



Congratulations! You passed!

TO PASS 80% or higher

Keep Learning

GRADE
100%

Information Integration - Quiz

LATEST SUBMISSION GRADE

100%

1. What is the main problem with big data information integration?

1 / 1 point

- ☐ Pay-as-you-go model
- ☐ Mediated Schema
- ☒ Many sources
- ☐ Probabilistic Schema Mapping



Correct

2. What would be the two possible solutions associated with "big data" information integration as mentioned in lecture? (Choose 2)

1 / 1 point

- ☒ Pay-as-you-go Model



Correct

- ☐ Customer Transactions
- ☐ Mediated Schema
- ☒ Probabilistic Schema Mapping



Correct

- ☐ Attribute Grouping

3. What are mediated schemas?

1 / 1 point

- ☐ A type of probabilistic schema mapping.
- ☒ Schema created from integrating two or more schemas.
- ☐ Schemas created from customer info.
- ☐ Schemas created entirely from attribute grouping.



Correct

4. In attribute grouping, how would one evaluate if two attributes should go together? (Choose 2)

1 / 1 point

- ☒ Similarity of Attributes



Correct

- ☒ Probability of Two Attributes Co-occurring



Correct

- ☐ Candidate Designs
- ☐ Integrated Views
- ☐ Customer Interaction

5. What is a data item?

1 / 1 point



The real worth of a data value.



Data that represents an aspect of a real-world entity.



Data found in a customer transaction.



Data found in a mediated schema.

✓ Correct

6. What is data fusion?

1 / 1 point



Extracting a global value from a data source.



Another term for customer analytics.



Extracting true sources from a data source.



Extracting the true value of a data item.

✓ Correct

7.

1 / 1 point

What is a potential problem of having too many data sources as mentioned in lecture?



Schema mapping becomes impossible.



None, the problem is not a problem when using big data methodologies.



Too much data processing required for compression.



Too many data values.

✓ Correct

8. What do we mean when we say "the true value of a data item"?

1 / 1 point



Another term for data fusion.



Data created from statistical estimations.



Extrapolated data from a data item that represents the worth of that item.

✓ Correct

Good job! When the instructor mentioned Data Fusion around 1:15 in the Integration for Multichannel Customer Analytics. He talks about data fusion and how data items will provide a value. It is here that we learn about how there is true value hidden within data items. True value represents the actual thing you are trying to get out of a data item. Often times data items could be too messy or too complicated for any real meaning.

9. What is a potential method to deal with too many data sources as mentioned in lecture?

1 / 1 point



None, the more the better.



Randomly select a sample of sources to represent the various data sources.



Compare and weigh each source by their trustworthiness.



Take less samples per tick.

✓ Correct