# *Media/Society Technology Industries Content and Users 7th edition Croteau Test Bank*

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# Chapter 2: The Evolution of Media Technology

# Test Bank

### Multiple Choice

1. Communication was a face-to-face ritual until people started creating one of a kind communication like cave wall art and stone carvings. In China, _____ happened, which allowed communication to become easily reproducible.
A. invention of paper
B. discovery of ink
C. wood carvings
D. stone etching
Ans: A
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Knowledge
Answer Location: The History of Media Technology
Difficulty Level: Easy

2. Technology industrialization increased very dramatically during _____, bringing forth the telegraph, camera, telephone, phonograph, and many other communication technologies.
A. World War 1
B. the 19th century
C. the technological revolution
D. the 20th century
Ans: B
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Knowledge
Answer Location: The History of Media Technology
Difficulty Level: Easy

3. One approach to technology's role in society is referred to as technological determinism. This idea suggests that technology _____.
A. evolves as humans advance
B. causes change itself
C. has no effect on society
D. is chosen to be used by people
Ans: B
Learning Objective: 2-2: Identify variations of technological determinism
Cognitive Domain: Knowledge.
Answer Location: The History of Media Technology

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Difficulty Level: Easy

4. One approach to technology's role in society is referred to as social constructivism. This idea suggests that _____.
A. technology is made up of objects and people choose how they use it
B. society is based entirely upon technology at this point in time
C. people's social lives would be nonexistent without the different technologies available to us
D. humans have no choice how they use technology in today's society
Ans: A
Learning Objective: 2-3: Describe the features of social constructionism.
Cognitive Domain: Knowledge
Answer Location: The History of Media Technology
Difficulty Level: Easy

5. Technological determinism and social constructivism are _____.
A. two mutually exclusive approaches
B. the opposite poles of a continuum
C. unrelated entirely
D. essentially the same idea
Ans: B
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Knowledge
Answer Location: The History of Media Technology
Difficulty Level: Easy

6. Each media platform has its own material elements that decide how that platform can be utilized. Radio can be used to _____.
A. see the content
B. hear the content
C. interact with the content
D. read the content
Ans: B
Learning Objective: 2-2: Identify variations of technological determinism.
Cognitive Domain: Knowledge
Answer Location: Figure 2.3: Select Characteristics of Different Media
Difficulty Level: Easy

7. Each media platform has its own material elements that decide how that platform can be utilized. Television can be used to _____.
A. read the content
B. interact with the content
C. see the content
D. hear the content

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Ans: C
Learning Objective: 2-2: Identify variations of technological determinism.
Cognitive Domain: Knowledge
Answer Location: Figure 2.3: Select Characteristics of Different Media
Difficulty Level: Easy

8. Which media platform has its own material elements that decide how that platform can be utilized?
A. books
B. television
C. radio
D. internet
Ans: D
Learning Objective: 2-2: Identify variations of technological determinism.
Cognitive Domain: Knowledge
Answer Location: Figure 2.3: Select Characteristics of Different Media
Difficulty Level: Easy

9. Langdon Winner argues that political, economic, social, and cultural conditions shape the creation of technology--which adds _____ to the technological determinism approach.
A. human agency
B. societal pushback
C. worldwide constructivism
D. media materiality
Ans: A
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Knowledge
Answer Location: “Autonomous Technology” and “Technological Momentum”
Difficulty Level: Easy

10. The idea that media is more than a way to transmit messages but in fact is the key to its own social impact is called _____.
A. medium theory
B. technological impact theory
C. media autonomy
D. transmission management
Ans: A
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Knowledge
Answer Location: Medium Theory
Difficulty Level: Easy

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11. Marshall McLuhan strongly believed that the content of the messages that we are transmitting is less influencing than the _____.
A. medium itself and the experience from using it
B. face-to-face conversations that we have
C. joy of the experience of learning
D. impact of social forces
Ans: A
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Knowledge
Answer Location: McLuhan's Optimism
Difficulty Level: Easy

12. McLuhan focused on the shift from oral traditions to print societies and later from print societies to electronic media and argued that new technologies _____.
A. make it harder for us to communicate
B. do not influence us as a society
C. rework the balance of our senses as we consume content
D. make us as consumers less attuned to what we are consuming
Ans: C
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Knowledge
Answer Location: McLuhan's Optimism
Difficulty Level: Easy

13. McLuhan felt that it was essentially impossible for us as media consumers to be aware of _____.
A. how technology influences us
B. how often new technologies emerge
C. when we consume media
D. what media platforms are superior
Ans: A
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Knowledge
Answer Location: McLuhan's Optimism
Difficulty Level: Easy

14. In contrast to McLuhan's views on technology, _____ argued that television was the reason that there was a decline in the seriousness of public life by encouraging particular ways of thinking and speaking--undermining democracy.

