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1. The Internet Society was formed in 1992 with a mission to _____
   A) promote open development, evolution and use of the Internet for the world.
   B) build cheaper, more efficient computers and computer programs.
   C) support the military.
   D) promote social media.

2. In the early 1990s a color photo from the Library of Congress took how many minutes to load?
   A) 5 minutes
   B) 1 hour
   C) 20 minutes
   D) 3 hours

3. Which of the following groups of people were active on the Internet in mass by 2000?
   A) Young black women
   B) College educated white males
   C) Middle-aged adults
   D) High school students

4. Which of the following is one of the digital revolutions suggested by Lee Rainie?
   A) Energy efficient technology
   B) DVR equipment
   C) Mobile phone connectivity
   D) Live streaming services

5. The next revolution as subscribed by Lee Rainie is _____
   A) 4K television.
   B) role-playing video games.
   C) an internet of things.
   D) robotics.

6. In the twentieth century, students passed notes to each other during class. Students replicate this form of communication in the modern day by _____
   A) taking selfies in the hallway.
   B) texting during class.
   C) video conferencing during class.
   D) posting on online discussion boards.

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7. Which of the following is a form of synchronous communication?
   A) Video chat
   B) Texting
   C) E-mailing
   D) Social media

8. Over 500 million people use which of the following mobile phone apps?
   A) Facebook Messenger
   B) YouTube
   C) Google Search
   D) WeChat

9. In other parts of the world, mobile phone services often do not offer unlimited texting as part of the costs of a data plan. With this in mind, what app is more popular than texting in Europe?
   A) Facebook Messenger
   B) LinkedIn Inbox
   C) WhatsApp
   D) Twitter

10. Which of the following text-based cues is often used to simulate changes in vocal tone?
   A) Typing in all caps
   B) Inserting an emoticon
   C) Using a gif or a meme
   D) Writing in run-on sentences

11. Cybercriminals attempt to obtain personal information from you through _____
   A) phishing.
   B) mediated communication.
   C) the internet of things.
   D) crowdsourcing.

12. When technology is used to deliver messages between sources and receivers this is known as _____
   A) the media synchronicity theory.
   B) mediated communication.
   C) the internet of things.
   D) synchronicity.

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13. One of the benefits of online peer-to-peer support is _____
    A) communicating digitally.
    B) maintaining digital disparities.
    C) engaging in the internet of things.
    D) building social capital.

14. Channels that afford greater richness allow for _____
    A) more visual, vocal, and personality cues.
    B) greater diversity.
    C) online peer-to-peer support.
    D) context collapse.

15. New innovations often challenge the previously popular ones, as in the case of Vine. Which of the following challenged Vine by adding video capability?
    A) Facebook
    B) Snapchat
    C) Twitter
    D) Instagram

16. You and your best friend are making plans for Saturday night in a face-to-face conversation. After agreeing to try out a trendy restaurant, you go online to request a reservation and then wait for a text confirmation. In this situation you used different channels of communication because it required different levels of _____
    A) replicability.
    B) synchronicity.
    C) digital disparity.
    D) mediated communication.

17. In order to meet people's communicative needs and goals, Facebook altered its “like” button to allow users to _____
    A) play copyrighted music.
    B) “unlike” posts, photos, and videos.
    C) show a variety of emotional "reactions."
    D) stream themselves live.

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18. A college course that is broadcast to several campuses simultaneously is an example of _____
    A) peer-to-peer support.
    B) synchronous communication.
    C) social capital.
    D) asynchronous communication.

19. Effective communication requires a good fit between our chosen channel capability and our _____
    A) communication needs and goals.
    B) the speakers and the presenters.
    C) the audience and the speaker.
    D) wishes and desires.

