

**1. In what way did the "man-computer symbiosis" concept play a role while developing the GUI?**

- It was Engelbert's idea about an expected development in cooperative interaction between men and electronic computers, as that was the GUI's goal
- It was Lickelider's vision to promote the "user-friendly" computer concept and to reach a broader market
- It was an old-fashioned concept conceived by Lickelider and now used to attract computer users to adopt the GUI
- It didn't
- It was just a pun to help promote the GUI on the market

**2. What does Campbell-Kelly reflect with the title of chapter 11: "Broadening the appeal"?**

- The fact that during the late 1960s, the ACS was founded and was very influential in making the personal computer more broadly used
- The fact that in the 1980s, after business users, now civilian use of mainframes, time sharing and minicomputers became more usual*
- The fact that during the 1980s the personal computer was made more attractive to more people
- The fact that in the 1970s people were - out of the blue - very much attracted to personal computers
- The fact that personal computers became more attractive to business users in the 1970s

**3. "How long does it take a new computer technology to wreck a 200-year-old publishing company with sales of \$650 million and a brand name recognized all over the world? Not very long at all." This sentence was published in Forbes magazine, mid 1990s. What did the author refer to?**

- The massive bankrupts and buyout of publishing companies, caused by online book publishing companies
- The downfall of Eycyclopedia Britannica by the introduction of CD-ROM encyclopedias with hypertext navigating options
- The complete devastation taking place in publishing companies, who were no longer needed now everybody could use the information from Wikipedia
- The massive bankrupts and buyout of publishing companies at the arrival of desktop publishing
- The slide downhill of IBM, because they couldn't really compete on the personal computer market

**4. Why did IBM's Topview get the nickname TopHeavy?**

- The screen was bigger than screens of other competitors
- The most important people within IBM had been working at it
- It was one of the biggest flops in history, because it was really slow
- The top software layer was much bigger than what any other competitor had at the time
- It was made extra sturdy, reassuring users

**5. Which of the following is one of the (three) significant barriers that prevented new companies from entering the personal-computer software business from 1983?**

- Enough employees to actually produce software, there was a software crisis going on, after all
- the possibility of getting acces to computers
- access to distribution channels
- ability to use marketing techniques

-knowledge about the personal computer business software

**6.What was Mosaic?**

- An early word processor
- An early database program
- An early web browser
- Early sketching software
- An early spreadsheet program

**7.Which of the following is true about Sean Parker?**

- Mark Zuckerbergs brother-in-law
- Mark Zuckerbergs partner who brought in much of the technical know-how in Facebook
- One of the main financiers of Facebook
- A founder of some early Web 2.0 ventures who helped Zuckerberg in the early years of his company
- A Harvard professor who helped Zuckerberg maintain and maximize ownership control

**8. Which 1990 system created a directory of all files available on the Internet, in order to make finding a document a lot easier?**

- Gopher
- www
- WAIS
- Archie
- Google

**9. From what time does the world brain originate?**

- The age of Enlightenment (C18)
- The times of Babbage (C19)
- The days of construction of the Apple II (1977)
- The days of construction of the UNIVAC (1950s)
- The time that Turing designed his Turing machine (1936)

**10.According to Campbell-Kelly, in 2012, Twitter is Facebook's counterpart and countless other social networking sites are dwarfs, compared to these two giants**

- True
- False (Although Twitter was indeed the closest rival of Facebook, which had around a billion users at that time, it had only a fraction of Facebook's number of users. So, in fact, Facebook dwarfed ALL other social network companies.)

