Princ. of mass media ch. 9

False, the U. S. Defense Department's Advanced Research Projects Agency (ARPA) formed a team of computer scientistsThe Internet was created by private enterprise, but it has been taken over and expanded by the federal government.

False, can be edited by anyone, are super fact checkedWikis are informative Web sites that are strictly controlled by professional editors.

TrueMosaic was the first user-friendly browser.

False, computer networkARPAnet is a browser.

TrueMicroprocessors led to the development of personal computers.

False, enabled military and academic researchers to communicate one a distributed network systemThe Internet was designed so that a centralized authority could control electronic communication during a nuclear disaster.

False, it became a mass mediumThe primary use of the Internet in the 1990s was social networking.

TrueHTML stands for " HyperText Markup Language."

TrueOpen-source software has code that can be updated by anyone interested in modifying it.

TrueThe iconic achievement of Web 2. 0 is social networking.

True" Cookies" are files that allow a Web site owner to chart the computer user's movements within the Web site and collect other information about the user.

TrueThe Web is a participatory medium in which anyone can be involved.

TrueComputer engineer Ray Tomlinson, who invented e-mail, established the " logincomputer" convention for e-mail addresses.

FalseThe Linux operating system was developed by Microsoft in an attempt to deter an antitrust suit by the U. S. government.

TrueRecent court decisions have upheld Congress's authority to restrict children's access to pornographic Web sites.

FalseMost Web sites follow an " opt-in" data policy when collecting information from online consumers.

A. Instant messagingWhich of the following is not part of Web 2. 0?

A. Instant messaging

B. Blogs

C. Wiki Web sites

D. The semantic Web

E. Social networking sites

A. The development of digital technologies that allow information to be transferred as a series of binary codes

B. The development of smaller, personal computers, made possible through the development of microchips and microprocessors

C. The development of fiber-optic cable, which allowed a massive amount of information to be transmitted extremely quicklyAccording to the text, which of the following technological advancements have aided the Internet's role in media convergence?

A. The development of digital technologies that allow information to be transferred as a series of binary codes

B. The development of smaller, personal computers, made possible through the development of microchips and microprocessors

C. The development of fiber-optic cable, which allowed a massive amount of information to be transmitted extremely quickly

D. All options are correct*

A. Web browsersThe Internet moved into the mass medium phase of development with the invention of

A. Web browsers

B. Search engines

C. 56K modems

D. E-mail

E. Computer bulletin boards

B. The use of digital technology to access different forms of traditional media*One form of media convergence is

A. The tendency of news media to focus on local stories

B. The use of digital technology to access different forms of traditional media*

C. The theory that there are more and more media outlets

D. The way media coverage tends to follow a mob mentality in reporting

E. The idea that every media format will eventually be replaced by another

A. Advertisements in subscribers' e-mail messagesHow do major Web companies make money from e-mail?

A. Advertisements in subscribers' e-mail messages

B. Fees charged to users

C. Government subsidies

D. Reimbursements from computer manufacturers

B. Wiki Web sitesUser-created content on the Web includes which of the following phenomena?

A. Sponsored links

B. Wiki Web sites

C. Blogs

D. Phishing

E. Both Wiki Web sites and blogs

C. Military researchWhat was the original motivation for developing the Internet?

A. Technical innovation

B. Entrepreneurial ambition

C. Military research

D. Popular demand for a more democratic medium of communication

E. Desire for a new toy or " novelty"

C. Linux is open-source softwareWhat is the main difference between Linux software and Microsoft software?

A. Microsoft is cheaper

B. Linux is much less reliable

C. Linux is open-source software

D. Linux is funded by the government

E. Microsoft is open-source software

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