Contents

Chapter 1: Mass Communication: A Critical Approach

True/False

1. According to the textbook, the mass media are industries that produce and distribute cultural products to large numbers of people. (T)
   (page 6)

2. No media existed prior to the coming of the electronic era in the nineteenth century. (F)
   (page 7)

3. Gutenberg played an active role in the transition from oral to written culture. (F)
   (page 7)

4. The manuscript culture that existed between 1000 BCE and the mid-fifteenth century primarily served the ruling classes. (T)
   (page 7)

5. With the coming of the printing press, the printed newspaper became the first mass-marketed product in history. (F)
   (page 7)

6. Gutenberg's invention of movable type allowed the book to become the first mass-marketed communication product in history. (T)
   (page 7)

7. The printing press fostered the rise of tribal communities. (F)
   (page 8)

8. The computer was the first electronic medium. (F)
   (page 8)

9. The telegraph and newspapers transformed news into a salable commodity. (T)
   (page 8)

10. The way we consume media today, like watching a TV show on our own schedule rather than when it airs on television, favors shared experiences over individual interests. (F)
(page 9)

11. In the linear model of mass communication, gatekeepers are the authors, producers, agencies, and organizations that create the message. (F)
(page 9)

12. The senders of messages often have little control over how their messages will be received. (T)
(page 10)

13. The meaning of a message can be affected by a recipient's gender, age, education level, ethnicity, and occupation. (T)
(page 10)

14. Mass media audiences generally seek out messages that correspond to their beliefs and values. (T)
(page 10)

15. Media marketers refer to network programs that are repurposed for cable as "cross-platform" programs. (F)
(page 12)

16. Google is the most profitable company of the digital age so far. (T)
(page 12)

17. The classical view of art is that it should aim to instruct and uplift. (T)
(page 15)

18. According to the textbook, the high-low model of culture limits the way we look at and discuss culture today. (T)
(page 17)

19. Most forms of culture demonstrate multiple tendencies; for example, a film could be both conventional and innovative. (T)
(pages 24–25)

20. *Lassie* went off the air because children got tired of seeing the same plot every week. (F)
    (page 25)

21. A high-low vertical hierarchy is a more multidimensional way of looking at culture than viewing culture as a map. (F)
    (pages 24–25)

22. James Joyce's *Finnegans Wake* challenges readers to decode its complex narrative. (T)
    (pages 25–26)

23. Efficiency and individualism are both values of the modern period. (T)
    (page 27)

24. Modern artists such as Aldous Huxley (*Brave New World*) and Charlie Chaplin (*Modern Times*) predicted a future in which technology would lead to less oppression and more individual freedom. (F)
    (page 27)

25. Populism tries to appeal to elite people by highlighting the differences between them and the ordinary people. (F)
    (page 28)

26. Critics contend that postmodern style borrows too heavily from other eras and devalues originality. (T)
    (page 29)

27. Postmodern culture questions the value of scientific reasoning and rational thought for solving society's problems. (T)
    (page 29)

28. The textbook contends that many forms of media and culture cannot accurately be described using binary terms such as *liberal* and *conservative* or *high culture* and *low culture*. (T)
    (page 35)

Multiple Choice

Note: The correct answer is asterisked.

29. _____ are the cultural industries that help circulate the values that link individuals to their society.
    A. Modern technologies
    B. Oral communications
    C. Illuminated manuscripts
    D. Mass media*
    E. Communities
    (page 6)

30. According to the textbook, the mass media have passed through which five historical stages?
    A. Voice, pen, press, telegraph, computer
    B. Ancient, medieval, Renaissance, modern, postmodern
    C. Speech, manuscript, book, image, information
    D. Face-to-face, local, regional, national, global
    E. Oral, written, print, electronic, digital*
    (page 6)

31. Plato wanted to banish which group from ancient Greece because he thought they would undermine oral storytelling?
    A. Printers
    B. Poets*
    C. Persians
    D. Prophets
    E. None of the above options is correct.
    (page 7)

32. Which of the following is *not* considered a consequence of the printing press?
    A. The rise of the middle class
    B. The concept of the nation-state
    C. An increased sense of community and mutual cooperation*
    D. A decline of religious authority
    E. An increase in literacy rates
    (pages 7–8)

