

Check Your Understanding

Ethics in Technology



Evaluate your learning by completing the following knowledge check items.

Multiple Choice

1/1 point (ungraded)

A web-based communication channel does not restrict the content that is hosted on its site.

What is a global data-level threat in this environment?

- ☐ Friends may unfriend each other.
- ☐ Embarrassing photos can be posted.
- ☐ Employers may see a person’s posts.
- ☒ Fake news stories can be posted.

Answer

Correct: Correct! Fake news stories can influence how people view an issue.

Submit

Multiple Choice

1/1 point (ungraded)

A software development company needs to hire a new employee. The company would like to use a social networking platform to find candidates who have posted information about their work experience and see any references that have been given by their friends. The company knows it needs to verify any information provided by potential hires.

Which social networking platform should help the company in its search?

- ☐ Snapchat
- ☐ YouTube
- ☐ Instagram
- ☒ LinkedIn

Answer

Correct: Correct! LinkedIn is a text-focused site that allows people to network.

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Multiple Choice

1/1 point (ungraded)

A company wants to lure people of a select demographic into buying a fake product on a social media platform and pays the platform to display the company’s advertisements.

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- ☐ Advertisements may be displayed to the wrong demographic.
- ☒ Advertisements could lure people into providing payment card information.

Answer

Correct: Correct! People are often duped into buying things from fake advertisements, providing their payment card information.

Submit

Multiple Choice

1/1 point (ungraded)

A new social media platform is offering a service that allows companies to post advertisements. Payment for all advertisements will be based on the number of times the advertisement is clicked.

Which global data-level threat exists based on this arrangement?

- ☐ An advertisement is sent to the wrong demographic.
- ☐ An advertisement does not reach people.
- ☐ An advertisement reaches the entire demographic.
- ☒ An advertisement can be clicked on by bots.

Answer

Correct: Correct! Bots clicking on an advertisement could create a large bill for fake clicks.

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◀ Previous

Next ▶

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