

Data Science & Analytics – Problem Solving with Big Data

Section 1:

Please select the correct answer for each of the following questions:

- 1 What is the difference between user actively provided data and user passively provided data?
- a. User actively provided data means the user understands that data is being collected while user passively provided data means they might not know data is being collected.
 - b. User actively provided data means the user might not know data is being collected while user passively provided data means the user understands that data is being collected.
 - c. They both mean the same thing.
 - d. None of the above.

- 2 What is an example of data?
- a. Results from a survey
 - b. “Clicks” on a Facebook advertisement
 - c. Downloads of an app
 - d. All of the above
 - e. None of the above

- 3 What is a reason a company would **not** collect data?
- a. To attract new customers
 - b. To help their competitors
 - c. To improve their products
 - d. To address current customers’ needs



Section 2:

Please choose the number on the scale that best indicates how strongly you agree or disagree with the following statements:

	Strongly disagree				Strongly agree
I understand what data is and how companies use it to solve problems.	1	2	3	4	5
I feel confident in my ability to learn more about data	1	2	3	4	5
I am interested in learning more about data	1	2	3	4	5

Section 3:

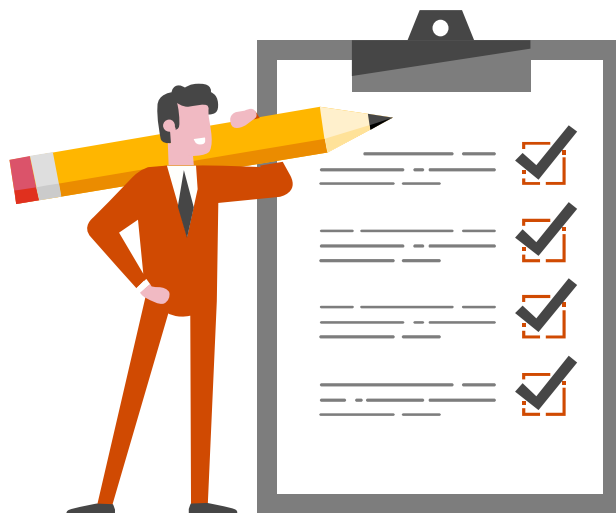
Please select from the choices below:

1 Circle your grade level.

K 1 2 3 4 5 6 7 8 9 10 11 12

2 Select the sentence that best describes you.

- a. I am a boy.
- b. I am a girl.
- c. Prefer not to answer.



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1 What is an example of data?

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2 What is a reason a company would **not** collect data?

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3 What is the difference between user actively provided data and user passively provided data?

- a. User actively provided data means the user understands that data is being collected while user passively provided data means they might not know data is being collected.
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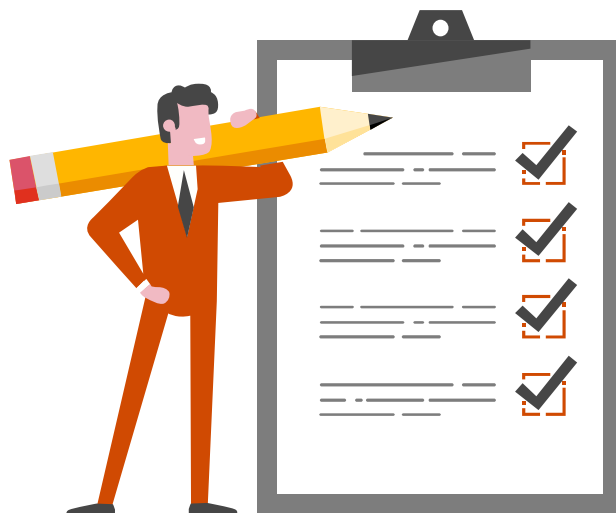
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