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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
Answer Location: The History of Media Technology

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
Answer Location: The History of Media Technology

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
Answer Location: Technological Determinism and Social Constructionism

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
Answer Location: Technological Determinism and Social Constructionism

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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
Answer Location: Technological Determinism and Social Constructionism

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
Answer Location: Figure 2.3: Select Characteristics of Different Media

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. none of these
Ans: C
Answer Location: Figure 2.3: Select Characteristics of Different Media

8. Each media platform has its own material elements that decide how that platform can be utilized. The Internet can be used to _____.
A. read the content
B. see the content
C. interact with the content
D. all of these
Ans: D
Answer Location: Figure 2.3: Select Characteristics of Different Media

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
Answer Location: “Autonomous Technology” and “Technological Momentum”

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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
Answer Location: Medium Theory

11. Marshall McLuhan strongly believed that the content of the messages that we are transmitting is less influencing than _____.
A. the medium itself and the experience from using it
B. the face-to-face conversations that we have
C. the impact of social forces
D. none of these, the content is the most influential
Ans: A
Answer Location: McLuhan's Optimism

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
Answer Location: McLuhan's Optimism

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
Answer Location: McLuhan's Optimism

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.
A. Seth Whiteland
B. Benjamin Siegel
C. Tony Hunt
D. Neil Postman
Ans: D
Answer Location: Postman's Pessimism

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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
Answer Location: "Postman's Pessimism

16. Which of the following is not a step in creating social reality?
A. People internalizing the norms of their culture being influenced by their own creation.
B. Creations seeming objectively real and separate from human activity.
C. People creating society through ongoing processes of physical and mental activity.
D. These are all steps in creating social reality.
E. Neither of these are steps in creating social reality.
Ans: D
Answer Location: Social Constructionism

17. Due to the idea that we create social reality, we can _____.
A. always change it
B. never change it
C. we do not create social reality
D. only slightly alter it
Ans: A
Answer Location: Social Constructionism

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
Answer Location: The Print Medium

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. Its name did not change
D. Edison Electric
Ans: B
Answer Location: The Telephone

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20. Sound recording primarily was used to document and listen to _____.
A. interviews
B. news stories
C. music
D. all of these
Ans: C
Answer Location: Sound Recording

21. Sound recording of music created significant social change as _____.
A. users could now listen to music by themselves
B. music didn't just have to be heard live
C. music became a much more intimate form of media
D. all of these
Ans: D
Answer Location: Sound Recording

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
Answer Location: Film and Video

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
Answer Location: Radio Broadcasting

24. Advertisement over radio broadcasting _____.
A. was discouraged by many
B. was limitless once it began
C. became the heart of the broadcasting industry
D. all of these
Ans: D
Answer Location: Radio Broadcasting

25. Radio broadcasting getting more popular and becoming more of a household norm caused _____.
A. companies to advertise to a larger audience
B. users to consume content for "free"

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C. radio to evolve from a localized medium to a nationwide medium
D. all of these
Ans: D
Answer Location: Radio Broadcasting

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. all of these
Ans: B
Answer Location: Television and Daily Life

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
Answer Location: Cable Television

28. The early research that lead 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
Answer Location: Creating the Internet

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. television
B. dot-com companies
C. cellular phone companies
D. all of these
Ans: B
Answer Location: The Internet Grows Up

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

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D. Web 2.0
Ans: D
Answer Location: The Internet Grows Up

31. The Internet's infrastructure was designed with what feature in mind?
A. being an open platform that was accessible to anyone
B. giving users control over how they experience it
C. being a global system of communication
D. all of these
Ans: D
Answer Location: Some Characteristics of the Internet Era

True/False

1. The first messages sent over radio were transmitted in 1895.
Ans: T
Answer Location: Figure 2.1: Time Line of Select Media Developments

2. Network television began being broadcasted in the United States at the beginning of the 1900s.
Ans: F
Answer Location: Figure 2.1: Time Line of Select Media Developments

3. Television killed Radio.
Ans: F
Answer Location: Figure 2.1: Time Line of Select Media Developments

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
Answer Location: Technological Determinism and Social Constructionism

5. Data are the form of materiality, similar to keyboards and paper.
Ans: T
Answer Location: Media's Materiality

6. Due to how vast and complex and uncontrollable technology has become, it can often be viewed as a Frankenstein-like creation.
Ans: T
Answer Location: "Autonomous Technology" and "Technological Momentum"

7. By improving the technologies of machines equipped with artificial intelligence, we are feeding more into a potentially autonomous technology.
Ans: T
Answer Location: "Autonomous Technology" and "Technological Momentum"

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8. Throughout history, media has been effectively used to sway people's thoughts through propaganda. This has continuously lead to hesitation and concern about what impacts newer technologies such as television would have.
Ans: T
Answer Location: Medium Theory

9. McLuhan's outlook on the effect of new technologies in media on our senses was a negative one.
Ans: F
Answer Location: McLuhan's Optimism

10. Postman's research lead him to connect an increase in serious substance being consumed with the invention of the telegraph and the photograph.
Ans: F
Answer Location: Postman's Pessimism

11. With the invention of the telegraph, people had more access to content that was irrelevant to them.
Ans: T
Answer Location: Postman's Pessimism

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
Answer Location: Social Constructionism

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
Answer Location: The Telegraph | The Telephone

14. Western Union wanted to utilize the telephone as an easier way to reach the telegraph office.
Ans: T
Answer Location: The Telephone

15. AT&T was allowed to be a monopoly for many years.
Ans: T
Answer Location: The Telephone

16. The telephone had extreme influence on the United States after it was accessible to most.
Ans: T
Answer Location: The Telephone

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17. The ability to record music and listen to it repeatedly had no effect on social environments.
Ans: F
Answer Location: Sound Recording

18. Radio changed the way we consumed media as information could be consumed for free.
Ans: T
Answer Location: Radio Broadcasting

19. Soap operas were named after the soap manufacturers that sponsored them.
Ans: T
Answer Location: Television and Daily Life

20. In its early years, the Internet was as easy for everyone to use as it is today.
Ans: F
Answer Location: Creating the Internet

21. The Internet is the first medium that embodies digitization.
Ans: T
Answer Location: Some Characteristics of the Internet Era

22. The technologies redefined during the 20th century transformed communication worldwide.
Ans: T
Answer Location: The History of Media Technology

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