**11.Despite being competitively priced at \$99, Windows 1, on it's launch in 1985, wasn't sold as much as expected.**

- True (Indeed, the Windows 1 GUI made even the most modern processor at the time react sluggish. This made it unfavorable.)
- False

**12.Which one was the first computer with a GUI?**

- Apple Macintosh
- Commodore PET

- Apple Lisa
- IBM personal computer
- Xerox Star

### **13. Why does Campbell-Kelly mention Mitch Kapor?**

- Because his company Lotus is one of the examples of early entrants in the pc software market that exemplify the numerous obstacles these companies were facing
- Because his software product Lotus 1-2-3 is an excellent illustration how much marketing and distribution channels mattered in 1982, but also how much companies (both Lotus and its competitors) relied on one "hit" product
- Because his company Lotus illustrates how barriers were created to get access to the software business
- Because his software product Lotus 1-2-3 was the first (and still the best) spreadsheet program ever written
- Because his Lotus 1-2-3 software package was soon eclipsing Wordstar and Word wordprocessors both in quality and number of sales

### **14. Why did Lisa, Apple's first computer with a GUI, not become a commercial success, according to Campbell-Kelly?**

- The marketing budget was too low
- The name "Lisa" didn't appeal to the general public
- It had severe competition from IBM pc with the Windows GUI
- It was too expensive
- It was too slow

### **15. The "webcrawler" algorithm, created by Larry Page and Sergey Brin in 1997, was the foundation of their 1998 company Google, that would become a success in the early 2000s - outsmarting many other existing search engines. What was the basis of their company?**

- Their page design, that was kept very minimalistic, to ensure loading speed
- They would receive money, if only a very small amount, for every search customers made
- They would receive money from every company for advertisements and mail addresses of customers who had shown interest in their webpage
- Their page design, which was praised for its Zen-like appearance - contrasting for example, the Yahoo! page
- Selling sponsored links, showing these on top, the non-sponsored links appearing in lower rank*

### **16. In early 2000s the web began to rapidly change, into what was called "Web 2.0". Why was that, according to Campbell-Kelly?**

- Because the government wanted the web to be their new democratizing tool to battle authoritarian regimes, they implemented a series of policies
- Because the number of websites simply multiplied - more and more companies discovering the advertising possibilities
- Because there were much more young users, especially students, and this brought in new blood to the web
- Because Wikipedia became extremely popular, more and more people became its "voluntary labor force"
- Because the number of web platforms that facilitated and encouraged users to interact and create content themselves, was boosting

### **17. Who proposed the World Wide Web in 1989?**

- Edward Jenner
- Stan Lee
- Tim Berners-Lee
- Vanevar Bush
- H.G Wells

### **18. What do Lotus 1-2-3, VisiCalc and Multiplan have in common?**

- They were all spreadsheet programs, published between 1979 and 1983
- They were all pc software products, produced by VisiCorp between 1979 and 1983
- They were all the brainchild of Mitch Kapor, between 1979 and 1983
- They were all agenda software for personal computers, produced between 1979 and 1983
- They were all word processors produced for IBM (compatible) personal computers, published between 1979 and 1983

### **19. Where did Steve Jobs get his inspiration from to build the Macintosh?**

- He made a visit to Bill Gates' Microsoft where he saw a prototype of the first Windows
- He read the book by J.C.R Licklider on Human-machine interaction, and the idea simply struck him
- He visited the Human Factors Research Center under the leadership of Doug Engelbart, where he witnessed the invention of the mouse
- He made a visit to Xerox PARC where he saw Xerox's office-of-the-future concept
- Wozniak, who was a talented engineer, convinced Steve Jobs to develop a GUI for their Apple II

### **20. Which of the following is one of the (three) significant barriers that prevented new companies from entering the personal-computer software business from 1983?**

- Technology, meaning that after 1983 pc's had become so advanced, that software engineering techniques were becoming relevant
- Marketing, meaning that after 1983 marketing had become serious business, and small software firms without a big "hit" couldn't afford the costs
- Legal costs, because every small pc software company would have to pay for access to one the large OS systems (Microsoft most notably), and either face these costs, or the endless law costs resulting from not cooperating*
- Human resource management, meaning that smaller pc software companies couldn't afford to pay good programmers - after all, there was a software crisis going on*
- Safety, meaning that pc software companies were increasingly regulated by governments to prevent them from invading personal privacy

