

ch12

Student: _____

1. Early computers were essentially adding machines.
True False
2. The development of the modem allowed the computer's communication function to expand.
True False
3. When Internet technology was developed in the 1970s by the Department of Defense, it was called ARPANET.
True False
4. Hypertext allows Internet users to link one electronic document to another.
True False
5. E-mail is the most widely used Internet resource because it is fast and extremely private.
True False
6. The World Wide Web is synonymous with the Internet.
True False
7. The U.S. is the world leader in the adoption of broadband.
True False
8. Using blogs, anyone can become a mass communicator.
True False
9. In B2B or e-commerce transactions, businesses sell their products or services to other businesses.
True False
10. The major source of information about the Internet audience is I-tron Inc.
True False
11. As Facebook, MySpace and YouTube increase their penetration across the globe, they are discovering that bigger audiences mean fewer expenses.
True False
12. More than a trillion people worldwide now use the Internet.
True False
13. The information obtained on the Internet must be viewed with caution, because the Internet's lack of gatekeepers means there is no guarantee of accuracy.
True False
14. Privacy concerns abound on the Internet due to the ease with which personal information can be found online.
True False
15. The Evernet will enable people to be continuously connected to the Internet, anywhere, using any information device.
True False

16. _____ is/are an example of an early computer.
- A. Pascal's *arithmatique*
 - B. Babbage's "analytical engine"
 - C. Hollerith's tabulating machine
 - D. Aiken's "Mark I"
 - E. all of these
17. The development of chips and microprocessors led to the late-1970s appearance of personal computers, at that time mainly used for all of the following EXCEPT:
- A. communications
 - B. financial management
 - C. word processing
 - D. playing games
 - E. all of these were uses for early personal computers
18. The Internet system most resembles:
- A. the phone system
 - B. the TV system
 - C. the radio system
 - D. the magazine system
 - E. none of these
19. What we consider today's Internet is due to the efforts of the Department of Defense and _____.
- A. TCPIP, Inc.
 - B. the National Science Foundation
 - C. ARPANET
 - D. Microsoft
 - E. NASA
20. In the mid-2000s, easy-to-use software programs made it easy to upload content to the Internet. This encouraged the growth of:
- A. blogs
 - B. social networking sites
 - C. video sharing sites
 - D. all of these
 - E. none of these
21. A common language enabling computers to communicate with one another is called a(n):
- A. mother tongue
 - B. keycode
 - C. link code
 - D. protocol
 - E. IPSD
22. As of 2009, _____ percent of U.S. adults were Internet users.
- A. 10
 - B. 30
 - C. 50
 - D. 70
 - E. 90
23. Spam is:
- A. online aggression
 - B. the attempt to indicate emotion via key strokes, such as :-)
 - C. the cyber equivalent of junk mail
 - D. e-mail that has collected while the receiver is on vacation
 - E. using e-mail for sensitive issues when interpersonal communication would be best

24. Collections of topically arranged electronic bulletin boards are called:
- A. MUDs
 - B. Web sites
 - C. newsgroups
 - D. Telnets
 - E. ISPs
25. The electronic address of an online item is its:
- A. MUD
 - B. Web page
 - C. domain
 - D. TSPI
 - E. URL
26. With _____ technology, information can be carried at many times the speed of a dialup modem.
- A. broadband
 - B. broadpipe
 - C. broadwidth
 - D. multiplexing
 - E. digicasting
27. WiFi stands for:
- A. Window Fidelity
 - B. Wireless Fidelity
 - C. Windows is Fun internet
 - D. Wireless Free internet
 - E. none of these
28. Web 2.0 refers to:
- A. a second generation of web services
 - B. the evolving and developing of the Internet
 - C. increased reliance on collaborative applications
 - D. all of these
 - E. none of these
29. Which of the following is NOT true about blogs?
- A. The word is short for "web logs"
 - B. They are another manifestation of Web 2.0
 - C. They often contain links to other blogs, news reports, music clips, etc.
 - D. They were one of the first uses of the Internet
 - E. They are like journals
30. In terms of dollar amounts, how do the consumer e-commerce and the B2B e-commerce markets compare?
- A. consumer is much larger
 - B. B2B is much larger
 - C. they are about the same
 - D. it is too early to tell
 - E. they have not been compared
31. A popular way to make a profit over the Internet is to:
- A. sell advertising
 - B. sell merchandise
 - C. sell services
 - D. make people pay to see your site
 - E. all of these