20. Your friend texts you to say that she broke up with her boyfriend. You respond by texting "WHAAAATTTT?????" Your response best supports which of the following ideas?
    A) The media synchronicity theory
    B) Context collapse
    C) The social information processing theory
    D) Crowdfunding

21. About half of adults in the United States use some form of social media.
    A) True
    B) False

22. Synchronous communication is better for planning social events.
    A) True
    B) False

23. Although access to technology is now more widespread than ever, some digital disparities remain in terms of access to mulitple devices and ability to use digital media effectively.
    A) True
    B) False

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24. Communication channels that afford greater richness allow for more visual, vocal, and personality cues.
    A) True
    B) False

25. Maintaining control of messages on social media is difficult because of context collapse.
    A) True
    B) False

26. Crowdsourcing is when a large number of people donate to support a charitable cause.
    A) True
    B) False

27. Changes to digital technologies are ongoing, and appear to be leading to an internet of things, in which digital technologies will be embedded in all aspects of our daily lives.
    A) True
    B) False

28. Digital communication is the transmission of digitally encoded data (text, images, video, voice) over electronic networks.
    A) True
    B) False

29. Digital communication evolved slowly between the 1990s and the early 2000s.
    A) True
    B) False

30. The effectiveness of synchronous or asynchronous channels depends on the audience.
    A) True
    B) False

31. When an image is reproduced many times, this is known as replicability.
    A) True
    B) False

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32. A digital disparity still exists throughout many parts of the world.
    A) True
    B) False

33. Comparing yourself to the idealized images presented in social media can lead to positive mental well-being.
    A) True
    B) False

34. Phishing is a term for the process of searching for friends on social media platforms.
    A) True
    B) False

35. Enterprise social media enables participants of organizations to post and view messages and engage with work teams on idea-sharing.
    A) True
    B) False

36. Enterprise social media are web-based platforms that engage in crowdsourcing.
    A) True
    B) False

37. Critics argue that digital technologies can feed into our insecurities.
    A) True
    B) False

38. Crowdfunding enables organizations to allow workers to post and view organizational messages and engage with work teams on idea-sharing.
    A) True
    B) False

39. Taking and posting or sending selfies can be considered a "visual conversation."
    A) True
    B) False

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40. Selfie-sharers are culturally unique to the United States.
    A) True
    B) False

41. Low-income Americans typically purchase a desktop computer before a Smartphone.
    A) True
    B) False

42. Constantly comparing yourself to the lives of others as represented on social media can lead to feelings of isolation and a poor self-image.
    A) True
    B) False

43. Social networks can be a source of online peer-to-peer support.
    A) True
    B) False

44. Messages and posts that are stored have replicability, which means that they can be shared with larger audiences.
    A) True
    B) False

45. Raising money for a local family in need through the website GoFundMe is an example of crowdfunding.
    A) True
    B) False

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Answer Key

1. A
2. C
3. B
4. C
5. C
6. B
7. A
8. D
9. C
10. A
11. A
12. B
13. D
14. A
15. D
16. B
17. C
18. B
19. A
20. C
21. B
22. A
23. A
24. A
25. A
26. B
27. A
28. A
29. B
30. A
31. B
32. A
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34. B
35. A
36. A
37. A
38. B
39. A
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41. B
42. A
43. A
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45. A

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1. Give examples of digital technology that has changed communication

2. Compare and contrast the various types of mediated communication.

3. Prepare a list of digital forms of communication that can foster social support.

4. Write a short process essay explaining the development of digital communication beginning in the 1970s.

5. Write a short essay showing how mobile phone technology, including apps, have changed your life in the last 2 years.

6. Create a list of all the social media sites that you use on a regular basis and explain how you use them to communicate.

7. Write a letter to a social media platform and break up with it; cite at least two reasons for the separation.

8. Discuss an example of how digital communication has influenced American politics.

9. Briefly explain what makes technology successful and not just a gimmick.

10. Give an example of how your favorite social media platform or device evolved to meet a growing need.

11. State the first three digital revolutions.

12. Identify the predicted next, or fourth, revolution of digital communication.

13. Give an example of a synchronous device and an example of an asynchronous device.

14. In what situation is synchronous communication better than asynchronous?

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15. Using synchronous and asynchronous media can be effective, but it can also be complicated. Briefly discuss a scenario to show this dichotomy.

16. The president of the college does not respond to your e-mail immediately. What does this mean in terms of recognizing expectations?

17. Identify at least one benefit of time when using asynchronous communication.

18. Think of a time when someone ignored or delayed answering your text(s). Briefly discuss this situation in relation to recognizing your expectations, the situation, and the benefit of time.

19. By using digital communication, how can you connect with a grandparent or older relative while also teaching them how to use a device, social media platform, etc.?

20. Briefly respond to the following comment from your textbook: "We need to recognize when we are so concerned about *documenting* the moment that we do not actually *live* in the moment."

