Answer Key: Will You Spot the Signal? Data Literacy Quiz for College Students

Analyze sourcing protocols and data integrity measures used by professionals in healthcare, urban planning, and digital journalism.

---

1. A researcher accesses the 'World Values Survey' to analyze longitudinal cultural shifts. Which stage of data literacy does this action primarily represent?

Answer: B) Finding Data

> Identifying and accessing reputable global databases like the World Values Survey is a core competency of finding data for academic research.

2. True or False: Using a dataset with a high 'attrition rate' (participants dropping out) in a long-term medical study is a matter of evaluating data quality.

Answer: A) True

> Evaluating data involves identifying limitations such as attrition bias, which can compromise the validity of a study's conclusions.

3. When an urban planner uses GIS (Geographic Information Systems) mapping to decide where to build new parks based on population density, they are _____ data.

Answer: C) Using

> Using data refers to the application of interpreted information to solve specific problems or make informed decisions.

4. Which strategy is most effective for a journalist to 'manage' their raw interview data and notes to ensure longevity and accessibility?

Answer: B) Implementing a standardized naming convention and regular backups

> Data management involves systematic organization and protection strategies, such as naming conventions and backups, to maintain data integrity.

5. True or False: A Creative Commons license on a dataset is an indicator of its reliability and accuracy.

Answer: B) False

A Creative Commons license relates to the legal right to share or use data, not the quality, accuracy, or reliability of the information itself.

6. An NGO finds that their internal dataset on water quality has many missing entries. This discovery occurs during which phase of data literacy?

Answer: B) Evaluating

Evaluating data involves assessing its completeness and checking for errors or gaps that might make it unsuitable for analysis.

7. A historian uses an _____ to access digitized records from the National Archives to feed into a digital humanities project.

Answer: A) API (Application Programming Interface)

APIs are standard tools used in digital environments to find and extract data from large institutional repositories automatically.

8. True or False: Peer-review is a critical factor to consider when evaluating the credibility of data found in academic journals.

Answer: A) True

Peer-review provides a layer of expert verification, which is a key criterion in the evaluation of data quality and reliability.

9. A business analyst creates a trendline based on five years of consumer spending. This is an example of:

Answer: C) Using data

Drawing insights and interpreting trends from an existing dataset is the 'using' phase of data literacy.

10. To protect participant privacy in a sociology study, a researcher should _____ the data before storing it in a shared database.

Answer: B) Anonymize

Anonymization is a critical aspect of data management that ensures ethical standards are met by removing personally identifiable information.