**Type: multiple choice question**

**Title:** Chapter 2 Question 1

**1)** Which of the following would NOT be considered media?

**Feedback:** A medium is the mechanism through which messages flow. A computer program can send an email, but the message is not the medium.

**Page** **reference:** THE ROLES OF SOCIAL AND MASS MEDIA

**a.** a magazine

**b.** a television

**c.** an iPad

\***d.** an email message

**Type: multiple choice question**

**Title:** Chapter 2 Question 2

**2)** Transmitting messages to large, widespread audiences is known as

**Feedback:** Mass communication describes messages transmitted to large, widespread audiences.

**Page** **reference:** THE ROLES OF SOCIAL AND MASS MEDIA

**a.** transmediation.

**b.** polymediation

**c.** gate-keeping

\***d.** mass communication

**Type: multiple choice question**

**Title:** Chapter 2 Question 3

**3)** Which of the following would be considered a gatekeeper?

**Feedback:** In mass media, professionals who control the content of public messages are called gatekeepers.

**Page** **reference:** THE ROLES OF SOCIAL AND MASS MEDIA

**a.** Vimeo

\***b.** CNN

**c.** *Sex and the City*

**d.** LinkedIn

**Type: multiple choice question**

**Title:** Chapter 2 Question 4

**4)** If you blog, tweet, or post or follow content on platforms such as Snapchat, Twitch, Instagram, Tumblr, YouTube, Meetup, or Facebook, you’re using

**Feedback:** Social media are websites and applications that enable individuals use to create and share content. Electronic media refers to telephones, etc., and polymediation is about the number of choices one has.

**Page** **reference:** THE ROLES OF SOCIAL AND MASS MEDIA

**a.** electronic media

\***b.** social media

**c.** polymediation

**d.** cybermedia

**Type: multiple choice question**

**Title:** Chapter 2 Question 5

**5)** Which of the following statements is true about the nature of social media?

**Feedback:** Social media is distinguished from other forms of communication by user-generated content, variable audience size, and interactivity.

**Page** **reference:** THE ROLES OF SOCIAL AND MASS MEDIA: Characteristics of Social Media

**a.** When synchronous, social media is easier to use for managing one’s identity

\***b.** Social media is distinguished from other forms of communication by user-generated content, variable audience size, and interactivity.

**c.** The impermanent nature of social media content means that communication is essentially one way.

**d.** Because social media are aimed at large audiences, it’s hard to maintain positive relationships.

**Type: multiple choice question**

**Title:** Chapter 2 Question 6

**6)** Which of the following terms do social scientists use to describe the multiple nonverbal cues, such as facial expressions and vocal tone, which add clarity to a verbal message?

**Feedback:** Social scientists use the term richness to describe the degree to which nonverbal cues can clarify a verbal message.

**Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

\***a.** message richness

**b.** permanence

**c.** asynchronous communication

**d.** impermanence

**Type: multiple choice question**

**Title:** Chapter 2 Question 7

**7)** You receive a text message from a friend about a party he is throwing later this month. In the text, your friend writes, “YOU BETTER BE THERE!” Is your friend mad at you or just trying to be funny? You don’t know because the message lacks

**Feedback:** Perceptual tendencies may lead to inaccurate attributions and troublesome communication; empathizing with others is a solution to these tendencies.

**Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

\***a.** richness

**b.** cognitive complexity

**c.** competence

**d.** empathy

**Type: multiple choice question**

**Title:** Chapter 2 Question 8

**8)** The term some scholars use to describe the fuzzy boundary between personal and public communication is

**Feedback:** With the advent of social media, the boundaries between interpersonal and mass communication have blurred. Masspersonal communication is a term some scholars use to describe the overlap between personal and public communication.

**Page** **reference:** THE ROLES OF SOCIAL AND MASS MEDIA

**a.** socially-mediated communication

\***b.** masspersonal communication

**c.** interpersonal communication

**d.** public-social communication

**Type: multiple choice question**

**Title:** Chapter 2 Question 9

**9)** After a long day at school, you look forward to socializing with friends online. Afterwards, you relax by watching your favorite television show. What theory proposes that we use media to meet particular needs?

**Feedback:** The uses and gratifications theory is a branch of study that explores how we use both social media and face-to-face communication.