33. Which of the following does the textbook identify as a result of the printing press?
    A. The emergence of the style of communication known as the Socratic method
    B. A separation of communication from transportation
    C. The emergence of more centralized nation-states, given that leaders could more easily distribute information*
    D. The emergence of tribal communities
    E. None of the above options is correct.
    (pages 7–8)

34. The transformation from an industrial, print-based society to one grounded in the Information Age began with the development of _____.
    A. sound recording
    B. the printing press
    C. the newspaper
    D. the magazine
    E. None of the above options is correct.*
    (page 8)

35. Which of the following was a contribution of the telegraph?
    A. The transformation of information into a commodity*
    B. The concept of nationalism
    C. The rise of the middle class
    D. The development of the pony express
    E. All of the above options are correct.
    (page 8)

36. According to your textbook, which of the following is a consequence of the quick development of new technologies in the digital era?
    A. We no longer use older technologies like the radio.
    B. Cyberbullying and phishing have spread.
    C. Traditional leaders in communication have even more control over information.
    D. Traditional leaders in communication have lost some control over information.*
    E. None of the above options is correct.
    (page 9)

37. Which of the following is the best way to characterize the transitions between the print, electronic, and digital eras?
    A. The exact lines between each era are clear.
    B. As new technology was invented, the older forms of technology were rapidly discarded.

C. Each wave of newer technology came at the same time as more and more people moved from urban areas to rural areas.

D. In practice, the eras overlapped as newer technologies disrupted and modified older technologies.*

E. Changes in the eras of mass communication had little effect on most people.

(page 6)

38. The key development that allowed for the transition to the digital age was _____.
   A. the ability to translate images, text, and sounds into binary code*
   B. the telegraph
   C. the ability to broadcast voices, music, and other sounds via the radio
   D. television
   E. None of the above options is correct.
   (page 9)

39. The linear communication model can be criticized on the grounds that _____.
   A. it assumes that culture is hierarchical
   B. it asserts that audiences create their own meanings from messages sent
   C. it suggests an active sender and a passive receiver*
   D. it conforms too closely to the EPS model
   E. it is flexible enough to describe the way consumers use the Internet
   (page 10)

40. A cultural approach to understanding mass communication _____.
   A. is easier to understand because it outlines a linear flow of information from sender to receiver
   B. argues that gatekeepers decide which information and messages flow to the audience
   C. argues that diverse audiences will interpret the same information differently*
   D. argues that diverse audiences interpret information in the same way
   E. None of the above options is correct.
   (page 10)

41. Selective exposure _____.
   A. is a TV show about the quirky inhabitants of a remote town in Alaska
   B. refers to the process of media gatekeepers selecting information to which an audience will be exposed
   C. deals with how much time audiences choose to spend with any media
   D. refers to the fact that people tend to seek out messages that agree with what they already believe*
   E. refers to early film development techniques
   (page 10)

42. Which statement best describes mass media?
    A. Books by their very nature are culturally superior to other forms of mass media.
    B. Television programs by their very nature are culturally inferior.
    C. Billboards and broadcast satellites aren't part of mass media.
    D. Any media form can provide content that is worthy or that panders to the worst in human nature.*
    E. Mass media evolve thanks to clever inventors, not to cultural, political, or economic circumstances.
    (pages 10–11)

43. Which of the following is one of the four stages in the emergence of a new mass medium that the textbook describes?
    A. Invention stage
    B. Testing stage
    C. Entrepreneurial stage*
    D. Consumer stage
    E. Obsolete stage
    (page 11)

44. Which of the following is one definition given in the textbook for the term *media convergence*?
    A. The consolidation of different mass media holdings under one corporate umbrella*
    B. The appropriation of American products by foreign advertisers
    C. The gathering of multiple press figures at a media event such as a press conference
    D. A concentrated and organized stream of Internet traffic to one site for the purpose of crashing it
    E. None of the above options is correct.
    (page 12)

45. Which of the following statements about cross-platform media convergence is *false*?
    A. A primary goal is to maximize profits.
    B. A common result of this kind of convergence is using fewer employees to generate content for multiple outlets.
    C. It can involve a single company owning various media holdings, such as radio and television stations, Internet service providers, and cable television systems.
    D. A primary goal is to offer more choice to media consumers.*
    E. None of the statements is false.
    (pages 11–12)