21. Explain how "selfies" function as a language.

22. Briefly discuss how "phishing" works.

23. What is social information processing theory?

24. What is at least one of the benefits of social media?

25. Provide one example of "crowdfunding" and discuss its success.

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1. What is the difference between mediated communication and mass media?

2. What term do we use to refer to the way new media have blurred the lines between mass media and more interpersonal forms of communication?

3. Provide a brief example of a time when you have engaged in media multitasking.

4. What do we mean when we say that the business of the media relies on exponentiality?

5. Why is television criticized for its promotion of low culture?

6. Provide an example of a television program you think embodies narrative complexity.

7. The fictional television drama about vampire romances wasn't likely to have large audiences, but broadcast executives decided to produce the show anyway since they knew the audience would be loyal and devoted. This example illustrates the power and use of _____.

8. Why would a television network engage in self-censorship?

9. In your own words, briefly explain why the FCC regulates broadcast television networks but not satellite and cable television networks.

10. Define the *uses and gratifications perspective*.

11. Which concept explains why we may perceive other people as being highly dependent on or influenced by the media while failing to realize how much we are also dependent on or influenced by media?

12. How might social cognitive theory explain how media content affects people's behavior?

13. Discuss an example of user-generated content.

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14. Using the textbook to justify your answer, what do you think hinders participation in the digital world?

15. List three of the five skills the textbook offers for how to become a more mindful and media literate consumer.

16. In what ways do "traditional media" and the pervasive "converged" media differ? Do you believe that the traditional media are still powerful? Why or why not?

17. Television is often characterized and criticized as low culture. Do you think this is a fair assessment? Is it fair to disregard the cultural importance of television because much of it appeals to our base needs? Why or why not?

18. Should we be concerned about media bias? Synthesizing concepts and theories from throughout this chapter, justify your answer.

19. Your sister and her husband are discussing what television programming is appropriate for your five-year-old niece. Based on what you read in this chapter, what information would you share with them about the potential negative and positive effects of media messages on children, as well as regulation of the content on television?

20. Research cited in your text indicates that most teens and young adults interact with media for more than nine hours each day, and that media multitasking may mean they are exposed to even more media messages. Based on your own observation, do you believe this estimate is accurate? How do your own media habits compare to that statistic?

21. Uses and gratifications perspective argues that we choose which media to access based on our needs and goals. Reflecting on your own media habits, discuss the way you use various media (Internet, television, music, film, etc.) to meet your own needs and goals. Provide specific examples to illustrate your answer.

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1. Which of the following would be considered mediated communication?
   A) A telephone conversation
   B) A text message
   C) A television news broadcast
   D) All of the options are correct.

2. The merging of traditional mass communication with digital computing and telecommunication technologies is called _____
   A) media expansion.
   B) media pervasion.
   C) media convergence.
   D) media multitasking.

3. Sasha watches television, checks out her friend's Facebook pages, and texts her best friends at the same time. What term would your text use to describe Sasha's behavior?
   A) Media multitasking
   B) Media converging
   C) Techno-tasking
   D) Narrowcasting

4. Entertainment that appeals to most people's baser instincts, typified by lurid, sensational images and news stories charged with sex, violence, scandal, and abuse, is referred to as _____
   A) reality television.
   B) low culture.
   C) narrowcasting.
   D) mind candy.

5. Which of the following is the government not able to do?
   A) Restrict the language aired on prime-time broadcast programs.
   B) Require cable channels to air sexually mature subject matter late in the evening when children will not be watching.
   C) Fine broadcast channels that display nudity in their programs.
   D) Require broadcast channels to censor indecent content, even in live broadcasts.

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6. _____ focuses on the way we make media choices in order to satisfy our needs and goals.
   A) Gatekeeper theory
   B) Cultivation effect
   C) Uses and gratifications perspective
   D) Social capital

7. Following the devastating tsunami in Japan, Chizu, a Japanese graduate student attending school in the United States, found herself glued to the television and sometimes unable to sleep, fearing she would miss important information. We would refer to her state as _____
   A) information overload.
   B) media dependence.
   C) media convergence.
   D) television addiction.

