

# 09 Analytics Quiz

- Due Mar 17 at 11:59pm
- Points 25
- Questions 25
- Time Limit None
- Allowed Attempts Unlimited

Take the Quiz Again

## Attempt History

	Attempt	Time	Score
KEPT	<a href="#">Attempt 2</a>	15 minutes	23.75 out of 25
LATEST	<a href="#">Attempt 2</a>	15 minutes	23.75 out of 25
	<a href="#">Attempt 1</a>	33 minutes	22.67 out of 25

⚠ Correct answers are hidden.

Score for this attempt: 23.75 out of 25

Submitted Mar 27 at 9:53pm

This attempt took 15 minutes.



Question 1

1 / 1 pts

Which of the following would link to the PDF "application.pdf" if the PDF was in a sub folder called "PDFs" on your website?

- ☐ <a href = "../application.pdf"> Download the Application </a>
- ☐ <a href = "root/PDF/application.pdf"> Download the Application </a>
- ☒ <a href = "PDFs/application.pdf">Download the Application</a>
- ☐ <a href = "pdf/application.pdf"> Download the Application </a>

Correct.



Question 2

1 / 1 pts

Please complete the CSS below to remove the border spacing from the table.



```
table.books {
```

```
  border
```

```
- collapse
```

```
: collapse
```

```
;  
}
```

**Answer 1:**

border

**Answer 2:**

collapse

**Answer 3:**

collapse

Correct.



PartialQuestion 3

0.67 / 1 pts

Match the following table element with its definition:

td

table row



tr

table row



th

table header



Question 4

1 / 1 pts

Which of the following would link to the music file "mysong.mp3" if the html and mp3 files were in the same folder on your website?

- ☐ <object = "mysong.mp3">Play my song</object>
- ☐ <embed = "mysong.mp3">Play my song</embed>



- ☐ <a href = "music/mysong.mp3">Play my song</a>
- ☒ <a href = "mysong.mp3">Play my song</a>

Correct.



### Question 5

1 / 1 pts

The code below will color every other row of the table green; Please complete the code.

```
table.schedule tr :nth-child (even) {  
    background-color : green;  
}
```

**Answer 1:**

tr

**Answer 2:**

child

**Answer 3:**

background-color



### Question 6

1 / 1 pts

Please match the following terms to their definition

inline frame used inside a webpage to load another HTML document inside it

iFrame

audio file saved in a compressed audio format developed by the Moving Picture Experts Group

mp3

compressed audio file that uses free, unpatented Ogg Vorbis audio compression

ogg



### Question 7

1 / 1 pts



Please complete the following CSS to include the "curve.gif" image which is inside the "images" folder AND change the font color to 2323DD.

```
a {  
  background  
  -image: url(images/curve.gif)  
};  
  color  
  : #2323DD;  
}
```

**Answer 1:**

background

**Answer 2:**

images/curve.gif

**Answer 3:**

color

Correct.



Question 8

1 / 1 pts

Tables should be used for which of the following?

- ☐ Page design.
- ☐ Navigation structures.
- ☒ Arranging data in rows and columns.

Correct.

- ☐ Multicolumn layouts.



Question 9

1 / 1 pts

Using CSS how would you remove the border between table cells?

- ☒ border-collapse: collapse;
- ☐ borders: none;
- ☐ table-borders: 0px;
- ☐ margin: 0px;
- ☐ padding: 0px;

Correct.





## Question 10

1 / 1 pts

Which of the following would cause a link to "MySamplePDF.pdf" to break once you upload your site to a server?

- ☒ Having the href="MySamplePDF.PDF"
- ☒ Putting the file in a different folder on the server.
- ☒ Failing to upload the "MySamplePDF.pdf" file.
- ☐ Having a slow connection to the file server.

Correct.



## Question 11

1 / 1 pts

Which of the following were books published by Ron Hammond?

- ☐ World Sociology
- ☐ Sociology for Today
- ☒ Introduction to Sociology
- ☒ Sociology of the Family



## Question 12

1 / 1 pts

Over a three year period, the mobile traffic increased...

- ☐ 1000%
- ☐ 400%
- ☒ 900%
- ☐ 200%



## Question 13

1 / 1 pts

Please match the following terms from the Acquisition Overview of Google Analytics.

Someone who clicks a link on a search engine site

Someone who enters the url directly in the browser bar or uses a bookmark on the computer



Someone who clicks a link on another website

Referral



A link from Facebook or Pinterest

Social



Question 14

1 / 1 pts

From Jan 2015 to Dec 2020, the textbook had almost \_\_\_\_\_ new users.

- ☐ 600,000
- ☐ 800,000
- ☐ 500,000
- ☒ 700,000
- ☐ 400,000



Question 15

1 / 1 pts

Why did Ron Hammond write his own textbook?

- ☒ To help students afford college.
- ☐ To get tenure at UVU.
- ☐ To make some extra money.
- ☐ To correct bad information on Sociology.



Question 16

1 / 1 pts

Please match the following dates and events

Textbooks launched

August 1, 2011



Had 1604 visitors in a single day

December 14, 2014



## Question 17

1 / 1 pts

By default, google analytics sets the date range to show

- ☐ the previous 60 days
- ☒ the previous 30 days
- ☐ the previous 90 days
- ☐ the previous 3 months



## Question 18

1 / 1 pts

Please rank the top four countries to view the textbook between January 2015 and Dec 2020.

Most views

Second most views

Third most views

Fourth most views



## PartialQuestion 19

0.33 / 1 pts

A bounce on your site can be caused by which of the following?

- ☒ clicking on a link to one of your social media sites
- ☐ viewing another page on your site
- ☐ directly typing in a different site's URL
- ☐ filling out a form on your site
- ☐ closing the browser



## PartialQuestion 20

0.75 / 1 pts



Using web analytics allows us to...

- ☒ collect
- ☒ analyze
- ☐ lose weight
- ☒ report
- ☒ measure
- ☒ eat better
- ☐ exercise



Question 21

1 / 1 pts

On the Fall of 2011, the state with the highest traffic was?

- ☐ Florida
- ☒ Utah
- ☐ California
- ☐ Texas



Question 22

1 / 1 pts

What can content developers learn from Google analytics?

- ☒ The device you were using.
- ☒ How long you spent on a site.
- ☒ Your physical location
- ☐ What color your car is
- ☐ What your name is
- ☒ What internet browser you are using.



Question 23

1 / 1 pts

What is the cost of Google Analytics?

- ☐ Ranges from \$1.00 to \$4.00 per month
- ☐ \$2.00 per month
- ☐ \$5.99 a year
- ☒ Free for small sites



Question 24

1 / 1 pts

In the year 2020, after being online for 9 years, the state with the most views was?





- ☐ Utah
- ☐ Texas
- ☐ Florida
- ☒ California



### Question 25

1 / 1 pts

Which mobile device had the most sessions in the Fall of 2011?

- ☐ Apple iPhone
- ☒ not set
- ☐ Apple iPad
- ☐ LG LS670

Quiz Score: 23.75 out of 25