46. Which of the following statements about Google is *false*?
    A. Google makes most of its money by generating original content.*
    B. Google is an example of a successful digital age media company.
    C. Google is used to locate both "new" and "old" media content.
    D. Google makes most of its money by selling advertising.
    E. Google has expanded far beyond being a search engine by offering e-mail, mapping, and numerous other services.
    (page 12)

47. Which of the following statements best describes media convergence?
    A. It only happened because of the Internet.
    B. It makes older forms of mass communication obsolete and leads to their disuse.
    C. It allows older forms of mass communication to find new life with new technology.*
    D. It creates new forms of media unlike anything we've seen before.
    E. It only applies to the reinvention of the printed word.
    (page 12)

48. What is one concern identified in the textbook about the future of news content available through Internet news search sites like Google?
    A. People aren't interested in reading the news online.
    B. Who will pay for the cost of producing quality news content?*
    C. It seems likely that newspapers will block their material from search engines.
    D. Newspapers, radio stations, and television stations don't like the Internet.
    E. All of the options are correct.
    (page 13)

49. An example of what the textbook means by *narrative* is _____.
    A. a children's book about three small swine
    B. a movie about an alien invasion
    C. a news story about a mass protest
    D. Michael Jackson's *Thriller* video
    E. All of the options are correct.*
    (page 15)

50. Concerns about how young people might be negatively influenced by messages in popular or "low" cultural forms _____.
    A. didn't happen until the appearance of rock-and-roll music in the 1950s
    B. were resolved by Plato, Aristotle, and other classical philosophers who decided for all time what was to be considered "art"
    C. have been around at least since the time of the ancient Greek philosopher Socrates*
    D. have always been about important moral values and never a cover for racism or bigotry

E. existed in ancient Greece, but went away until jazz music started to become popular around the start of the twentieth century
(pages 15–16)

51. Elvis Presley was filmed only from the waist up in his third appearance on the *Ed Sullivan Show* because _____.
    A. his left leg was in a cast
    B. some critics considered his hip movements lascivious*
    C. another singer complained that Presley had stolen his dance routine
    D. the public demanded to see Presley's face close up
    E. None of the above options is correct.
    (page 16)

52. According to your textbook, a major concern of critics of contemporary culture is _____.
    A. dull and boring television
    B. making sure networks have enough money to continue making programs
    C. overly restrained talk shows that are too polite to discuss difficult topics
    D. children being bombarded by too many television commercials*
    E. the lack of information available to consumers
    (page 16)

53. Which of the following statements best describes how the textbook characterizes the interaction of media and society?
    A. Media are definitely the cause of society's problems.
    B. Media are just a mirror that reflects what is already in society.
    C. Violent movies and song lyrics, not media, cause school violence.
    D. How much media really shape society is unknown.*
    E. None of the above options is correct.
    (page 16)

54. Critics who adopt the "skyscraper" model of understanding culture worry that too much "low" culture _____.
    A. will stunt their imagination and undermine their intellectual growth
    B. will take meaningful and complex works of art and literature and render them trivial
    C. will distract people from meaningful political action and important social change
    D. will prevent people from experiencing genuine art
    E. All of the options are correct.*
    (pages 17–24)

55. Which of the following statements does *not* represent part of the traditional high culture critique against popular culture?
    A. Popular culture is formulaic and repetitive.
    B. Popular culture simply exploits and recycles high culture to lesser effect.
    C. Popular culture debases our taste for finer culture.
    D. Popular culture creates a greater appetite for high culture, making high culture less elite.*
    E. The abundance of pop culture material leaves consumers with less time and money to spend on high culture.
    (pages 17–24)

56. Critics who view culture as a map _____.
    A. see the map as rigidly structured
    B. acknowledge that the familiar and unknown often coexist in the same song, movie, or other cultural artifact*
    C. feel that culture was more meaningful in the "good old days" of the mid-twentieth century
    D. see popular culture as more innovative than high culture
    E. None of the above options is correct.
    (pages 24–25)

57. In the nineteenth century, critics felt which of the following might create havoc?
    A. Mary Wollstonecraft Shelley's Gothic novel *Frankenstein*
    B. Populism
    C. "Mash-ups" such as *Pride and Prejudice and Zombies*
    D. Rising literacy rates among the working class*
    E. Increased access to technology
    (page 26)

