

Investigative Reporting & Data Visualization Quiz

Faculty member: Mike Jenner

- 1. Ida Tarbell was one of the nation's first investigative journalists. Her expose of one of the biggest U.S. corporations in 1904 exposed monopolistic practices and led to the company's breakup. What was the name of the company?**
 - a. Exxon
 - b. Enron
 - c. Standard Oil Co.
 - d. British Petroleum

- 2. Often investigative journalism results in reporting stories officials don't want to get to the public. One example is the work of David Halberstam, a reporter for the New York Times, who reported**
 - a. Embarrassing stories about the National Security Agency conducting surveillance activities against ordinary citizens.
 - b. That the U.S. military campaign in Vietnam wasn't going as well as the government claimed it was.
 - c. That members of the Nixon administration were involved in planning a break-in at the Democratic National Committee's headquarters.

- 3. The investigative work of two young Washington Post reporters with the exposed crimes and dirty tricks intended to re-elect a president. Their investigation, which became known as Watergate, helped bring about the resignation of President Richard Nixon. Who were these two reporters?**
 - a. Starsky and Hutch
 - b. Woodward and Bernstein
 - c. Redford and Hoffman
 - d. Sacco and Vanzetti

- 4. Successful investigative journalism requires which of the following?**
 - a. Accuracy
 - b. Perspective and context
 - c. Responsible reporting
 - d. All of the above

- 5. Data visualization can be an effective tool for investigative reporters because**
 - a. It can help reporters see trends or identify outliers.
 - b. It can help explain complex stories to readers.
 - c. Compelling graphics will allow readers to skip the story.
 - d. Answers A and B

- 6. True or false: Most data collected by the government is unavailable to members of the general public.**
- True
 - False
- 7. It's terribly important to discuss apparent abnormalities in data with adversarial sources before publishing an investigative story that might cast them in a harsh light because**
- Your interpretation of the data could be wrong.
 - Your story will be more accurate if their side is included.
 - Being fair is an ethical issue.
 - All of the above.
- 8. A useful spreadsheet program that can be helpful in organizing and analyzing data is**
- InDesign
 - Excel
 - Google Sheets
 - Answers b and c
- 9. True or false: Most government data can be obtained simply by asking for it.**
- True
 - False
- 10. True or false: One of the best ways to approach investigative reporting is to start with a hunch or a hypothesis, then to test that hypothesis using the scientific method.**
- True
 - False