### **21. Encyclopedias were greatly affected by the CD-ROM encyclopedia market. In what ways did the CD-ROM affect the market?**

- They did not. Encyclopedias could only ever be put on paper because of their size and digitizing them was impossible according to major encyclopedia companies such as Britannica
- There was a split in the market between the people who wanted to own a paper version of the encyclopedia, and those who put all their trust in Wikipedia
- Encyclopedias struggled to keep up with the low-cost variety of the CD-ROM, and only those who kept digitizing would survive
- It could not have been better. All encyclopedia companies could sell twice as many copies

-Good because CD-ROMS only worked as a marketing technique and users of the CD-ROM version often wanted a more tangible version of these great encyclopedias

**22. During which years did the number of Internet connections rise over one hundred million?**

- This didn't happen yet
- Between 2005 and 2010
- Between 2000 and 2005
- Between 1980 and 1990
- Between 1990 and 2000

**23.What is signified by Web 2.0 - in relation to the 1990s Web?**

- The web before 2000 was available only to companies (.com domains), whereas the .org, .gov and .edu domains were added now, so that more people could start participating
- The web before 2000 was only available through a modem, which meant that you couldn't have a dedicated line for telephone connections and web browsing simultaneously
- The web before 2000 consisted of a limited number of active producers and many passive consumers, which changed by the use of platforms that allowed Web users to add content themselves
- The web before 2000 was exclusively meant for static information, and from now on also movie clips and music could be found on the web
- The web before 2000 was only accessible to tech savvy people, whereas new browsers made the web available to anyone with a personal computer*

**24.What were the major problems that Roberts had to overcome to make Arpanet usable? More than one answer may be selected! 0.33/1 (idk which one is correct)**

- How to make economic use of expensive high-speed communication lines
- How to raise the funds required for Arpanet*
- How to convince ARPA that it needed a country-wide network for computers
- How to solve the software crisis, and with it the incompatible software from the different universities
- How to link computer systems from different manufacturers*
- How to physically connect time-sharing computer systems*

**25. Which of the following is NOT a 1990s Internet finding aid?**

- Gopher
- Wikipedia
- Google
- Archie
- WAIS

**26.Why did the Macintosh not become the success that Steve Jobs had anticipated? Multiple answers may be correct.**

- The Macintosh was not well suited to the business market
- It was too slow
- Apple's anticipation of a consumer market for personal computers was premature
- It was too expensive
- It was outperformed by Lisa, the follow-up and improved version of the Macintosh

**27. What does the turn of events for VisiCorp (bankrupt and taken over in 1985) illustrate, according to Campbell-Kelly?**

- How many pc software companies relied for their profit on one "hit" product - VisiCalc in their case
- How many pc software companies would rely on their marketing campaigns, which were that costly, that it could actually result in bankruptcy if not proven effective
- That Lotus 1-2-3 was simply a much better product than VisiCalc
- That all easy entrants of the pc software industry in the late 1970s were soon disappearing
- How important it was for pc software companies to keep investing in R&D, instead of focussing on one good product

**28. What did Steve's "pirates" stand for?**

- They were a hand-picked band of the most brilliant mavericks inside and outside Apple
- Pirates was the follow up to the famous Ridley Scott Super Bowl commercial, 1984
- Pirates were in the successful but unconventional advertisement campaign launching the Macintosh
- They represented copy-cats of the Macintosh
- They represented the pirating of the Apple GUI by other software developers, such as Microsoft

**29. What years does Campbell-Kelly position the browser wars?**

- 1990-1995
- 1998-2000
- 1995-2000
- 1987-1990
- 1991-1994

**30. What is the message of Campbell-Kelly in his last section of chapter 12: "Politics of the Internet"**

- The Internet was shaped by political forces, but is now left entirely to the public to make of it whatever they want
- Although, undeniably, the Internet has brought many positive changes, it has also become the playground of political influencing
- The Internet is the last place in the world where political influence has been kept out of
- The Internet made the world more easily controllable by dictators
- The Internet made the world more democratic

**31. Did Apple ever try to make and market a PDA?**

- No they didn't.
- Yes, Motion.
- Yes, Newton.
- Yes, Dynabook.
- Yes, Symbian.