8. Which theory explains the following scenario? Your little brother is a huge fan of WWE wrestling. After he and his friends watch several matches, you observe them beginning to act out their own wrestling matches, shouting at one another and jumping off the couch trying to pin one another.
   A) Media convergence theory
   B) Social cognitive theory
   C) Monkey-see-monkey-do effect
   D) Cultivation theory

9. Which theory explains why a person who watches a lot of crime shows, like *CSI* or *Law and Order*, may begin to believe that violent crime is more common than it really is?
   A) Cultivation theory
   B) Media convergence theory
   C) Social cognitive theory
   D) Third-person effect

10. Individuals and groups that have the power to control the creation and distribution of information and entertainment are referred to as _____
   A) executives.
   B) gatekeepers.
   C) journalists.
   D) producers.

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11. Media convergence may be a good thing in that a greater variety of voices are contributing to the public conversation about various ideas and subjects. Society benefits when more of these voices are included in the public dialogue. These statements reflect which concept?
    A) Social capital
    B) Marketplace of ideas
    C) Digital disparities
    D) Piracy

12. Even though the principle of free speech fosters a marketplace of ideas, American courts have allowed a few restrictions on First Amendment freedoms, such as limitations on _____
    A) citizen journalists.
    B) media literacy.
    C) indecency.
    D) gatekeepers.

13. We produce mass media messages when we text message our friends or change our Facebook status.
    A) True
    B) False

14. Advances in communication technologies are blurring the lines between traditional mass media and more interpersonal forms of communication.
    A) True
    B) False

15. Most kids and teens spend nearly nine hours per day devoted to entertainment media, including television, movies, Internet, music, and other media sources.
    A) True
    B) False

16. The amount of time Americans spend devoted to media has changed very little over the last 20 years.
    A) True
    B) False

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17. Eighty to 90 percent of mass media revenue is generated by only about 10 to 20 percent of the media products made.
    A) True
    B) False

18. Despite its reputation for low culture, television has produced more sophisticated programming with greater narrative complexity over the last couple of decades.
    A) True
    B) False

19. Whereas the FCC has the authority to regulate broadcast television networks, cable and satellite networks often self-censor in order to avoid offending viewers and advertisers.
    A) True
    B) False

20. The First Amendment prevents the government from regulating television content.
    A) True
    B) False

21. The FCC has the authority to regulate all television content.
    A) True
    B) False

22. Cable television is subject to government regulation because it transmits its content over public cable networks.
    A) True
    B) False

23. Despite the reputation the media have for being biased, research actually indicates that news media today are no more biased or politically partisan than they were in the 1980s.
    A) True
    B) False

24. Increasingly, diverse media outlets and digital channels make it easier than ever to engage in preference-based reinforcement.
    A) True
    B) False

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25. The average adult spends over 10 hours per day consuming media.
    A) True
    B) False

26. The diversity of perspectives presented in the media today appears to have made media bias irrelevant because most people are exposed to a greater variety of perspectives on most issues.
    A) True
    B) False

27. Most people believe that negative media influences, such as exposure to biased messages, have a greater effect on other people than on themselves.
    A) True
    B) False

28. Children are more likely to imitate behavior that is fantasy, as opposed to realistic.
    A) True
    B) False

29. Children are more likely to imitate aggressive behavior if they witness the behavior being rewarded rather than punished.
    A) True
    B) False

30. Media coverage of issues may set the agenda for what topics we discuss, how we discuss them, and even how we behave in response to them (for example, in our behavioral choices, purchasing, and even voting).
    A) True
    B) False

31. Mediated communication technologies like blogs and Twitter may be reducing the agenda-setting power of traditional gatekeepers like television networks and news organizations.
    A) True
    B) False

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32. Media convergence has enabled a greater variety of voices to participate in the marketplace of ideas.
    A) True
    B) False

33. Snapchat stories are an example of user-generated content.
    A) True
    B) False

34. Media multitasking may exacerbate the problem of information overload, making it difficult for people to sort through and make sense of the media content.
    A) True
    B) False

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Answer Key

1. D
2. C
3. A
4. B
5. B
6. C
7. B
8. B
9. A
10. B
11. B
12. C
13. B
14. A
15. A
16. B
17. A
18. A
19. A
20. B
21. B
22. B
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24. A
25. A
26. B
27. A
28. B
29. A
30. A
31. A
32. A
33. A
34. A

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