UNIT 3

Digital Culture and Society.

Section A

Multiple Choice Question

1) What does culture primarily consist of?

   A) A way of life, including behaviors, beliefs, and values, passed down through communication and imitation.

   B) The physical objects created by a group of people.

   C) The laws and regulations enforced by a society.

   D) The technology and innovations developed by a community.

2) How can culture change occur?

   A) Only through external influences such as migration.

   B) Only through political or legal reforms.

   C) Through new philosophical ideas or technological advancements from within.

   D) Through the decline of traditional beliefs and values.

3) Which of the following is an example of how technology has changed the way people access information today?

   A) People now rely solely on newspapers for news.

   B) Radio and television have evolved into 24-hour streaming services.

   C) People no longer use smartphones for research.

   D) All news is now only available through print media.

4) What is the primary function of wearable technology?

   A) To track news events in real time.

   B) To monitor physical activity through a fitness tracker.

C) To improve the quality of radio broadcasts.

D) To replace traditional clothing with high-tech fabrics.

5) How has GPS technology been used to enhance safety?

A) It is only used for navigation during road trips.

B) It tracks steps and activity in fitness apps.

C) It helps monitor the location of children and elderly individuals.

D) It can stream live television directly to wearable devices.

6) What does the concept of a digital culture primarily describe?

A) The way technology influences human interactions, behaviors, and communication.

B) The impact of traditional media on societal values.

C) The shift from face-to-face communication to written communication.

D) The development of cultural norms in rural areas.

7) Which of the following contributes to the development of digital culture?

A) Endless persuasive technology and disruptive technological innovation.

B) The reduction in internet accessibility across the globe.

C) A decline in online shopping and social media usage.

D) A return to traditional forms of communication, such as letters.

8) Which of the following is an example of a digital payment method?

A) Lazada

B) WeChat Pay

C) eMedicine

D) Waze

9) What is the primary function of Waze as mentioned in the text?

A) It offers online shopping for electronics.

B) It uses GPS and social media features for navigation and crowdsourcing.

C) It provides access to e-learning courses.

D) It delivers breaking news alerts through push notifications.

10) What is the main challenge associated with engaging in the digital world, as described in the text?

A) The lack of content available online.

B) The balance between the benefits of unlimited content and the risks of overuse and dependency.

C) The high cost of accessing digital content.

D) The inability to connect with others online.

11) What is the main challenge associated with engaging in the digital world, as described in the text?

A) The overwhelming amount of digital content and connection available.

B) The lack of content available online.

C) The high cost of accessing digital content.

D) The inability to connect with others online.

12) What is a defining characteristic of a **Digital Society**?

A) It is a society formed by integrating advanced technologies into culture and everyday life.

B) It is a society that strictly rejects the use of modern technologies.

C) It is a society that only focuses on traditional methods of communication.

D) It is a society that does not adapt to technological advancements.

13) According to a study by Live Person, what percentage of younger Millennials and older members of Generation Z have their phone within arm's reach while they sleep?

A) 50%

B) 70%

C) 86%

D) 89%

14) What is a key finding from the Deloitte study regarding the phone usage of 18 to 24-year-olds?

A) They check their phones an average of 50 times a day.

B) They check their phones 86 times a day, the highest of any age group.

C) They do not use the internet multiple times a day.

D) They check their phones only once a day.

15) What is a real concern related to the widespread access and use of digital technology today?

A) The potential for dependency and addiction.

B) The high cost of digital devices.

C) The decline of physical stores and retail jobs.

D) The complete disconnection from the online world.

16) What did a study by Live Person reveal about Generation Z's attachment to their smartphones?

A) Gen Z would give up their smartphone for any amount of money.

B) Gen Z is very likely to disconnect from the online world with ease.

C) 43% of people under the age of 35 would give up their smartphone forever for $5 million.

D) Gen Z is not very dependent on their smartphones.

17) What does **digital dependency** refer to?

A) The balanced use of the internet and electronics in daily life.

B) The overuse of the internet or electronics to the point that daily life is affected.

C) The occasional use of digital devices for entertainment.

D) The avoidance of digital technology in everyday activities.

18) What is a common belief among more than half of Generation Z regarding multitasking?

A) Multitasking always leads to better work quality.

B) Multitasking negatively impacts the quality of their work.

C) They do not believe multitasking negatively impacts the quality of their work.

D) Multitasking is not a common practice for Generation Z.

19) What impact does digital technology have on the emotional health of Generation Z, according to the text?

A) It does not affect their emotional health.

B) It negatively impacts emotional health by creating isolation.

C) It offers a venue for emotional support, with nearly 70% of Gen Z receiving support on social media during tough times.

D) It only affects their emotional health when they are not using social media.

20) A person who has grown up in the digital age.

A) Digitally Dependency

B) Digitally Immigrant

C) Digitally Native

D) Digitally Everything

Section B

1) Explain the following terms
   a. Digital Culture
   b. Digital Society