32. Which of the following is a social implication of the Internet?
- A. the Internet supplements the surveillance function of traditional mass media
 - B. the lack of gatekeepers can overload the system with unwanted or trivial messages
 - C. Internet users can experience information overload
 - D. the Internet can facilitate identity theft
 - E. all of these
33. If the Internet has no gatekeepers,
- A. it has no censorship
 - B. the government will regulate it even more strictly
 - C. it will not be able to generate revenue through advertising
 - D. people can trust almost everything they find online
 - E. shoppers will be at the mercy of retailers
34. States posting the names and addresses of sex offenders on the Web:
- A. are attempting to function as censors
 - B. have raised serious concerns about privacy issues
 - C. have provoked discussions about Web 2.0
 - D. all of these
 - E. none of these
35. A future convergence of wireless, broadband and other devices, resulting in someone being continuously connected to the Internet, is called:
- A. the Evernet
 - B. the Supranet
 - C. the Internet II
 - D. all of these
 - E. none of these

ch12 Key

1. Early computers were essentially adding machines.
TRUE
2. The development of the modem allowed the computer's communication function to expand.
TRUE
Dominick - Chapter 12 #1
3. When Internet technology was developed in the 1970s by the Department of Defense, it was called ARPANET.
TRUE
Dominick - Chapter 12 #2
4. Hypertext allows Internet users to link one electronic document to another.
TRUE
Dominick - Chapter 12 #3
5. E-mail is the most widely used Internet resource because it is fast and extremely private.
FALSE
Dominick - Chapter 12 #4
6. The World Wide Web is synonymous with the Internet.
FALSE
Dominick - Chapter 12 #5
7. The U.S. is the world leader in the adoption of broadband.
FALSE
Dominick - Chapter 12 #6
8. Using blogs, anyone can become a mass communicator.
TRUE
Dominick - Chapter 12 #7
9. In B2B or e-commerce transactions, businesses sell their products or services to other businesses.
TRUE
Dominick - Chapter 12 #8
10. The major source of information about the Internet audience is I-tron Inc.
FALSE
Dominick - Chapter 12 #9
11. As Facebook, MySpace and YouTube increase their penetration across the globe, they are discovering that bigger audiences mean fewer expenses.
FALSE
Dominick - Chapter 12 #10
12. More than a trillion people worldwide now use the Internet.
FALSE
Dominick - Chapter 12 #11
13. The information obtained on the Internet must be viewed with caution, because the Internet's lack of gatekeepers means there is no guarantee of accuracy.
TRUE
Dominick - Chapter 12 #12
14. Privacy concerns abound on the Internet due to the ease with which personal information can be found online.
TRUE
Dominick - Chapter 12 #13

15. The Evernet will enable people to be continuously connected to the Internet, anywhere, using any information device.

TRUE

Dominick - Chapter 12 #15

16. _____ is/are an example of an early computer.

