Stat. 4979/6610 Data Visualization

Department of Statistics and Biostatistics

CSU East Bay

Name: _____

(print   First   Last   )

Class Number:_____

Quiz 2

Instructions: This is a take-home test. You may ask questions of the teacher via email. You may not discuss your answers with other students in the class.

Academic Honesty: As a student at CSU East Bay you are held to the standards stated in the Academic Dishonesty Policy. Copying another student's work or allowing another student to copy your work is academically dishonest. I expect you to be academically honest while taking the test.

Read Chapter 9, Designing with a Purpose

1. What does the author mean by his tip, "Visualization is about communicating data, so take the time to learn about what makes the base of your graphic, or you will end up spouting numbers."
2. Watch the video of the tweets from the 2009 presidential election. See the link: http://projects.flowingdata.com/inauguration/
   a. Where in the Unites States are most of the tweets coming from?
   b. In California where are the tweets mainly located?
   c. On the east coast of the United States where are the tweets mainly located?
   d. In Europe where are the tweets mainly located?
   e. What would you suggest doing to this dynamic visualization to make it more clear to you?
3. (Stat. 6610 students) On page 333 the author mentions "dry humor and sarcasm."
   a. What is sarcasm?
   b. Is the use of sarcasm on the web recommended? If not, why?
4. (Stat. 6610 students) What are the "foundations of visualization?" See page 334.
5. Recall the TED Talk by David McCandless: http://ed.ted.com/lessons/david-mccandless-the-beauty-of-data-visualization and http://www.informationisbeautiful.net/ When we watched the video we did not focus on his opening slide. That slide give the Colours of Culture. See Figure 9-11.
   a. What color(s) represent anger?
   b. What color(s) represent joy?
   c. What color(s) represent death?
6. What is the last thing the author asks himself when making a graphic?