**PLEASE USE THE SCANTRON SHEET FOR SECTION #1.**

**WRITE ANSWERS FOR SECTION #2, 3, & 4 DIRECTLY ON THE QUIZ BOOKLET**.

**TIME: 60 minutes**

Closed books, no cell phones or electronic devices, all bags on floor.

The test should be on pages 3-x. Pages 2 & x are intentionally blank.

**Grading:**

50 points / 2 = 25% of final grade

SECTION #1 30 Multiple Choice Questions 1 pt each

SECTION #2 10 Short Answer Questions 1 pt each

SECTION #3 1 Long answer Question (choice) 10 points

SECTION #4 5 Bonus Questions 5 pts total

**SECTION 1: Questions 1-30 MULTIPLE CHOICE (1 point each) TOTAL: 30 MARKS**

1. **Globalization**, in terms of new media, can be defined as:
2. The process by which markets, technologies, cultures, and businesses are homogenizing and becoming accessible everywhere on the planet.
3. The spread of American brands and companies to new countries, opening retail locations that drive out local businesses and industries.
4. The growth of monopoly capitalism in the era of late modernity.
5. The outsourcing of jobs and production to countries with low wages and fewer environmental and safety regulations.
6. Which one of the following is **NOT** a characteristic of digital media?
7. Manipulable
8. Networkable
9. Dense
10. Confidential
11. Impartial

1. What best describes the concept of **convergence**?
2. Having one phone that does everything
3. The use of various modes of content on one device
4. All your old media technologies get rolled into one
5. When gamers get together to play video games?
6. What are the three “C” s of new media?
7. Computing, Content, and Convergence
8. Communications, Computing, and Content
9. Cable TV, CD-ROMs, and Computers
10. Convergence, Communications, and Content
11. From the text by Flew and Smith, what was the **key** thing that separated new media from previous media forms?
12. Electricity
13. Computing
14. Interactivity
15. Networking
16. As described in class, what does **remediation** mean?
17. Describing new media using the language of old media
18. Reusing old content in new formats, like upgrading your albums to CDs
19. Using the same content as a brand across multiple platforms
20. Relaunching old content in every few years to maintain the copyright
21. When the internet growth was at its peak in the years from 1996-2000, what was the annual rate of growth?
22. 178%
23. 260%
24. 472%
25. 1704%
26. None of the above
27. What is the definition of the **digital divide**?
28. Gap in access between have and have not
29. Gap between the innovators and the early adopters
30. The divide between Apple and Android users.
31. Gap between the 1% and everyone else.
32. In an image of a **long tail** distribution model. Which company below leverages the long tail for their retail operations?
33. Walmart
34. Disney
35. Amazon
36. Facebook
37. An **interface** is defined as “The way users experience software or hardware”. Based on this, which of the following devices is NOT a computer interface?
38. Mouse
39. Joystick
40. Display
41. Printer
42. None of the above; they are all interfaces.
43. The Web 2.0 practice of “tagging” data was identified as a method of \_\_\_\_\_\_\_\_\_.
44. Homophily
45. Metadata
46. Folksonomy
47. Convergence
48. Harold Innis is the Canadian Communications scholar who talked about time-biased and space-biased media. New media exhibits which bias?