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A. Seth Whiteland
B. Benjamin Siegel
C. Tony Hunt
D. Neil Postman
Ans: D
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Knowledge
Answer Location: Postman's Pessimism
Difficulty Level: Easy

15. Postman's analysis of serious content in the media throughout changes in mediums came to show correlation between the use of the telegraph and the photograph that _____.
A. an increase in serious and relevant content being consumed
B. a decline in serious and relevant content was being consumed
C. these mediums had no effect on the amount of serious and relevant content being consumed
D. these mediums made it more difficult to consume content
Ans: B
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Comprehension
Answer Location: Postman's Pessimism
Difficulty Level: Medium

16. Which of the following is the first step in creating social reality?
A. People internalizing the norms of their culture being influenced by their own creation.
B. Creations come to seem objectively real and separate from human activity.
C. People creating society through ongoing processes of physical and mental activity.
D. Creations begin to overtake the lives of the people who created them.
Ans: C
Learning Objective: 2-3: Describe the features of social constructionism.
Cognitive Domain: Knowledge
Answer Location: Social Constructionism
Difficulty Level: Easy

17. Due to the idea that we create social reality, we can _____.
A. rarely change it
B. change it whenever we want
C. change it a limited number of times
D. slightly change it from its original state
Ans: B
Learning Objective: 2-3: Describe the features of social constructionism.

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Cognitive Domain: Knowledge
Answer Location: Social Constructionism
Difficulty Level: Easy

18. The technological advancement of print media–lead to a major change in the direction of media development as well as _____.
A. improvement of the economy
B. a shift in the governments influence
C. an unanticipated social change
D. an increase in tree farming
Ans: C
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Knowledge
Answer Location: The Print Medium
Difficulty Level: Easy

19. Western Union controlled the telegraph industry, and the Bell Telephone Company which later became _____, controlled the telephone industry.
A. Graham Bell Industries
B. AT&T
C. ComEd
D. Edison Electric
Ans: B
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Knowledge
Answer Location: The Telephone
Difficulty Level: Easy

20. Sound recording primarily was used to document and listen to _____.
A. interviews
B. news stories
C. music
D. personal messages
Ans: C
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Knowledge
Answer Location: Sound Recording
Difficulty Level: Easy

21. Sound recording made it so musical perfomances _____.
A. could be heard live
B. could make musicians money
C. became commonplace

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D. became permanent
Ans: D
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Knowledge
Answer Location: Sound Recording
Difficulty Level: Easy

22. Film or moving pictures had been around for many decades but the technological advancement and invention of the _____ dramatically changed how and where users interacted with film.
A. the cinematograph
B. Lumière graph
C. VCR
D. televisions
Ans: C
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Knowledge
Answer Location: Film and Video
Difficulty Level: Easy

23. There was conflict when radio broadcasting became more popular because _____.
A. there was limited space on the airwaves
B. the government didn't want people to have access to free media
C. too many people felt that what they had to share was more important
D. the navy needed complete access to radio transmissions
Ans: A
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Knowledge
Answer Location: Radio Broadcasting
Difficulty Level: Easy

24. Advertisement over radio broadcasting _____.
A. was against the law
B. is a recent development
C. took two decades to evolve
D. became popular immediately
Ans: D
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Comprehension
Answer Location: Radio Broadcasting
Difficulty Level: Medium

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25. What caused radio broadcasting to grow out of being just a local medium?
A. Western Union allowed broadcasts to occur from its offices around the country.
B. American Marconi Company built many broadcast towers around the nation.
C. National Broadcasting Corporation was formed and built a long-distance radio broadcast network.
D. AT&T used its long-distance phone lines to establish the first nationwide radio broadcast network.
Ans: D
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Knowledge
Answer Location: Radio Broadcasting
Difficulty Level: Easy

26. One reason that television had a huge impact on social construct at first was _____.
A. it caused users to be lazy
B. daytime television was primarily targeted toward women
C. people bought more televisions which boosted the economy
D. it was backed by the government
Ans: B
Learning Objective: 2-3: Describe the features of social constructionism.
Cognitive Domain: Knowledge
Answer Location: Television and Daily Life
Difficulty Level: Easy