A. Pascal's *arithmatique*
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Dominick - Chapter 12 #16

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B. financial management
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Dominick - Chapter 12 #17

18. The Internet system most resembles:

A. the phone system
B. the TV system
C. the radio system
D. the magazine system
E. none of these

Dominick - Chapter 12 #18

19. What we consider today's Internet is due to the efforts of the Department of Defense and _____.

A. TCPIP, Inc.
B. the National Science Foundation
C. ARPANET
D. Microsoft
E. NASA

Dominick - Chapter 12 #19

20. In the mid-2000s, easy-to-use software programs made it easy to upload content to the Internet. This encouraged the growth of:

A. blogs
B. social networking sites
C. video sharing sites
D. all of these
E. none of these

Dominick - Chapter 12 #20

21. A common language enabling computers to communicate with one another is called a(n):

A. mother tongue
B. keycode
C. link code
D. protocol
E. IPSD

Dominick - Chapter 12 #21

22. As of 2009, _____ percent of U.S. adults were Internet users.
- A. 10
 - B. 30
 - C. 50**
 - D. 70
 - E. 90

Dominick - Chapter 12 #22

23. Spam is:
- A. online aggression
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 - C. the cyber equivalent of junk mail**
 - D. e-mail that has collected while the receiver is on vacation
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Dominick - Chapter 12 #23

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 - B. Web sites
 - C. newsgroups**
 - D. Telnets
 - E. ISPs

Dominick - Chapter 12 #24

25. The electronic address of an online item is its:
- A. MUD
 - B. Web page
 - C. domain
 - D. TSPI
 - E. URL**

Dominick - Chapter 12 #25

26. With _____ technology, information can be carried at many times the speed of a dialup modem.
- A. broadband**
 - B. broadpipe
 - C. broadwidth
 - D. multiplexing
 - E. digicasting

Dominick - Chapter 12 #26

27. WiFi stands for:
- A. Window Fidelity
 - B. Wireless Fidelity**
 - C. Windows is Fun internet
 - D. Wireless Free internet
 - E. none of these

Dominick - Chapter 12 #27

28. Web 2.0 refers to:
- A. a second generation of web services
 - B. the evolving and developing of the Internet
 - C. increased reliance on collaborative applications
 - D. all of these**
 - E. none of these

Dominick - Chapter 12 #28

29. Which of the following is NOT true about blogs?
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 - B. They are another manifestation of Web 2.0
 - C. They often contain links to other blogs, news reports, music clips, etc.
 - D. They were one of the first uses of the Internet**
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Dominick - Chapter 12 #29

30. In terms of dollar amounts, how do the consumer e-commerce and the B2B e-commerce markets compare?
- A. consumer is much larger
 - B. B2B is much larger**
 - C. they are about the same
 - D. it is too early to tell
 - E. they have not been compared

Dominick - Chapter 12 #30

31. A popular way to make a profit over the Internet is to:
- A. sell advertising
 - B. sell merchandise
 - C. sell services
 - D. make people pay to see your site
 - E. all of these**

Dominick - Chapter 12 #31

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- A. the Internet supplements the surveillance function of traditional mass media
 - B. the lack of gatekeepers can overload the system with unwanted or trivial messages
 - C. Internet users can experience information overload
 - D. the Internet can facilitate identity theft
 - E. all of these**

Dominick - Chapter 12 #32

33. If the Internet has no gatekeepers,
- A. it has no censorship**
 - B. the government will regulate it even more strictly
 - C. it will not be able to generate revenue through advertising
 - D. people can trust almost everything they find online
 - E. shoppers will be at the mercy of retailers

Dominick - Chapter 12 #33

34. States posting the names and addresses of sex offenders on the Web:
- A. are attempting to function as censors
 - B. have raised serious concerns about privacy issues**
 - C. have provoked discussions about Web 2.0
 - D. all of these
 - E. none of these

Dominick - Chapter 12 #34

35. A future convergence of wireless, broadband and other devices, resulting in someone being continuously connected to the Internet, is called:
- A. the Evernet
 - B. the Supranet
 - C. the Internet II
 - D. all of these**
 - E. none of these

Dominick - Chapter 12 #35

ch12 Summary

| <u>Category</u> | <u># of Questions</u> |
|-----------------------|-----------------------|
| Dominick - Chapter 12 | 35 |