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# Module 4

LATEST SUBMISSION GRADE  
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1. Which of the following editing features can you use in Tableau's story feature? 1 / 1 point

- ☒ Changing the layout of the story to fit properly on any screen
- ☐ Making table calculations
- ☐ Creating actions
- ☐ Adjusting the size circles in a scatterplot

Correct

The story feature only allows very limited formatting. All formatting should be done in either the dashboard or worksheets.

2. Among the useful roles stories have long played for humans is that 1 / 1 point

- ☐ They provide a vivid and memorable way to convey information
- ☐ They can let people simulate situations that they don't have to experience directly
- ☒ Both of the above
- ☐ Neither of the above

Correct

The ability to simulate, and vicariously learn from other people's experiences through stories lets humans gain knowledge more quickly, easily, and safely than if they had get all of it directly.

3. What is a story as defined by Tableau? 1 / 1 point

- ☐ A group of Business Intelligence objects that are connected in a star schema
- ☒ A sheet that contains a sequence of worksheets or dashboards that work together to convey information
- ☐ A report of connected events, real or imaginary, presented in a sequence of written or spoken words, and/or still or moving images.
- ☐ Something that must contain a plot

Correct

4. Some research with people who have damage to the parts of the brain involving emotion suggests 1 / 1 point

- ☒ Emotions have an important impact on the ability to make decisions
- ☐ Emotions have a minor impact on the ability to make decisions
- ☐ Emotions should always be avoided in decision making

Correct

Emotions can often be viewed purely as distractors from the decision-making process, but in fact they can also be important in helping drive decisions.

5. From Tableau's point of view, a story point is 1 / 1 point

- ☒ An individual sheet in a story
- ☐ A point in a scatterplot
- ☐ A circle in a map identifying a location
- ☐ A static screen capture of a visualization

Correct

6. One technique to help people connect with a story is to 1 / 1 point

- ☐ Avoid using specific, concrete examples of the larger narrative being presented
- ☒ When possible, use specific, concrete examples to illustrate the larger narrative
- ☐ Only use specific, concrete examples and avoid describing any larger narrative

Correct

People are often better able to relate to specific examples that exemplify a concept rather than just presenting the concept.

7. Which of the following ways should you NOT create a story? 1 / 1 point

- ☐ Add several visualizations, one on each tab
- ☐ Add them to your story iteratively
- ☐ If it doesn't follow a narrative you can't add the visualization
- ☒ Design everything as final and then drop them into the Tableau story. Don't drop them in until they are absolutely final

Correct

8. The meaning and symbolism of specific colors 0 / 1 point

- ☒ Is never the same across cultures
- ☐ Is always the same across cultures
- ☐ Can vary from culture to culture

Incorrect

Please revisit the lecture **Emotion Modulators: Color, Language, and Other Design Elements.**

9. You could think of a Tableau story as akin to this other commonly used software: 1 / 1 point

- ☒ A slide in a PowerPoint
- ☐ Statistical output from R
- ☐ A sheet in an Excel workbook
- ☐ A page in Microsoft Word

Correct

10. Generally speaking, one of the ways a visualization geared for exploratory analysis differs from an explanatory presentation/story 1 / 1 point

- ☐ The former lets audiences come to their own conclusions
- ☐ The latter leads audiences to a specific conclusion
- ☒ Both of the above

Correct

Design considerations for data stories are very different from visualizations designed to explore data. A story is highly choreographed; it should lead the various users within your audience to similar conclusions. An exploratory data visualization should not be choreographed; and, if the conclusions are surprising and varied among users, that can still be a great sign.

11. Which of the following is not an example of a common storytelling convention? 0 / 1 point

- ☐ Presenting an "establishing" shot in a film or TV scene
- ☒ Reading an English language text from left to right
- ☐ Including a bulleted list of facts in the story

Incorrect

Please revisit the lecture **Framing, Conventions, and Priming.**