1. Time
2. Space
3. Both
4. Neither
5. Comparing Morse code and the early telegraph with the modern “Web 2.0” internet, which key feature listed below was missing from the “Victorian Internet”?
6. Encoding of data
7. Compression
8. Interactivity
9. Storage
10. Metcalfe's Law describes the power of the growth of a network. What is the **key characteristic** that determines if a device works for the purposes of Metcalfe’s Law?
11. Convergence
12. Compatibility
13. Connectivity
14. Computing Power
15. **Network neutrality** treats data with \_\_\_\_\_\_\_\_\_ in order to limit advantages and allow growth.
16. Connectivity
17. Common carriage
18. Preference
19. Impartiality
20. What famous feud was shown as an example of Social Shaping of Technology during a lecture:
21. QWERTY vs Dvorak
22. Emacs vs vi
23. VHS vs Beta
24. Windows vs Mac
25. In the diffusion model, where is Facebook in the current period of adoption? (And what would that suggest about there future growth prospects?)
26. A
27. B
28. C
29. D
30. What are the two things political economy focuses on when analyzing media:
31. Ownership structures and money flows
32. Politics and economics
33. Who has the money, and who benefits from it most.
34. Production and distribution networks of new media.
35. In the text, Andrew Feenberg describes one element of the political economy approach to technology as the **technical code**. This code often obscures the \_\_\_\_\_\_\_ of the system.
36. Constraints
37. Power
38. Money flows
39. Development
40. From the discussion in class of Vincent Mosco’s concept of the **digital sublime** from the text, what phrase below best describes how that process of sublimation appears in the real world?
41. The internet has disappeared.
42. Wireless connectivity appears from nowhere.
43. The internet has become transcendent.
44. The internet increases in power when it can reliably assumed to be always available.
45. What were the four stages in Stuart Hall’s Encoding/Decoding model of communication?
46. Sender, Channel, Noise, Receiver
47. Production, Circulation, Use, Recirculation
48. Sender, Receiver, Channel, Feedback,
49. Producer, Distributor, User, Consumer
50. Which of the following best fits the **definition** of a social network?
51. an online or app-based website that makes you create a profile
52. Individuals or organizations that socialize in communities
53. face to face or electronic relations between people for formal and informal purposes
54. a community of like-minded individuals that gathers together on the internet
55. How does Social Network Analysis connect back to **political economy** approaches to new media?
56. New media companies like Google, Facebook, and Twitter have an undue influence on political discourse
57. It treats network capital as a resource like financial capital
58. New media companies require a high capital expenditure to start up.
59. There is so much money to be made in new media. So. Much. Money.
60. What is the key element in Social Network Analysis?
61. Edge
62. Dyad
63. Actor
64. Clique
65. An edge or an arc in a Social Network graph represents a:
66. Person
67. Non-human actor
68. Mutual interests
69. Relationship
70. Collaboration Information Models are a form of **peer production**. What was one CIM that was discussed **in class**?
71. Netflix
72. iTunes
73. Wikipedia
74. Yelp!
75. Two of the characteristics of Collaboration Information Models are granularity and \_\_\_\_\_\_\_\_.
76. Modularity
77. Scalability
78. Reducibility
79. Adaptability
80. For a project using the collaborative information model, granularity was defined as:
81. “The ability of a component to be reduced to smaller parts”
82. “The smallest possible investment necessary to participate in a project”
83. “Being similar in number to grains of sand on a beach.”
84. “The atomization of a larger object into successively smaller parts that are self-similar in scale.”

**SECTION 2: Short Answer Questions 31-40 (1 point each) TOTAL: 10 MARKS**

1. Were the previous questions starting to sound familiar?
2. Name any Disney movie.

1. Name any musical artist.
2. Placeholder

1. Placeholder
2. Placeholder

1. Placeholder
2. Placeholder

1. Placeholder
2. Placeholder

**SECTION 3: Question 34 Long Answer TOTAL: 10 MARKS**

**Please choose one of the following three questions, and answer it on the remainder of the page, or the overleaf.**

1. First question, something lengthy about the role of ICTs in society.
2. This will be the second question. The Bill Leiss one that I hinted at in the last two classes.
3. What are some “new media” technology you use in everyday life? In a day, list all the items you use.

**SECTION 4: Questions 35-39 Bonus Questions TOTAL: ? MARKS**

1. What ?
2. A
3. B
4. C
5. D
6. What ?
7. A
8. B
9. C
10. D
11. What?
12. A
13. B
14. C
15. D
16. Placeholder. **Short Answer, 1 mark.**

1. Placeholder. **Short Answer, 1 mark.**