58. Which statement(s) reflect(s) the modern period's ideal about working efficiently?
    A. New technology should be used to make manufacturing more efficient, thereby providing inexpensive products for everyday life.
    B. There was a cultural shift from the ornate and decorative to the functional.
    C. It provoked criticism about the impact on individual dignity, such as in the book *Brave New World* and the movie *Modern Times*.
    D. Modern journalism deemphasized historical context, description, and analysis.
    E. All of the options are correct.*
    (pages 26–27)

59. Which of the following is *not* a value the textbook associates with postmodern culture?
    A.   Resistance to ideas such as "high" and "low" culture that set hierarchies of taste.
    B.   An emphasis on the fragmentation and mixing of cultural styles.
    C.   Increased faith in science owing to technological and scientific advances.*
    D.   A tendency to embrace and even celebrate paradox.
    E.   All of the options are correct.
    (pages 28–30)

60. Celebrating populism in postmodern culture can result in _____.
    A.   political leaders talking about their love of expensive wine, fancy French cheese, country club memberships, and an Ivy League education
    B.   political leaders telling stories that are meant to resonate with the middle class*
    C.   political leaders talking about well-respected and peer-reviewed scientific studies
    D.   political leaders openly supporting big corporations
    E.   None of the above options is correct.
    (page 28)

61. Postmodern values include which of the following?
    A.   A belief in rational order
    B.   Working efficiently
    C.   Diversity and fragmentation of cultural styles*
    D.   Rejecting tradition
    E.   None of the above options is correct.
    (page 29)

62. Which of the following is an aspect of postmodern culture?
    A.   The idea that populist themes devalue the notion of "art"
    B.   Acknowledging paradoxes such as having both a nostalgia for the past and an appetite for new technology*
    C.   Never mixing fact with fiction, preferring only to "stick to the facts"
    D.   Believing that rational thought is the answer to every social problem
    E.   All of the options are correct.
    (pages 29–30)

63. Which of the following does the textbook associate with postmodern culture?
    A.   *The Colbert Report**
    B.   The *New York Times*
    C.   The Gutenberg Bible
    D.   Aldous Huxley's *Brave New World*
    E.   None of the above options is correct.
    (page 29)

64. In the interpretation stage of the critical process, an answer must be found to which of the following questions?
    A.   When?
    B.   How many?
    C.   Who?
    D.   So what?*
    E.   Where?
    (page 32)

65. What does the textbook suggest is the best way to approach media literacy and media criticism?
    A.   Learn as much as you can so you can sit on the sidelines and criticize effectively.
    B.   Understand the various types of media so you can participate in the process of helping them live up to their democratic potential.
    C.   Examine mass media through a careful critical process.
    D.   Both the "learn" and "examine" options are correct.
    E.   Replace cynical perception of the media with genuine criticism.*
    (page 31)

Fill in the Blank

66. _____ is the process of creating and using symbol systems that convey information and meaning. (Communication)
    (page 6)

67. The five major phases in communication history include the _____, written, print, electronic, and digital periods. (oral)
    (page 6)

68. The telegraph was the first media development to break the connection between transportation and _____. (communication)
    (page 8)

69. _____ refers to images, texts, and sounds that are converted into electronic signals that are later reassembled as a precise reproduction of the original image, text, or sound. (Digital communication)
    (page 9)

70. The phenomenon whereby audiences seek messages and meanings that correspond to their preexisting beliefs and values is called _____. (selective exposure)
    (page 10)

71. The stages in the development of most new mass communication industries are the _____ stage, the entrepreneurial stage, and the mass medium stage. (emergence or novelty)
    (page 11)

72. _____ is the technological merging of content in different mass media. (Media convergence)
    (page 11)

73. The common denominator that makes both our entertainment and information cultures compelling is _____. (narrative)
    (page 15)

74. According to the textbook, one attains _____ by following a five-step critical process: description, analysis, interpretation, evaluation, and engagement. (media literacy)
    (page 31)

75. _____ is the second step in the critical process. It involves discovering significant patterns that emerge from the description stage. (Analysis)
    (page 32)

76. The final step in the critical process, _____ occurs when citizens actively work to create a media world that best serves democracy. (engagement)
    (page 33)

Matching

Match the items with the historical periods with which they are most closely identified.

    A. Premodern (before 1800s)
    B. Modern (after 1800s)
    C. Postmodern (since 1950s)

77. Local culture (A)

78. Factory (B)

79. Virtual office (C)

80. Quill pen (A)

81. Typewriter (B)

82. Global culture (C)

83. Temp workers (C)

Match the following stages in developing a critical perspective with their correct characteristics.

