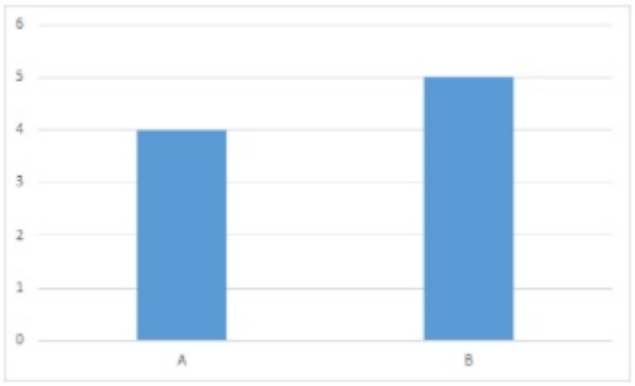
1 point

15.

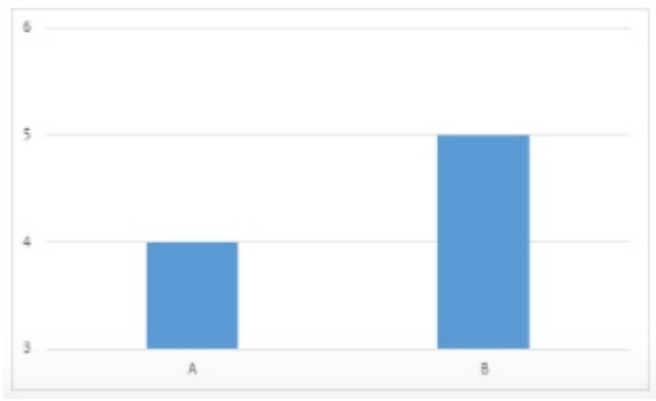
Module 1 Quiz

Quiz, 18 questions

Suppose you have a bar graph that has values of 4 and 5. If you start the axis at 0 and increment by 1, then the visual increase between the bars showing 5 and 4 is 25%. See example A:



What would the visual increase be between the bars representing 4 and 5 if you started the axis at 3 and incremented by one? See example B:



- 60%
- 125%
- 12.5%
- 100%

1 vs 2 -> (2-1)*100 = 100%

---

1 point

16.
Which most closely describes the process of visual encoding?

- Translation
- Transposition
- Transcending

---

1 point

17.
System 1 refers to which type of thinking and responding?

- Slow, deliberate, and logical system 2
- Moderate, methodical, and qualitative
- Fast, intuitive, and emotional

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1 point

18.

If you had to figure out the sum of all line lengths, that would involve?

Module 1 Quiz

Quiz, 18 questions

- Systems 1 and 2
- Only System 1
- Only System 2

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