

PLEASE USE THE SCANTRON SHEET FOR SECTION #1 & SECTION #2.

DO NOT WRITE ANSWERS DIRECTLY ON THE QUIZ BOOKLET.

TIME: 30 minutes

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

~~(There will be a 10 minute break between the quiz and the rest of the lecture. Lecture starts at 12:40)~~

The test should be on pages 3-9. Pages 2 & 10 are intentionally blank.

Grading:

30 points / 3 = 10% of final grade

SECTION #1	30 Multiple Choice questions	1 pt each
SECTION #2	3 Bonus Questions	3 pts total

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

- 1) Because I always get asked, what does **ICT** stand for?
 - A. Information and Computer Technology
 - B. Internet, Computers, and Telecommunications
 - C. Information and Communication Technology
 - D. Internet-Connected Telecommunications
- 2) What best describes the concept of **convergence**?
 - A. Having one phone that does everything
 - B. The use of various modes of content on one device
 - C. All your old media technologies get rolled into one
 - D. Arcade Fire's "Everything Now"
- 3) What are the three "C" s of new media?
 - A. Computing, Content, and Convergence
 - B. Communications, Computing, and Content
 - C. Cable TV, CD-ROMs, and Computers
 - D. Convergence, Communications, and Content
- 4) Which one of the following is **NOT** a characteristic of digital media?
 - A. Manipulable
 - B. Networkable
 - C. Dense
 - D. Confidential
 - E. Impartial
- 5) From the text by Flew and Smith, what was the **key** thing that separated new media from previous media forms?
 - A. Electricity
 - B. Computing
 - C. Interactivity
 - D. Networking
- 6) As described in class, what does **remediation** mean?
 - A. Describing new media using the language of old media
 - B. Reusing old content in new formats, like upgrading your albums to CDs
 - C. Using the same content as a brand across multiple platforms
 - D. Relaunching old content in every few years to maintain the copyright

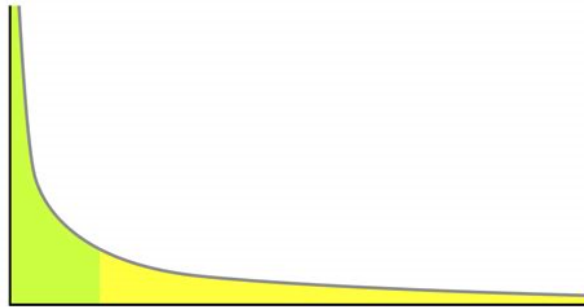
7) When the internet growth was at its peak in the years from 1996-2000, what was the annual rate of growth?

- A. 178%
- B. 260%
- C. 472%
- D. 1704%
- E. None of the above

8) What is the definition of the **digital divide**?

- A. Gap in access between have and have not
- B. Gap between the innovators and the early adopters
- C. The divide between Apple and Android users.
- D. Gap between the 1% and everyone else.

9) Below is an image of a **long tail** distribution model. Which company below leverages the long tail for their retail operations?



- A. Walmart
- B. Disney
- C. Amazon
- D. Facebook

10) **Globalization**, in terms of new media, can be defined as:

- A. The process by which markets, technologies, cultures, and businesses are homogenizing and becoming accessible everywhere on the planet.
- B. The spread of American brands and companies to new countries, opening retail locations that drive out local businesses and industries.
- C. The growth of monopoly capitalism in the era of late modernity.
- D. The outsourcing of jobs and production to countries with low wages and fewer environmental and safety regulations.

11) 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?

- A. Mouse
- B. Joystick
- C. Display
- D. Printer
- E. None of the above; they are all interfaces.

12) The Web 2.0 practice of “tagging” data was identified as a method of _____.

- A. Homophily
- B. Metadata
- C. Folksonomy
- D. Convergence

13) Harold Innis is the Canadian Communications scholar who talked about time-biased and space-biased media. New media exhibits which bias?

- A. Time
- B. Space
- C. Both
- D. Neither

14) 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”?

- A. Encoding of data
- B. Compression
- C. Interactivity
- D. Storage

15) 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?