A. Identify central characters, conflicts, topics, and themes
B. Make an informed judgment
C. Answer the question "So what?"
D. Look for patterns
E. Take action as a citizen

84. Description (A)

85. Analysis (D)

86. Interpretation (C)

87. Evaluation (B)

88. Engagement (E)

Essay

89. Explain how the printing press helped books become the first mass medium.

90. What is the importance of the telegraph in media history?

91. Explain the two different meanings of the term *media convergence*.

92. Using an example, explain the four stages in the development of a new mass medium.

93. Describe the linear model of mass communication, and give at least one critique of the model.

94. Name three ways in which "high" culture differs from "low" culture.

95. Explain why thinking of culture as a map rather than as a ladder or hierarchy is more inclusive. Use your own example(s) to illustrate your answer.

96. Describe the five-step critical process for developing media literacy.

97. Using your own favorite or familiar example from popular media (a hip-hop or alternative rock song, a TV show, a magazine), explain how it works as culture (a term you will need to define).

Chapter 2: The Internet, Digital Media, and Media Convergence

True/False

1. The Internet was originally created to transport messages more rapidly for an increasingly sedentary and isolated population. (F)
(page 46)

2. The Internet originated as a military and government project. (T)
(page 46)

3. ARPAnet is a browser. (F)
(page 46)

4. The Internet is a hierarchically structured and centralized network. (F)
(page 47)

5. The Internet is owned and operated by the federal government, which has the power to shut it down when necessary. (F)
(page 47)

6. Computer engineer Ray Tomlinson established the ''login name@host computer'' convention for e-mail addresses. (T)
(page 48)

7. The introduction of microprocessors, miniature circuits made of silicon, made personal computers possible. (T)
(page 48)

8. *HTML* stands for "hypertext markup language." (T)
(page 49)

9. Netscape overtook Internet Explorer as the most popular Web browser in the late 1990s. (F)
(page 49)

10. In the 1990s, AOL was the top Internet service provider in the United States. (T)
    (page 50)

11. E-mail was one of the earliest services of the Internet. (T)
    (page 50)

12. By 2012, Bing had more than 66 percent of the search-engine market share. (F)
    (page 51)

13. Flickr is an online content community for sharing videos. (F)
    (page 53)

14. Google+ is a social networking site that is designed to compete with Facebook. (T)
    (page 54)

15. Facebook is the most popular social media site on the Internet. (T)
    (page 54)

16. The BlackBerry was the first popular Internet-capable smartphone in the United States. (T)
    (page 59)

17. Apple sells more than 25 million tablets each year. (T)
    (page 59)

18. *MMORPG* stands for "massively multiplayer online role-playing game." (T)
    (page 54)

19. The 1996 Telecommunications Act encouraged mergers and joint ventures among phone companies and cable operators. (F)
    (page 62)

20. Google is a subsidiary of YouTube. (F)
    (page 63)

21. Amazon is the world's largest e-commerce store. (T)
    (page 64)

22. Facebook uses profile information to deliver targeted and personalized ads to its users. (T)
(page 64)

23. "Cookies" are files that allow a Web site owner to chart the computer user's movements within the Web site and collect other information about the user. (T)
(pages 66–67)

24. Most Web sites follow an "opt-in" data policy when collecting information from online consumers. (F)
(page 68)

25. The U.S. Supreme Court ruled that efforts to ban indecent and obscene material on the Web through the Communications Decency Act of 1996 were unconstitutional. (T)
(page 69)

26. The Children's Internet Protection Act of 2000 requires schools and libraries that receive federal funds for Internet access to filter out pornographic Web sites. (T)
(page 69)

27. Linux is an example of open-source software. (T)
(page 72)

Multiple Choice

28. According to the textbook, which of the following is *not* a big question about the future of the Internet?
    A.   Who will have access to the Internet?
    B.   Does copyright law apply on the Internet?
    C.   Will there be more video games online?*
    D.   Should there be limits on personal data gathering?
    E.   Should we be allowed to share anything on the Internet?
    (page 45)

29. What was the original motivation for developing the Internet?
    A.   Technical innovation
    B.   Entrepreneurial ambition
    C.   Military-government project*

