



1. The average attention span is decreasing. 10 years ago, it was 12 minutes. Today, it is _____ minutes.

- A. 2
- B. 5
- C. 8
- D. 10

Answer: B

Source: Flumridge, N. (2013). Is the Internet Destroying our Attention Span? Retrieved October 20, 2014, from <http://psychmindz.com/is-the-internet-destroying-our-attentions-span/>.

6. ____in ____ households in the United States have cut their landline, making their mobile device their only means for telecommunication.

- A. 2 in 3
- B. 1 in 4
- C. 5 in 10
- D. 1 in 8

Answer: B

50 million people worldwide own a mobile device but do not have electricity at home.

Source: Article 14, Social Conditions Research.

2. _____ % of people between the ages of 18 and 34 can’t go longer than an hour without checking their phones.

- A. 30
- B. 50
- C. 70
- D. 90

Answer: C

Source: Article 14, Social Conditions Research.

7. The percentage of people who spend an evening socializing with neighbors tumbled from 44% in 1974 to ____ % in 2008.

- A. 31
- B. 23
- C. 19
- D. 15

Answer: A

"The evolving modern definition of a good neighbor is no longer someone who is part of your life, someone you chat with over your fence, a reliable shoulder in good times and bad, but someone who doesn't bother you, either in your enjoyment of your home or by threatening its property value."

Source: Bethune, B. (2014). The end of neighbors. Maclean's, 127(32), 40-43.

3. Teenagers between the ages of 13-17 send / receive _____ text messages monthly.

- A. 1560
- B. 2143
- C. 3705
- D. 4209

Answer: C

That's 123 texts a day!

Source: How Much Apple Gain from the iPhone. infographic, <http://theultralinx.com/2012/09/apple-gain-iphone-infographic.html>

8. People are able to maintain meaningful relationships with a maximum of ____ people.

- A. 30
- B. 55
- C. 90
- D. 150

Answer: D

However, in-person relationships moved online can disappear in 18 months.

Source: Bethune, B. (2014). The end of neighbors. Maclean's, 127(32), 40-43.

4. Phone tablet users now spend an average of _____ minutes per day using apps.

- A. 13
- B. 34
- C. 69
- D. 94

Answer: D

Source: How Much Apple Gain from the iPhone. infographic, <http://theultralinx.com/2012/09/apple-gain-iphone-infographic.html>

9. Couples carrying smartphones while conversing feel less _____ and have lower quality relationships.

- A. Connected
- B. Attracted
- C. Engaged
- D. Empathy

Answer: D

You're never alone because the smartphone is the "megaphone to broader conversational audiences."

Source: Kita, P. (2014). Less Text More Sex. Men's Health (10544839), 29(4), 84-86.

5. _____ % of moms say they are “addicted” to their smartphones.

- A. 23%
- B. 30%
- C. 37%
- D. 52%

Answer: C.

On average, moms spend 37% of their daily media time with their smartphones, which is double the time spent watching TV, and more time than any other media, including radio, magazines, and newspapers.

Source: How Much Apple Gain from the iPhone. infographic, <http://theultralinx.com/2012/09/apple-gain-iphone-infographic.html>

10. Using phones for relational uses leads people to detract from _____ in public settings.

- A. Family
- B. Friends
- C. Strangers

Answer: C

"Mobile phones favor depth in intimate relationships at expense of breadth, including relationships with strangers. Diverse social interaction with strangers is needed for society to function."

Source: Campbell, S. W., & Kwak, N. (2011). Mobile Communication and Civil Society: Linking Patterns and Places of Use to Engagement with Others in Public. Human Communication Research, 37(3), 207-222. doi:10.1111/j.1468-2958.2010.01399.x