**Page** **reference:** THE ROLES OF SOCIAL AND MASS MEDIA

**a.** Communication dependency

**b.** Social exchange

\***c.** Uses and gratifications

**d.** Practical motivations

**Type: multiple choice question**

**Title:** Chapter 2 Question 10

**10)** Jimmy went to a concert and tweeted the view from his seat to his followers. Later, a fight broke out at the concert, and a prominent news organization reached out to him to interview him about the incident. That Jimmy’s personal tweet was “picked up” by a large news organization is best illustrated by which idea?

**Feedback:** Masspersonal communication is a term some scholars use to describe the overlap between personal and public communication.

**Page** **reference:** THE ROLES OF SOCIAL AND MASS MEDIA

**a.** message richness

**b.** mass communication

**c.** viral tweets

\***d.** masspersonal communication

**Type: multiple choice question**

**Title:** Chapter 2 Question 11

**11)** Which of the following would be considered non-mediated communication?

**Feedback:** Type general feedback here (maximum of 1000 characters (including spaces)) **Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

**a.** Instant messaging

\***b.** Face-to-face interaction

**c.** Voice mail

**d.** Videoconferencing

**Type: multiple choice question**

**Title:** Chapter 2 Question 12

**12)** How is face-to-face communication different than mediated communication?

**Feedback:** You could probably tell a great deal more from a face-to-face response because it would contain a richer array of cues, such as facial expressions and vocal tone.

**Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

\***a.** Face-to-face communication is richer because it contains a variety of cues, such as facial expressions and vocal tone.

**b.** Face-to-face communication is leaner than the mediated messaging because irony and attempts at humor can be misunderstood.

**c.** Face-to-face communication tends to be hyperpersonal, with accelerated disclosure rates.

**d.** Face-to-face communication is impermanent.

**Type: multiple choice question**

**Title:** Chapter 2 Question 13

**13)** The vast number of communication channel options one has to choose from is known as

**Feedback:** Social scientists use the term polymediation to address the range of options (e.g., Facebook, Instagram, Whatsapp, phone calls, texts) communicators can use when choosing how to engage with others.

**Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

**a.** polymorphism

**b.** transmediation

**c.** masspersonal

\***d.** polymediation

**Type: multiple choice question**

**Title:** Chapter 2 Question 14

**14)** You are interested in connecting with people of different backgrounds online. However, you don’t want a lot of stress or confusion, nor do you want anyone to feel uncomfortable because of differences in status or appearance. The best online channel to use in this situation would be \_\_\_\_\_\_\_\_\_\_.

**Feedback:** One study found that the text-only format of most online messages can bring people closer by minimizing the perception of differences due to gender, social class, race or ethnicity, and age.

**Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

**a.** video-messaging

**b.** social networking

\***c.** email

**d.** snail mail

**Type: multiple choice question**

**Title:** Chapter 2 Question 15

**15)** If you have ever said “I’m sorry” by sending flowers instead of saying the words, then you have displayed

**Feedback:** Transmediation is a term used to describe recasting a message from one medium (e.g. written or spoken language) into other media (e.g., music, art).

**Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

**a.** mediation

\***b.** transmediation

**c.** conflict avoidance

**d.** competent communication

**Type: multiple choice question**

**Title:** Chapter 2 Question 16

**16)** When there is a time gap between when a message is sent and when it’s received, one is using

**Feedback:** Asynchronous communication occurs when there’s a lag between receiving and responding to messages.

**Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

**a.** synchronous communication

\***b.** asynchronous communication

**c.** transactional communication

**d.** interactive communication

**Type: multiple choice question**

**Title:** Chapter 2 Question 17

**17)** Chris once used his Twitter and Facebook accounts to post photos of him engaging in illegal drug use. He is now having trouble getting a job after prospective employers view his accounts. This is an example of social media’s \_\_\_\_\_\_\_\_\_\_\_\_.

**Feedback:** The text and video you send via mediated channels can be stored permanently, indefinitely and forwarded to others.

**Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

\***a.** permanence

**b.** impermanence

**c.** synchronicity

**d.** message richness

**Type: multiple choice question**

**Title:** Chapter 2 Question 18

**18)** Which of the following best exemplifies asynchronous communication?

**Feedback:** Asynchronous communication occurs when there’s a lag between receiving and responding to messages.

**Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

**a.** Telephone

**b.** Video chat

**c.** Face-to-face

\***d.** Text messaging

**Type: multiple choice question**

**Title:** Chapter 2 Question 19

**19)** What is the flaw in mediated platforms like Snapchat that are designed to prevent message permanence?

**Feedback:** The ephemeral nature of this app encourages less inhibited communication than on more permanent channels, but the ability to capture screen shots makes it a risky bet that images you want to disappear will truly vanish forever, even on Snapchat.

 **Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

**a.** You can always remove the images you don’t want others to see by deleting the app.

**b.** You might feel more inhibited about the kinds of photos and videos you post.

\***c.** The ability to take screenshots or use another device to record the snap increases the risk of message permanence.

**d.** It has a stopgap measure which will not allow you to post drunk photos.

**Type: multiple choice question**

**Title:** Chapter 2 Question 20

**20)** Once considered an option of last resort, online \_\_\_\_\_\_\_\_\_\_\_ sites have become popular, mainstream ways to connect with others.

**Feedback:** Online dating services were originally viewed as last-ditch options for the romantically challenged. Skeptics questioned how well a computer could match people together, and whether relationships started online could be successful in person. Research has put many of those concerns to rest

**Page** **reference:** BENEFITS AND DRAWBACKS OF SOCIAL MEDIA

**a.** employment

**b.** cooking

\***c.** dating

**d.** video

**Type: multiple choice question**

**Title:** Chapter 2 Question 21

**21)** Which statement is true, according to the research into online dating?

**Feedback:** Couples who meet online stay together about as much as those who met in person, and those who stay together transition to marriage more quickly, and on average, have happier marriages.

**Page** **reference:** BENEFITS AND DRAWBACKS OF SOCIAL MEDIA

**a.** Online dating sites are designed as last-ditch options for the romantically challenged.

**b.** Couples who meet online take, on average, twice as long to transition to marriage and divorce more than their traditional counterparts.

**c.** Online dating increases the stress and awkwardness that comes with seeking romantic partnerships.

\***d.** People who use online dating sites report higher compatibility and have happier marriages than those who met in other ways.

**Type: multiple choice question**

**Title:** Chapter 2 Question 22

**22)** Communicating online can be especially helpful for people who are

**Feedback:** Communicating online can be especially helpful for people who are shy.

**Page** **reference:** BENEFITS AND DRAWBACKS OF SOCIAL MEDIA

**a.** superficial

\***b.** shy

**c.** addicts

**d.** dependent

**Type: multiple choice question**

**Title:** Chapter 2 Question 23

**23)** Which of the following is NOT considered a benefit of communicating on social media?

**Feedback:** Heavy users prefer to interact with others online, which can detract from in-person relationships and result in feelings of loneliness.

**Page** **reference:** BENEFITS AND DRAWBACKS OF SOCIAL MEDIA

**a.** opportunities to connect with others

\***b.** connecting while isolated from others

**c.** sustaining and enriching relationships

**d.** obtaining social support

**Type: multiple choice question**

**Title:** Chapter 2 Question 24

**24)** Sites like MeToo and Black Lives Matter illustrate the

**Feedback:** The “mass” dimension of social media has dramatically increased the power of individuals and informal groups to change society.

**Page** **reference:** BENEFITS AND DRAWBACKS OF SOCIAL MEDIA

**a.** the ability of social media to increase “dunbar’s number”

\***b.** power social media has to change society.

**c.** moral obligation of social media users to tell the truth.

**d.** reach of social media’s online surveillance apparatus.

**Type: multiple choice question**

**Title:** Chapter 2 Question 25

**25)** Research has indicated a link between heavy reliance on mediated communication and

**Feedback:** Heavy users prefer to interact with others online, which can detract from in-person relationships and result in feelings of loneliness.

**Page** **reference:** BENEFITS AND DRAWBACKS OF SOCIAL MEDIA

**a.** decreased social anxiety

**b.** improved performance at work

\***c.** increased loneliness

**d.** elevated levels of happiness

**Type: multiple choice question**

**Title:** Chapter 2 Question 26

**26)** Nick has just learned from the CEO that he needs to lay off fifteen workers. He cares a great deal about his employees and wants to convey this information in the best way possible. What medium should Nick use to tell his employees that they’re fired?