**32. How did Roberts solve the problem of economic use of the communication lines and the problem of connecting all the hosts? 0/1**

- He assigned the problem to a bunch of graduate students to solve, who came forward with packet switching technology
- He mimicked the "store and forward packet switching" from telegraph technology

- He asked Licklider, who had a solution from his Human-machine interaction readily available
- He ignored the problem, knowing that with time the cost of communication lines would drop and it would not be a problem for the system to be inefficient
- He connected all the hosts of the Arpanet with each other directly, if messages could be sent directly, there would be no issues with congestion at certain hubs*

### **33. What is Steve Jobs' connection to Disney?**

- He was an avid fan, and decided to buy Pixar
- Job bought Lucasfilms, which was in turn bought by Walt Disney, thus making Jobs the largest stockholder, and a Disney board member
- Steve Jobs was aware of the new media and consumer electronic opportunities, and wanted more exposure of Apple Computer, and computing in general
- Job bought NeXT, which acquired a division of Lucasfilms, which was bought by Walt Disney, thus making Jobs the largest stockholder, and a Disney board member
- Jobs bought a division of Walt Disney, becoming a board member

### **34. Why was the lawsuit that Apple filed against Microsoft - for audiovisual copyrights protecting Macintosh's interface - so important for the future of the personal-computer industry?**

- It would mean that Apple's unique marketing advantage would be lost
- Because it was the two major software firms battling over their copyrights, and the victor would claim the market
- Microsoft's interface was based on Macintosh's. It was very hard to improve. Although Microsoft signed a licensing agreement to copy the visual characteristics of the Macintosh, Microsoft could not be distinguished anymore
- It would stop Microsoft from launching Windows 3.0
- If the lawsuit had succeeded, then all interfaces for all computers would be forced to be different

### **35. Which company published VisiCalc?**

- IBM
- Microsoft
- VisiCorp
- VisiComp
- Ashton-Tate

### **36. During the early and mid 1990s, CD-ROM was the most common way of communicating large quantities of digital information, why?**

- Because it was the most obvious technology to use if you wanted to sell encyclopedias
- It was the only means of storing data in a modular external manner
- Networks were not easily accessible to the general public and expensive, while CD's were cheap, light and compact
- Because CD's were the new trend in cutting-edge technology, and therefor were easily hyped with computer buyers
- No one had yet envisioned an idea of a network connecting numerous computers to share information simultaneously

### **37. What year was the CD-ROM released to the consumer market?**

- 1980

-2000  
-1990  
-1984  
-1978

**38. In the early 1990s, ["Apple's iOS", "Palm inc", "Microsoft's OS/2", "Research in Motion", "Psion's Symbian"] was the early market leader for PDA operating systems. Their market share was, however, soon eroded by companies such as the Silicon Valley-based ["Apple", "Symbian", "Research in Motion", "Palm Inc", "Microsoft"], with their handwriting-recognition PDA's, although these machines had too small a memory for truly compelling application. By the end of the decade, the latter was overshadowed by ["Apple", "Psion", "Palm inc", "Research in Motion", "Microsoft"]. 0.67/1**

**39. What was the 1945 Vanevar Bush memex?**

- It was a machine that would be able to convert written sources into spoken language - it was attempted but didn't succeed at the time
- It was the first electronic switch, a step that made the technology of the Internet feasible
- It was a voice recording machine, that could be used by people to speak messages that would later be entered into a computer
- It was the first attempt to have a type of storage for an electronic calculator, that would hold information for longer than just a few milliseconds
- It was a ideal machine that he thought would come into existence, because it was necessary to make information searchable and usable