



Chapter 8 Exercises

Multiple Choice

1. Caleb attended a private high school, which gave each student access to a personal laptop and iPhone. Ted attended a poorly funded public school, which had few computers and outdated technology. When Caleb gets to college, he's more prepared than Ted for coursework that requires using computers and online material. This is an example of:
 - a. Computer lag
 - b. Digital divide
 - c. Technological pause
 - d. New media
2. E-readiness can be defined as:
 - a. The ability to sort through, interpret, and process digital knowledge
 - b. The application of science to solve problems in daily life
 - c. The virtual experience offered by leading educational institutions
 - d. The electronic waste created by consumers
3. Which of the following is an example of planned obsolescence?
 - a. Evangeline refuses to purchase a new phone because her current phone has been in perfect shape for the past four years.
 - b. Target offers a "buy two, get one free" sale on DVDs.
 - c. Sarah's phone breaks just as the newest model is being introduced.
 - d. Jerome spills coffee on his laptop, and it ruins the keyboard.
4. After the floppy disk was introduced, zip drives were invented shortly after, followed quickly by flash drives. This is an example of:
 - a. Digital divide
 - b. Design patent
 - c. Stolen technology
 - d. Evolutionary model of technological change
5. Last week, a major politician was caught in a political scandal. The story was featured on the front page of the *New York Times*, the *Los Angeles Times*, and CNN.com, and was the lead story on NBC, ABC, and CBS nightly news. This is referred to as:
 - a. Homogenization
 - b. Telecommunication
 - c. Fragmentation
 - d. Alliteration
6. The term *technological diffusion* is defined as:
 - a. The spread of technology across borders
 - b. The global lack of access to online media
 - c. A form of constant monitoring in which the observation posts are decentralized and the observed is never communicated with directly
 - d. The breakdown of communication between technological innovators and the general public
7. Which sociological perspective sees technology and media as a tool individuals can use to express how much wealth they have?
 - a. Functionalist
 - b. Cyberfeminist
 - c. Symbolic interactionist
 - d. Conflict

8. How has advertising revenue significantly changed in the past few years?
 - a. Newspaper advertising revenue has greatly increased, while online advertising revenue has fallen.
 - b. Cable and online revenue have remained greatly unchanged, while newspaper and magazine advertising revenue have fallen greatly.
 - c. Magazine revenue has risen steadily, while online and newspaper revenue have fallen dramatically.
 - d. Online advertising revenue has fallen slightly, while newspaper advertising revenue has increased greatly.
9. Which of the following is *not* an example of new media?
 - a. Barnes & Noble
 - b. Twitter
 - c. Facebook
 - d. The Kindle e-reader
10. The term *media globalization* can be defined as:
 - a. The cross-cultural development and exchange of computer hardware
 - b. The governmental sanction allowing worldwide access to media education
 - c. The inability of geographically rural areas to access new media
 - d. The worldwide integration of media through the cross-cultural exchange of ideas
11. Susan has the newest iPhone, iPad, and Mac. When a new Apple product is released, Susan stands in line for hours to be the first to buy it. Susan is a(n):
 - a. Republican
 - b. Technophile
 - c. PC person
 - d. Neo-Luddite
12. Before the dawn of social media, powerful TV networks and widely circulated newspapers had great influence over the news stories that were reported to the public. This is referred to as:
 - a. Social control
 - b. The great divide
 - c. Gatekeeping
 - d. Discriminatory journalism
13. Which theorist would be most interested in who controls the media and the ways that the dominant race and class minimize the media presence of the lower classes and other races?
 - a. A conflict theorist
 - b. A symbolic interactionist
 - c. A cyberfeminist
 - d. A functionalist
14. What is a negative risk of media globalization?
 - a. Social media spreading awareness about social causes
 - b. Accessible technology being made available to remote societies
 - c. The spread of computer literacy
 - d. Governments censoring information for their benefit
15. The term *panoptic surveillance* is defined in the text as:
 - a. A form of constant monitoring in which the observation posts are decentralized and the observed is never communicated with directly.
 - b. A network of neighborhood spies who go through local mailboxes and listen in on phone lines.
 - c. When people are too overwhelmed with media input to really care about the issue, so their involvement becomes defined by awareness instead of by action about the issue at hand.
 - d. An online invasion of spyware which tracks when controversial political beliefs are being expressed.

16. Tyson visits China over spring break, and after getting online to write home to her parents, she realizes some of her favorite social media sites are blocked by the Chinese government. She becomes concerned with how technology reinforces inequalities among communities, both within and among countries. What sociological perspective best fits Tyson's concerns?
- Functionalist
 - Cyberfeminist
 - Symbolic interactionist
 - Conflict
17. The debate about net neutrality consists of two main sides. Which of the following is one of those sides?
- Designating those who provide internet service as common carriers would constitute a reasonable regulatory burden.
 - Those who provide internet service should be treated as common carriers, legally prohibited from discriminating based on the customer or nature of the goods.
 - People should pay internet providers a premium for faster service since you pay for what you get.
 - Companies should invest in making improvements to their internet service or expanding those services to underserved areas.
18. Today, the majority of mass-media outlets are owned by six corporations. This is a product of ____.
- cyberfeminism
 - media globalization
 - technological imbalance
 - corporate isolation
19. From the functionalist perspective, which of the following is a function of social media?
- Life-changing function
 - Social norm function
 - Entertainment function
 - All of the above
20. The term *cyberfeminism* is defined by the text as:
- The application to and promotion of feminism online
 - The movement of feminist social activism from the physical world to the online world
 - The threat of sexism overtaking internet message boards
 - The growing number of young girls who are becoming addicted to *World of Warcraft*

Free Response

- Can you think of people in your own life who support or defy the premise that access to technology leads to greater opportunities? How have you noticed technology use and opportunity to be linked, or does your experience contradict this idea?
- Should the U.S. government be responsible for providing all citizens with access to the internet? Or is gaining internet access an individual responsibility?
- How have digital media changed social interactions? Do you believe it has deepened or weakened human connections? Defend your answer.
- Conduct sociological research. Google yourself. How much information about you is available to the public? How many and what types of companies offer private information about you for a fee? Compile the data and statistics you find. Write a paragraph or two about the social issues and behaviors you notice.

25. Where and how do you get your news? Do you watch network television? Read the newspaper? Go online? How about your parents or grandparents? Do you think it matters where you seek out information? Why or why not?
26. Do you believe new media allows for the unifying moments that television and radio programming used to? If so, give an example.
27. Where are you most likely to notice advertisements? What causes them to catch your attention?
28. Do you believe that technology has indeed flattened the world in terms of providing opportunity? Why, or why not? Give examples to support your reason.
29. Where do you get your news? Is it owned by a large conglomerate? Does it matter to you who owns your local news outlets? Why, or why not?
30. Who do you think is most likely to bring innovation and technology (like cell phone businesses) to sub-Saharan Africa: nonprofit organizations, governments, or businesses? Why?
31. Contrast a functionalist viewpoint of digital surveillance with a conflict perspective viewpoint.
32. In what ways has the internet affected how you view reality? Explain using a symbolic interactionist perspective.
33. Describe how a cyberfeminist might address the fact that powerful female politicians are often demonized in traditional media.
34. The issue of airplane pilot exhaustion is an issue of growing media concern. Select a theoretical perspective, and describe how it would explain this.
35. Would you characterize yourself as a technophile or a neo-Luddite? Explain, and use examples.