

CHAPTER 2 QUIZ: ONLINE COMMUNICATION AND COMMUNITY

1. One of the biggest challenges to successful online communication is misunderstanding.
 - a. True
 - b. False

Answer: a. True.

Online communication is devoid of facial expressions, intonations, and body language. Misunderstanding can be a challenge, but by putting extra effort into being clear in your communications you can avoid this potential pitfall.

2. Which of the following is *not* a way to create a good first impression in your online class?
 - a. Submitting your assignments completely, thoroughly, and on time
 - b. Being polite and professional in your electronic communications
 - c. Asking a lot of questions that indicate you haven't read the material
 - d. Introducing yourself to your classmates and instructor in a way that communicates your strengths and goals

Answer: c. Asking a lot of questions that indicate you haven't read the material.

Asking a lot of questions that indicate you haven't read the material will create the impression that you are careless or not sufficiently interested in the course to read what has already been provided. Instead, submit your assignments completely, thoroughly, and on time; be polite and professional in your electronic communications; and introduce yourself to your classmates and instructor in a way that communicates your strengths and goals.

3. The term, Web 2.0, coined by O'Reilly Media refers to the second generation of the Web which includes:
 - a. Collaborative communities
 - b. Open communication
 - c. Freedom to create, publish, and share content
 - d. All of the above

Answer: d. All of the above.

Web 2.0 refers to the second generation of Web-based collaborative communities with a focus on open communication, decentralized authority, and freedom to create, publish, and share content.

4. Online journals where an individual posts thoughts from the personal to the political are called:
 - a. Web pages
 - b. Bookmarks
 - c. Blogs
 - d. Social networks

Answer: c. Blogs.

Blogs (short for web logs) and online journals are Web pages where an individual posts whatever is on his mind, from the personal to the political. A typical blog combines text, images, and links to other blogs, Web pages, and video.

5. Community groups that offer an interactive network of friends, personal profiles, blogs, photos, music, and videos are called:
 - a. Web pages
 - b. Bookmarks
 - c. Blogs
 - d. Social networks

Answer: d. Social networks.

Social networks are online community groups offering an interactive network of friends, personal profiles, blogs, photos, music, and videos. Users generally start by “friending” people they know and then by extension, get acquainted with friends of friends.

6. Which of the following is an example of a social network?
 - a. MySpace
 - b. FaceBook
 - c. Tribe
 - d. All of the above

Answer: d. All of the above.

MySpace, FaceBook, and Tribe are all examples of social networks.

7. Web 2.0 makes it possible for you to publish and share your own books, clothing, or photos.
 - a. True
 - b. False

Answer: a. True.

Prior to the advent of Web 2.0, if you wanted to design clothing or publish books, you had to shell out a bunch of money upfront to cover the costs of the setup and creation for more items than you probably needed. All that has changed. You can now be a published designer or author with just one T-shirt or book.

8. Creating digital media broadcasts designed to playback on computers or portable media players is known as:
 - a. Bookmarking
 - b. Friending
 - c. Webcasting
 - d. Broadbanding

Answer: c. Webcasting.

Webcasting, sometimes called “Podcasting,” refers to digital media files designed for playback on portable media players. You can create content to webcast with just a digital camera and/or a microphone.

9. Pictures representing you designed to make your interactions in forums more personalized and expressive are called:

- a. Avatars
- b. Profiles
- c. Blogs
- d. Web sites

Answer: a. Avatars.

Pictures representing you designed to make your interactions in forums more personalized and expressive are called avatars.

10. All of the following are examples of good forum etiquette, *except*:
- a. Search to see if a similar topic already exists before creating a new topic.
 - b. Quote brief excerpts from previous posts, enough to orient the reader only.
 - c. Crosspost the same information across multiple forums.
 - d. Think before you post.

Answer: c. Crosspost the same information across multiple forums.

Crossposting the same information across multiple forums is considered poor forum etiquette because it creates extra reading and disorganization. Instead, search to see if a similar topic already exists before creating a new topic, quote brief excerpts from previous posts, enough to orient the reader only, and think before you post.