D. Popular demand for a more democratic medium of communication
E. Desire for a new toy or "novelty"
(page 46)

30. Which of the following statements about the Internet is *not true*?
    A. One of the goals for its creation and early development was computer time-sharing.
    B. It is a hierarchical network where some have the power to kick others off the network.*
    C. By 2012 about 80 percent of all U.S. adults were Internet users.
    D. The development of microprocessors and fiber-optic technology was necessary for the Internet to develop into a marketable medium.
    E. In its development stage, the Internet was primarily used by universities, government research labs, and corporations involved with high-tech products.
    (pages 46–48)

31. Which two developments were key to the Internet's marketability?
    A. Microprocessors and fiber-optic cable*
    B. ARPAnet and microprocessors
    C. ARPAnet and digitization
    D. E-commerce and distributed networks
    E. Moore's Law and the World Wide Web
    (page 48)

32. The World Wide Web was developed in _____.
    A. the late 1980s*
    B. 1993
    C. the late 1990s
    D. 2000
    E. 2007
    (page 49)

33. What is the difference between the Internet and the Web?
    A. Both are competing computer programs; the Web is the more popular one.
    B. The Internet is international; the Web is local.
    C. The Internet is a system of linked computers; the Web is a system of linked satellites.
    D. The Internet is the older version of the Web.
    E. None of the above options is correct.*
    (page 49)

34. The data-linking feature that allows Internet users to skip directly from a highlighted word to a related file in another computer system is called _____.
    A. hypertext*
    B. convergence
    C. spamming
    D. Net shorthand
    E. e-mail
    (page 49)

35. Which invention brought the Internet to mass audiences?
    A. Web browsers*
    B. Search engines
    C. 56K modems
    D. E-mail
    E. Computer bulletin boards
    (page 49)

36. By 2012, what percentage of American households had broadband Internet connections?
    A. 35 percent
    B. About 50 percent
    C. About 62 percent*
    D. 80 percent
    E. None of the above options is correct.
    (page 50)

37. Today's major ISPs include all except which of the following?
    A. Verizon
    B. Comcast
    C. AT&T
    D. Google*
    E. Time Warner Cable
    (page 50)

38. The *Huffington Post* is a leading _____.
    A. mash-up video
    B. Wiki Web site
    C. fundraising tool
    D. MMORPG
    E. blog*
    (page 53)

39. Which of the following statements about Wiki Web sites is *true*?
    A. The posting of information to Wiki Web sites is closely guarded and controlled by a small group of people.
    B. Wiki Web sites peaked in the early 1990s, but are now irrelevant.
    C. The most popular example of a Wiki Web site is Wikipedia, the online encyclopedia that is mostly written by users.*
    D. Information on Wiki Web sites is highly reliable and always accurate.
    E. All of the options are correct.
    (page 53)

40. Content communities on the Web include which of the following?
    A. fanfiction.net
    B. YouTube
    C. Flickr
    D. Vimeo
    E. All of the options are correct.*
    (page 53)

41. According to the textbook, what is the most popular social networking site?
    A. Twitter
    B. Friendster
    C. MySpace
    D. Facebook*
    E. Craigslist
    (page 54)

42. What service was launched in 2011 to compete against Facebook?
    A. Google+*
    B. Yahoo@
    C. Hotmail Friends
    D. MySpace
    E. Twitter
    (page 54)

43. *Second Life* is an example of a(n) _____.
    A. smartphone
    B. virtual social world*
    C. Web browser
    D. ISP
    E. Wiki Web site
    (page 54)

44. According to the textbook, which of the following technological advances has/have contributed to the rise of media convergence?
    A. The development of wireless networks, making it easier for people to access the Internet almost anywhere
    B. Broadband Internet connections, which improved the multimedia capabilities of computers
    C. The development of Internet-capable cell phones
    D. The rise of the personal computer industry in the mid-1970s
    E. All of the options are correct.*
    (pages 58–59)

45. Which one of the following is an example of media convergence?
    A. The tendency of news media to focus on local stories
    B. The use of tablets to access different forms of traditional media, like books and movies*
    C. The theory that there are more and more media outlets
    D. The way media coverage tends to follow a mob mentality in reporting
    E. The idea that every media format will eventually be replaced by another
    (page 59)

