

Tell the Story of Your Data

Module 4

1.

Question 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



Adjusting the size circles in a scatterplot



Making table calculations



Creating actions

Correct

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

2.

Question 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.

Question 3

What is a story as defined by Tableau?

1 / 1 point

☐

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

☐

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

Correct

4.

Question 4

Some research with people who have damage to the parts of the brain involving emotion suggests

1 / 1 point

☐

Emotions should always be avoided in decision making

☒

Emotions have an important impact on the ability to make decisions

☐

Emotions have a minor impact on the ability to make decisions

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.

Question 5

From Tableau's point of view, a story point is

1 / 1 point

☐

A static screen capture of a visualization

☐

A point in a scatterplot

☒

An individual sheet in a story

☐

A circle in a map identifying a location

Correct

6.

Question 6

One technique to help people connect with a story is to

1 / 1 point

☐

Only use specific, concrete examples and avoid describing any larger narrative

☒

When possible, use specific, concrete examples to illustrate the larger narrative

☐

Avoid using specific, concrete examples of the larger narrative being presented

Correct

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

7.

Question 7

Which of the following ways should you NOT create a story?

1 / 1 point

☐

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

☐

Add them to your story iteratively

☐

Add several visualizations, one on each tab

Correct

8.

Question 8

The meaning and symbolism of specific colors

1 / 1 point

☐

Is never the same across cultures

☒

Can vary from culture to culture

☐

Is always the same across cultures

Correct

Although the symbolic meaning of colors varies by culture, effective and targeted color selection can reinforce and intensify the message being conveyed. For example, in many cultures, black can be suggestive of death.

9.

Question 9

Routhu Siddhartha

You could think of a Tableau story as akin to this other commonly used software:

1 / 1 point



A page in Microsoft Word



Statistical output from R



A sheet in an Excel workbook



A slide in a PowerPoint

Correct

10.

Question 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.

Question 11

Which of the following is not an example of a common storytelling convention?

Routhu Siddhartha

1 / 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

Correct

Story conventions are typical approaches and elements that help convey a story. Long bulleted lists are not a common convention in storytelling and are not necessarily a great technique for other kinds of presentations.