Question 1 (1 point) ✓ *Saved*

External corporate blogs can help enhance relationships with customers.

- ● True
- ○ False

Question 2 (1 point) ✓ *Saved*

On Web pages, paragraphs should be at least 50 percent shorter than comparable text in a print document.

- ● True
- ○ False

Question 3 (1 point) ✓ *Saved*

Readers expect a balance of text and visuals on a Web page.

- ● True
- ○ False

Question 4 (1 point) ✓ *Saved*

Any visual element on the Web without a copyright symbol may be used without permission on your own Web site.

- ○ True
- ● False

Question 5 (1 point) ✓ *Saved*

To emphasize text on a Web page, use underlining.

- ○ True
- ● False

Question 6 (1 point) ✓ *Saved*

The F-shaped reading pattern applies to cultures that read from left to right.

- ● True
- ○ False

Question 7 (1 point) ✓ *Saved*

Text set to unjustified right margins is easier to read on a screen than text set to justified right margins.

- ○ True
- ● False

Question 8 (1 point)   ✓ *Saved*

When writing for blogs and wikis, you should write the same way for internal and external audiences.

○ True

◉ False

Question 9 (1 point)   ✓ *Saved*

Simple Web pages can be created with word-processing programs.

◉ True

○ False

Question 10 (1 point)   ✓ *Saved*

Color can make a Web page easier to navigate.

◉ True

○ False

Question 11 (1 point)   ✓ *Saved*

What is a site map?

◉ Directions for a reader to get from one part of a site to another.

○ A record of where people have been looking on your site.

○ A storyboard for planning a Web site.

○ Tracked data regarding all of the sites someone has visited.

Question 12 (1 point)   ✓ *Saved*

Readers expect Web pages to have _____.

○ very little, if any, white space.

◉ labeled navigation features

○ multiple visuals on every page

○ special effects

Question 13 (1 point)   ✓ *Saved*

Which is an effective strategy when writing for a Web page?

◉ Catch the reader's attention in the first two paragraphs.

○ Use vague words.

○ Write in lengthy, complicated sentences.

○ Avoid a neutral tone.

Question 14 (1 point)   ✓ *Saved*

A well-designed Web page does which of the following?

○ includes few, if any, headings

◉ uses a consistent font and size for the body text

○ uses underlining for emphasis

○ uses a justified right margin

Question 15 (1 point)   ✓ *Saved*

Web site privacy statements _____.

○ should be difficult to find on the site

○ are most authoritative when written in legalese

◉ explain what rights readers have

○ do not explain how a reader's information will be used

Question 16 (1 point)   ✓ *Saved*

Which is an accurate statement about legal implications of Web pages?

○ In the United States, you can use any visual as long as it does not have a copyright symbol associated with it.

◉ You should obtain written permission to use an image from another page, regardless of whether there is a copyright symbol.

○ Your legal risk increases when you use images with a Creative Commons license.

○ Web readers no longer have an expectation of privacy.

Question 17 (1 point)   ✓ *Saved*

Which is an appropriate strategy for using a workplace blog?

- ● Use a professional tone.
- ○ Use an informal tone in internal blogs.
- ○ Treat internal blogs as personal communication.
- ○ Fully develop your point into well-supported, extensive articles.