46. Which one of the following statements about media convergence is *not true*?
    A. Consumers can now access television shows, newspapers, and books on their computers.
    B. Convergence took off at the same time as the rise of the personal computer industry in the 1970s.*
    C. Consumers now have the ability to access Internet-distributed content through their television sets.
    D. Consumers often use more than one device to access media content.
    E. All of the options are correct.
    (pages 58–59)

47. Which one of the following statements about Apple's iPad is *true*?
    A. It solely functions as a device for reading e-books.
    B. It has been Apple's fastest-growing product line, and newer versions include things like cameras and faster graphics.*
    C. The Apple iPad will probably not have any competition from other companies/devices in the near future.
    D. The iPad functions like a larger iPod shuffle.
    E. You have to attach a mouse and keyboard to the iPad in order to use it.
    (page 59)

48. By 2012, about how many apps were available for Apple devices?
    A. 30,000
    B. 100,000
    C. 300,000
    D. 750,000
    E. 1,000,000*
    (page 59)

49. Apple's response to which of the following established the new media economics?
    A. Napster*
    B. Facebook
    C. Google+
    D. AOL
    E. All of the options are correct.
    (page 61)

50. Hypertext inventor Tim Berners-Lee published an article in 2001 that introduced the idea of the _____.
    A. World Wide Web
    B. voice recognition assistant
    C. Semantic Web*
    D. ISP
    E. smartphone
    (page 61)

51. While no one owns the Internet, some businesses have had commercial success controlling parts of the Internet experience. Which of the following endeavors has/have been commercially successful?
    A. Providing physical access to the Internet through phone, cable, and satellite links
    B. Selling advertising space on the Internet
    C. Designing and providing programs that allow users to network with others over the Internet
    D. Designing and running directories and search engines
    E. All of the options are correct.*
    (page 62)

52. Yahoo!'s business method has been to make itself an all-purpose entry point, or _____, to the Internet.
    A. ISP
    B. algorithm
    C. Web browser

D.   portal*
E.   search engine
(page 63)

53. Why did AOL begin losing customers in the early 2000s?
    A.   It didn't provide instant messaging.
    B.   It couldn't keep up with the advent of broadband Internet connections.*
    C.   It didn't screen out pornographic sites.
    D.   It merged with Time Warner.
    E.   It merged with Google.
    (page 63)

54. Which statement about the business model of Google is *true*?
    A.   Google makes the majority of its money from subscription fees.
    B.   Google makes the majority of its money from pay-per-click advertisements.*
    C.   Google is a nonprofit organization dedicated to universal access to information.
    D.   The majority of Google's revenue comes from selling its cloud-based word processing
          program.
    E.   None of the above options is correct.
    (page 63)

55. Which of the following statements about targeted advertising is *not true*?
    A.   It is a passing fad because it is unpopular with advertisers and generates very little
          revenue.*
    B.   It is a big part of the revenue of sites like Google and Facebook.
    C.   Some versions read your e-mail messages to find key words that trigger specific ads.
    D.   It may undermine the role of search engines to provide neutral access to information.
    E.   It may turn search engines into ad brokers.
    (pages 66)

56. What is spyware and what does it do?
    A.   It is a way for the government to figure out if you are accessing pornography online.
    B.   It is software that was developed by the Defense Department's Advanced Research
          Projects for spying on Russia.
    C.   It is a computer program that lets you access secret information from sources like
          Wikileaks.
    D.   It is a computer program that is secretly bundled with other software that allows
          someone to collect private information.*
    E.   None of the above options is correct.
    (page 67)

57. Which of the following is *not* a threat to privacy of personal information on the Internet?
    A. Government surveillance
    B. Data mining
    C. Cookies
    D. Digital archiving*
    E. Online fraud
    (pages 66–69)

58. Which of the following best describes an "opt-in" Internet policy?
    A. A policy that assumes a Web site has the right to collect and share your information
    B. A policy of inserting spyware on unsuspecting computers
    C. A policy whereby consumers have to give their consent before a Web site can collect any browsing history data*
    D. A policy favored by marketers and data-mining corporations
    E. A policy of tricking search engines into including Web sites in their search results
    (page 68)

59. The law that grants sweeping powers to law-enforcement agencies to intercept individuals' online communications, including e-mail messages and browsing records, is the _____.
    A. Communications Decency Act
    B. Telecommunications Act
    C. USA PATRIOT Act*
    D. Child Online Protection Act
    E. Children's Internet Protection Act
    (page 68)

60. A form of Internet identity theft involving phony e-mail messages asking customers to update their credit card numbers, account passwords, and other personal information is called _____.
    A. spamming
    B. data-mining
    C. targeting
    D. open sourcing
    E. phishing*
    (page 69)

61. What does the term *digital divide* refer to?
    A. The ability of the rich to have access to the latest information technology while the poor do not.*
    B. The length of time it takes for messages to travel between two continents.
    C. The competition between software companies.

