

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?

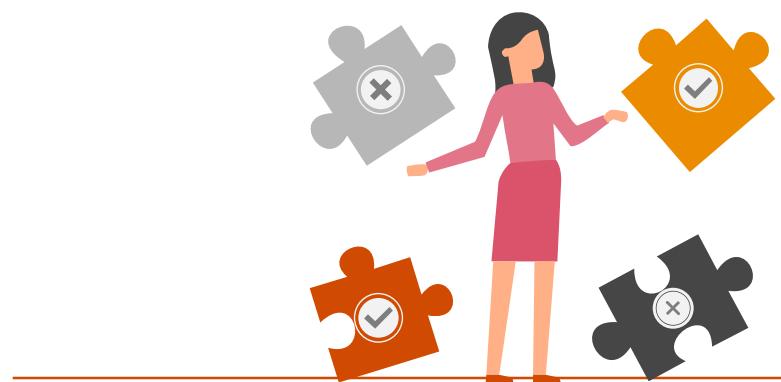
- a. User actively provided data means the user understands that data is being collected while user passively provided data means they might not know data is being collected.
- b. User actively provided data means the user might not know data is being collected while user passively provided data means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

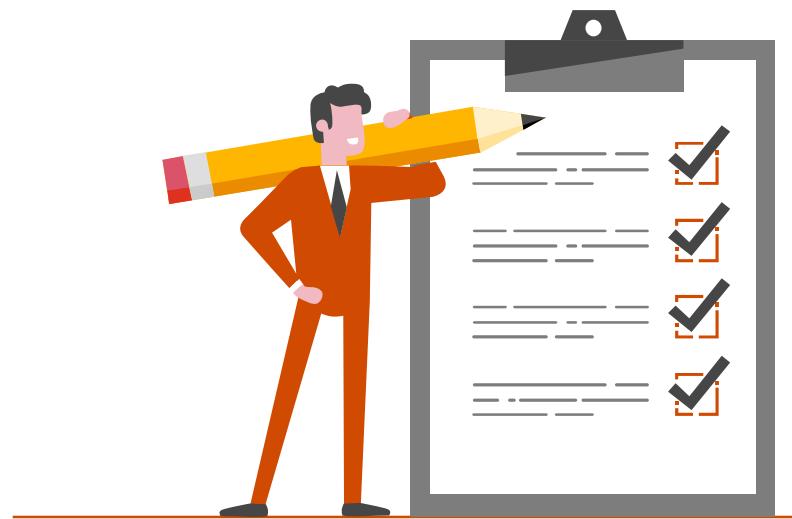
	Strongly disagree				Strongly agree
I understand what data is and how companies use it to solve problems.	1	2	3	4	5
I feel confident in my ability to learn more about data	1	2	3	4	5
I am interested in learning more about data	1	2	3	4	5

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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