



## Module 2 Quiz

Quiz, 14 questions

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1.

Which of the following visualization types would be best for accessing iconic memory?

- ☐ A table that uses percentages instead of values.
- ☐ A map of China that highlights internet access penetration by showing each municipality and village.
- ☐ Any network diagram.
- ☒ A simple bar graph that contrasts measure of interest with other similar measures.

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2.

True/False: If you appeal to a reader's iconic memory, it will not be useful for appealing to a reader's short or long-term memory.

- ☒ False
- ☐ True

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3.

True/False: Eliminate all text to eliminate clutter.

- ☐ True
- ☒ False

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4.

Of the following, which would be best for reducing cognitive load on a 7 category bar graph?

- ☐ One color for each (7 colors) but no data labels or axis.
- ☒ One color, no axis, but data labels.
- ☐ One color, no axis and no data labels.
- ☐ Two colors with one identifying the interesting element but no text of anywhere.

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5.

A scatterplot that has two colors identifying categories of data is a good example of this type of Gestalt perception:

- ☐ Enclosure



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☐ Proximity

☐ Similarity

☐ Closure

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6.

Suppose you want your audience to see how income per GDP for a set of countries has changed over the past 50 years so you do a line graph. What Gestalt principle are you applying here?

- ☐ Closure
- ☒ Connection
- ☐ Similarity
- ☐ Proximity

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7.

True/False: It is always superior to use many colors than using shades of gray and one additional color.

- ☒ False
- ☐ True

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8.

Which of these would be a poor application of a strategic use of contrast?

- ☒ Using different colors for each category and highlighting the important element with black.
- ☐ One bright color contrasted with gray.
- ☐ Using a bright blue for the important element but much lighter shade for other elements.
- ☐ Bolding text in a table.

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9.

Visualizing data in three dimensions with a bar chart is appropriate only in the following circumstance.

- ☐ It's something that everyone else in my company does.
- ☐ Always, because that's the trend in visualization best practices.
- ☒ When data are expressed in such a way that visualizations must be done in three dimensions because graphing in two dimensions would be inappropriate.
- ☐ Whenever you feel that the graph might look prettier or visually appealing.



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True/False: Eliminating clutter is more important than having a visual that is understandable because cluttered visuals have too much useless information.

☐ True☒ False1  
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11.

Providing a reference line with shading on one side allows to highlight a group of values in a visualization. Which Gestalt principle is this?

☒ Enclosure☐ Proximity☐ Symmetry☐ Closure1  
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12.

Suppose you must include a table with numbers in a visualization to a large audience. What's the one thing listed below that you should not do to it?

☒ Put a contrasting color in each box.☐ Highlight the insight with one color and leave the others uncolored.☐ Make the values in the table large enough for people to read.☐ Leave it uncolored.1  
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13.

True/False: Sorting your data so that the values are in order is essential to any decluttering of visualizations.

☐ False☒ True1  
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14.

One of your audience members in a small committee is color blind and you have decided to stick with only black and white in your visualizations. Which is the best way to provide a pre-attentive attribute in a scatterplot that has two categories?

☐ Make one category bigger than the other.☐ Change the intensity of one category by making it more gray and less black.☐ Make one category a square and one a triangle.☒ Use circles and fill one category and leave the other unfilled.



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