D. The programming gap between using a Microsoft operating system and a system like Linux.

E. The difference in quality between an analog and a digital recording.

(page 69)

62. According to the American Library Association, what are the limitations of trying to protect children from inappropriate material on the Internet?

A. It's annoying to have to disable the filters every time an adult wants to access that material.

B. There is no way to filter out all illegal content but still allow access to constitutionally protected materials.*

C. Current filtering software doesn't block enough material.

D. There isn't enough federal funding for all schools and libraries to have the filtering software.

E. There are no limitations.

(page 69)

63. Which of the following statements about Linux software is *true*?

A. It's free.

B. Many people have contributed to its development.

C. It is most often found on operating servers rather than PC desktops.

D. It was established by Linus Torvalds in 1991.

E. All of the options are correct.*

(page 72)

Fill in the Blank

64. Designed by the U.S. Defense Department's Advanced Research Projects Agency, the original Internet was called _____. (ARPAnet)

(page 46)

65. _____ is made of thin glass bundles that transmit thousands of messages converted to shooting pulses of light. (Fiber-optic cable)

(pages 48–49)

66. Invented in the 1980s, the _____ is the most traveled region of the Internet and is essentially the navigation system for it. (World Wide Web)

(page 49)

67. *HTML* stands for "hypertext _____ language." (markup)
    (page 49)

68. Web navigation software packages such as Firefox and Microsoft's Internet Explorer are known as _____. (browsers)
    (page 49)

69. *ISP* stands for Internet _____ provider. (service)
    (page 50)

70. In the late 1990s, teenagers began to gravitate to chat rooms and IM, or _____. (instant messaging)
    (page 51)

71. _____ contain articles in chronological, journal-like form, often with reader comments and links to other articles on the Web. (Blogs)
    (pages 52–53)

72. YouTube is an example of an online video _____ community. (content)
    (page 53)

73. The Kindle Fire and iPad are examples of touchscreen _____. (tablets)
    (page 59)

74. Apple's voice-recognition software, Siri, is an example of the _____. (Semantic Web)
    (page 62)

75. The socioeconomic disparity between those who do and those who do not have access to digital technology and media such as the Internet is sometimes referred to as the _____. (digital divide)
    (page 69)

Matching

Selecting from the following list of terms, match the description with the best answer. Some terms may be used more than once or not at all.

    A.   Fiber-optic cable
    B.   World Wide Web
    C.   Social media site
    D.   HTML

76. Written code that creates Web pages and links (D)

77. Thin glass bundles capable of transmitting thousands of messages (A)

78. A site where you can upload photos, share interests, and post messages to friends (C)

79. Facebook (C)

80. The most frequently visited region of the Internet (B)

Select from the following list of terms to match the description with the best answer. Some terms may be used more than once or not at all.

    A.   Twitter
    B.   Digital divide
    C.   2010 net neutrality rules
    D.   Opt-in policy
    E.   Internet service provider

81. A procedure whereby Web sites ask for your explicit permission before they can collect browsing history or other data (D)

82. A micro-blogging service (A)

83. A company that provides access to the Internet (E)

84. A plan for fixed-line broadband ISPs that exempts wireless connections from the "unreasonable discrimination" rule (C)

85. AOL (E)

86. A term that describes the gap between the information "haves" and "have-nots" (B)

Essay

87. Name a group that worked to establish the early Internet. Explain the motivation for developing the Internet.

88. Many experts agree that one of the major characteristics that make the Internet unique is that it cannot be centrally controlled. Explain why and how this came about.

89. What are the key issues involving ownership and control of the Internet?

90. Briefly describe how digital communication has progressed from e-mail.

91. What is social media? Give at least three examples.

92. Briefly explain how the converging of media content on the Internet, from movies to books to music, came about.

93. Why do consumer advocates tend to favor the "opt-in" policy and marketers the "opt-out" policy for the collection of browsing history data?