27. Cable television was a result of _____.
A. excessive production of cables with no use for them
B. local broadcasters not having adequate equipment to get their content to paying customers
C. television broadcasters trying to overtake radio waves
D. demand from consumers for more television programs
Ans: B
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Comprehension
Answer Location: Cable Television
Difficulty Level: Medium

28. The early research that led to the creation of the internet _____.
A. began in the 1980s
B. was a result of J. Edgar Hoover's demand for new technologies
C. happened over a span of 20 years
D. started during the Cold War
Ans: D

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Learning Objective: 2-5: Describe the birth, growth, and characteristics of the internet.
Cognitive Domain: Knowledge
Answer Location: Creating the Internet
Difficulty Level: Medium

29. Investment into _____ in the 1990s pushed the stock market to incredibly high levels, but lack of interest into invested companies led to a stock market crash in the 2000s.
A. radio
B. television
C. dot-com companies
D. cellular phone companies
Ans: C
Learning Objective: 2-5: Describe the birth, growth, and characteristics of the internet.
Cognitive Domain: Knowledge
Answer Location: The Internet Grows Up
Difficulty Level: Easy

30. _____ is one of the names given to the revamp of the idea of the internet giving more emphasis to users creating, customizing, and sharing rather than just shopping.
A. It was just referred to as the internet
B. Webscape
C. Dot-coming
D. Web 2.0
Ans: D
Learning Objective: 2-5: Describe the birth, growth, and characteristics of the internet.
Cognitive Domain: Knowledge
Answer Location: The Internet Grows Up
Difficulty Level: Easy

31. The creation of the internet was funded by _____.
A. private businesses
B. several individuals
C. a few governments
D. research grants
Ans: D
Learning Objective: 2-5: Describe the birth, growth, and characteristics of the internet.
Cognitive Domain: Knowledge
Answer Location: Some Characteristics of the Internet Era
Difficulty Level: Easy

**True/False**

**1. The first messages sent over radio were transmitted in 1895.**
Ans: T

Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Knowledge
Answer Location: Figure 2.1: Time Line of Select Media Developments
Difficulty Level: Easy

2. Network television began being broadcasted in the United States at the beginning of the 1900s.
Ans: F
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Knowledge
Answer Location: Figure 2.1: Time Line of Select Media Developments
Difficulty Level: Easy

3. Television killed Radio.
Ans: F
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Knowledge
Answer Location: Figure 2.1: Time Line of Select Media Developments
Difficulty Level: Easy

4. Scholars either extremely believe in the technological determinism approach or the social constructivism approach and very rarely fall somewhere in the middle of the two ideas.
Ans: F
Learning Objective: 2-2: Identify variations of technological determinism.
Cognitive Domain: Knowledge
Answer Location: Technological Determinism
Difficulty Level: Easy

5. Data are the form of materiality, similar to keyboards and paper.
Ans: T
Learning Objective: 2-2: Identify variations of technological determinism.
Cognitive Domain: Knowledge
Answer Location: Media's Materiality
Difficulty Level: Easy

6. Due to how vast and complex and uncontrollable technology has become, it can often be viewed as a Frankenstein-like creation.
Ans: T
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Knowledge

Media/Society Technology Industries Content and Users 7th edition Croteau Test Bank

Answer Location: “Autonomous Technology” and “Technological Momentum”
Difficulty Level: Easy

7. By improving the technologies of machines equipped with artificial intelligence, we are feeding more into a potentially autonomous technology.
Ans: T
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Knowledge
Answer Location: “Autonomous Technology” and “Technological Momentum”
Difficulty Level: Easy

8. Throughout history, media has been effectively used to sway people’s thoughts through propaganda. This has continuously led to hesitation and concern about what impacts newer technologies such as television would have.
Ans: T
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television
Cognitive Domain: Knowledge
Answer Location: Medium Theory
Difficulty Level: Easy

9. McLuhan’s outlook on the effect of new technologies in media on our senses was a negative one.
Ans: F
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Knowledge
Answer Location: McLuhan’s Optimism
Difficulty Level: Easy

10. Postman’s research led him to connect an increase in serious substance being consumed with the invention of the telegraph and the photograph.
Ans: F
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Knowledge
Answer Location: Postman’s Pessimism
Difficulty Level: Easy