- A. Convergence
- B. Compatibility
- C. Connectivity
- D. Computing Power

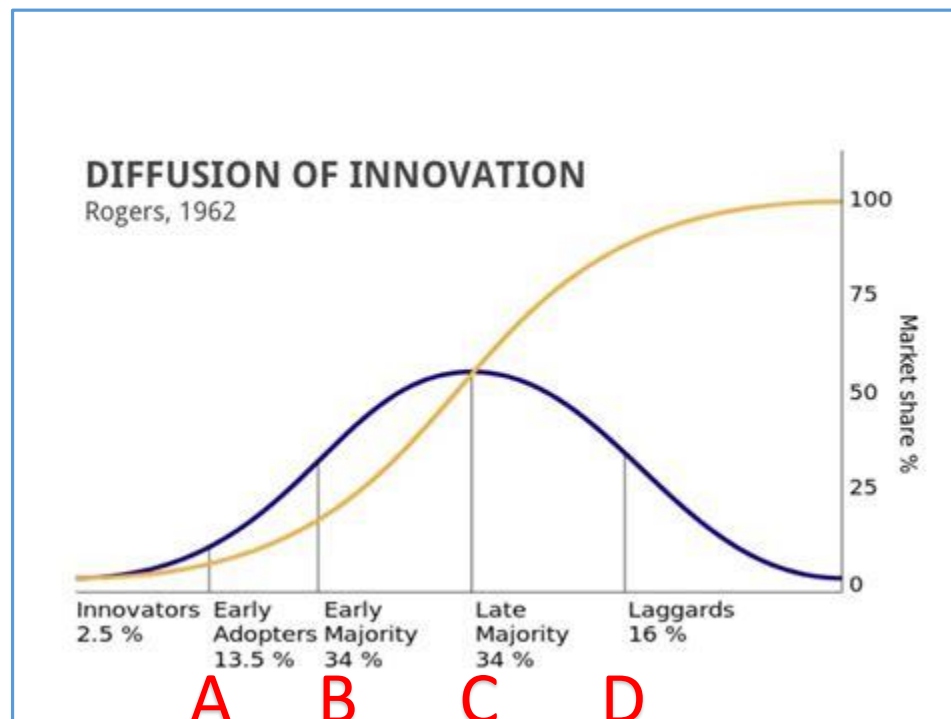
16) **Network neutrality** treats data with _____ in order to limit advantages and allow growth.

- A. Connectivity
- B. Common carriage
- C. Preference
- D. Impartiality

17) What famous feud was shown as an example of Social Shaping of Technology during a lecture:

- A. QWERTY vs Dvorak
- B. Emacs vs vi
- C. VHS vs Beta
- D. Windows vs Mac

Question 18 & 19 refer to the following diagram on the **diffusion of innovations**.



18) In the diffusion model above, where is Facebook in the current period of adoption? (And what would that suggest about their future growth prospects?)

- A. A
- B. B
- C. C
- D. D

19) In the above image, which letter represents where the gap (or chasm) for mass-market adoption occurs:

- A. A
- B. B
- C. C
- D. D

- 20) What are the two things political economy focuses on when analyzing media:
- A. Ownership structures and money flows
 - B. Politics and economics
 - C. Who has the money, and who benefits from it most.
 - D. Production and distribution networks of new media.
- 21) 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.
- A. Constraints
 - B. Power
 - C. Money flows
 - D. Development
- 22) 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?
- A. The internet has disappeared.
 - B. Wireless connectivity appears from nowhere.
 - C. The internet has become transcendent.
 - D. The internet increases in power when it can reliably assumed to be always available.
- 23) What were the four stages in Stuart Hall's Encoding/Decoding model of communication?
- A. Sender, Channel, Noise, Receiver
 - B. Production, Circulation, Use, Recirculation
 - C. Sender, Receiver, Channel, Feedback,
 - D. Producer, Distributor, User, Consumer
- 24) Which of the following best fits the **definition** of a social network?
- A. an online or app-based website that makes you create a profile
 - B. Individuals or organizations that socialize in communities
 - C. face to face or electronic relations between people for formal and informal purposes
 - D. a community of like-minded individuals that gathers together on the internet
- 25) How does Social Network Analysis connect back to **political economy** approaches to new media?
- A. New media companies like Google, Facebook, and Twitter have an undue influence on political discourse
 - B. It treats network capital as a resource like financial capital
 - C. New media companies require a high capital expenditure to start up.
 - D. There is so much money to be made in new media. So. Much. Money.

26) What is the key element in Social Network Analysis?

- A. Edge
- B. Dyad
- C. Actor
- D. Clique

27) An edge or an arc in a Social Network graph represents a:

- A. Person
- B. Non-human actor
- C. Mutual interests
- D. Relationship

28) Collaboration Information Models are a form of **peer production**. What was one CIM that was discussed **in class**?

- A. Netflix
- B. iTunes
- C. Wikipedia
- D. Yelp!

29) Two of the characteristics of Collaboration Information Models are granularity and _____.

- A. Modularity
- B. Scalability
- C. Reducibility
- D. Adaptability

30) For a project using the collaborative information model, granularity was defined as:

- A. "The ability of a component to be reduced to smaller parts"
- B. "The smallest possible investment necessary to participate in a project"
- C. "Being similar in number to grains of sand on a beach."
- D. "The atomization of a larger object into successively smaller parts that are self-similar in scale."

SECTION 2: Bonus Questions 31-33 MULTIPLE CHOICE (1 point each) TOTAL: 3 MARKS

31) What operating system did Neal Stephenson describe as a “Batmobile” in “In The Beginning Was the Command Line”?

- A. Windows
- B. BeOS
- C. Mac
- D. Linux

32) What “old media” was reference by Outkast in the video for “Hey Ya”:

- A. Radio
- B. Polaroid Pictures
- C. Television
- D. All of the above

33) Which console was NOT examined during the field trip to the TFDL?

- A. Atari 2600
- B. Intellivision
- C. Colecovision
- D. Nintendo Entertainment System