11. With the invention of the telegraph, people had more access to content that was irrelevant to them.
Ans: T

Media/Society Technology Industries Content and Users 7th edition Croteau Test Bank

Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Knowledge
Answer Location: Postman's Pessimism
Difficulty Level: Easy

12. According to social constructivists, humans create technology but it has a life of its own and we have no power to alter how it is used.
Ans: F
Learning Objective: 2-3: Describe the features of social constructionism.
Cognitive Domain: Knowledge
Answer Location: Social Constructionism
Difficulty Level: Easy

13. Though not technically considered mass mediums, the telegraph and the telephone dramatically influenced the way we communicated with each other and gathered information.
Ans: T
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Knowledge
Answer Location: The Telegraph | The Telephone
Difficulty Level: Easy

14. Western Union wanted to utilize the telephone as an easier way to reach the telegraph office.
Ans: T
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Knowledge
Answer Location: The Telephone
Difficulty Level: Easy

15. AT&T was allowed to be a monopoly for many years.
Ans: T
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Knowledge
Answer Location: The Telephone
Difficulty Level: Easy

16. The telephone had extreme influence on the United States after it was accessible to most.
Ans: T
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.

Media/Society Technology Industries Content and Users 7th edition Croteau Test Bank

Cognitive Domain: Knowledge
Answer Location: The Telephone
Difficulty Level: Easy

17. The ability to record music and listen to it repeatedly had no effect on social environments.
Ans: F
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Knowledge
Answer Location: Sound Recording
Difficulty Level: Easy

18. Radio changed the way we consumed media as information could be consumed for free.
Ans: T
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Knowledge
Answer Location: Radio Broadcasting
Difficulty Level: Easy

19. Soap operas were named after the soap manufacturers that sponsored them.
Ans: T
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Knowledge
Answer Location: Television and Daily Life
Difficulty Level: Easy

20. In its early years, the internet was as easy for everyone to use as it is today.
Ans: F
Learning Objective: 2-5: Describe the birth, growth, and characteristics of the internet.
Cognitive Domain: Knowledge
Answer Location: Creating the Internet
Difficulty Level: Easy

21. The Internet is the first medium that embodies digitization.
Ans: T
Learning Objective: 2-5: Describe the birth, growth, and characteristics of the internet.
Cognitive Domain: Knowledge
Answer Location: Some Characteristics of the Internet Era
Difficulty Level: Easy

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22. The technologies redefined during the 20th century transformed communication worldwide.
Ans: T
Learning Objective: 2-5: Describe the birth, growth, and characteristics of the internet.
Cognitive Domain: Knowledge
Answer Location: The History of Media Technology
Difficulty Level: Easy

**Short Answer**

1. What is the difference between technological determinism and social constructionism?
Ans: Technological determinism suggests that technology itself causes change, and often in unintended ways. Social constructionism emphasizes that technology is made up of inanimate objects, and ultimately people decide how to use (or not use) technology.
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Comprehension
Answer Location: The History of Media Technology
Difficulty Level: Medium

2. Why did e-book technology become popular with older Americans?
Ans: It allowed readers to adjust the size of the font of any book. Readers with poor eyesight were previously restricted to books that were printed in large font, but now they could adjust the font size in any book.
Learning Objective: 2-1: Pinpoint significant developments in the history of media technology.
Cognitive Domain: Comprehension
Answer Location: Media's Materiality
Difficulty Level: Medium

3. According to social constructionism, how are techonolgy and social forces related?
Ans: They are interdependent. Social forces--such as cultural norms, economic pressures, and legal regulations--fundamentally shape the ways in which technologies are designed and developed.
Learning Objective: 2-3: Describe the features of social constructionism.
Cognitive Domain: Comprehension
Answer Location: Social Constructionism
Difficulty Level: Medium

4. How did cable cord-cutters impact producers of content?

Ans: Producers like HBO, Disney, and NBC Universal all launched streaming platforms that spotlight their own content to compete with Netflix.
Learning Objective: 2-4: Document the tension between technological determinism and social constructionism as new media technologies emerged from print through television.
Cognitive Domain: Comprehension
Answer Location: Cable Television
Difficulty Level: Medium

5. How did the internet embody digitization?
Ans: It was the first medium to embody digitization by blurring of boundaries among types of media.
Learning Objective: 2-5: Describe the birth, growth, and characteristics of the internet.
Cognitive Domain: Comprehension
Answer Location: Some characteristics of the Internet Era
Difficulty Level: Medium

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