**Feedback:** Choose the best medium for your message (it may not be social media).

**Page** **reference:** COMMUNICATING COMPETENTLY WITH SOCIAL MEDIA

**a.** E-mail

**b.** Telephone

**c.** Voicemail

\***d.** Face-to-face

**Type: multiple choice question**

**Title:** Chapter 2 Question 27

**27)** Who discovered that, regardless of how many online friends users claimed, they only maintained relationships with the same number of people—roughly 15?

**Feedback:** Dunbar explored the discrepancy between “true” and mediated friends by comparing the online exchanges of people with thousands of friends to those who identified smaller numbers of online relationships. He discovered that, regardless of how many online friends users claimed, they only maintained relationships with the same number of people—roughly 15.

**Page** **reference:** BENEFITS AND DRAWBACKS OF SOCIAL MEDIA

**a.** Immanuel Kant

\***b.** Robin Dunbar

**c.** Sissela Bok

**d.** Sherry Turkle

**Type: multiple choice question**

**Title:** Chapter 2 Question 28

**28)** Studies have shown that the mere presence of mobile devices can have a negative effect on

**Feedback:** Studies have revealed that the mere presence of mobile devices can have a negative effect on closeness, connection, and conversation quality during face-to-face discussions of personal topics.

**Page** **reference:** BENEFITS AND DRAWBACKS OF SOCIAL MEDIA

\***a.** closeness, connection, and conversation quality

**b.** getting good health care

**c.** identity management

**d.** advocacy and fundraising

**Type: multiple choice question**

**Title:** Chapter 2 Question 29

**29)** The real-life events depicted in the documentary *Catfish* exemplify the problem of \_\_\_\_\_\_\_\_ online.

**Feedback:** Although the Catfish film and show capture extreme cases of deceit, online misrepresentation is common.

**Page** **reference:** BENEFITS AND DRAWBACKS OF SOCIAL MEDIA

**a.** shopping

**b.** posting pictures

**c.** gaming

\***d.** deception

**Type: multiple choice question**

**Title:** Chapter 2 Question 30

**30)** Over eighty percent of cyberbullies admit that their only reason for bullying is because this activity \_\_\_\_\_\_\_\_\_\_\_\_.

**Feedback:** 81% of cyberbullies admit that they bully simply because “it’s funny.”

**Page** **reference:** BENEFITS AND DRAWBACKS OF SOCIAL MEDIA

**a.** is empowering

**b.** provides a distraction from their own problems

**c.** makes them more popular with their friends

\***d.** is funny

**Type: multiple choice question**

**Title:** Chapter 2 Question 31

**31)** Most experts agree that the best way to stop cyberbullying is to

**Feedback:** Authorities agree that cyberbullying will remain a problem as long as it stays a secret.

**Page** **reference:** BENEFITS AND DRAWBACKS OF SOCIAL MEDIA

**a.** revoke social media privileges of bullies

**b.** retaliate against bullies in anti-bully chatrooms

\***c.** get it out into the open by telling someone

**d.** understand that cyberbullies suffer from mental and emotional trauma

**Type: multiple choice question**

**Title:** Chapter 2 Question 32

**32)** Based on a study of more than 15 million Facebook status involving about 75,000 volunteers, what is generally true about how men use social media?

**Feedback:** For their part, men were more likely to make object references (talking about things rather than people) and to use swear words.

**Page** **reference:** INFLUENCES ON MEDIATED COMMUNICATION

**a.** men tend to use small words and personal pronouns

**b.** men are more likely to use the “warm we”

\***c.** men are more likely to talk about things rather than people

**d.** men are more likely to adapt their language to social stereotypes

**Type: multiple choice question**

**Title:** Chapter 2 Question 33

**33)** Differences in how people use language online is most often indicated by the user’s

**Feedback:** Online language differences between the sexes are more pronounced among adolescents.

**Page** **reference:** INFLUENCES ON MEDIATED COMMUNICATION

\***a.** age

**b.** gender

**c.** race

**d.** profession

**Type: multiple choice question**

**Title:** Chapter 2 Question 34

**34)** People who were born before 1990, are more likely to

**Feedback:** Age differences even apply to the use of punctuation. Older communicators use the same rules they learned in school.

**Page** **reference:** INFLUENCES ON MEDIATED COMMUNICATION

**a.** view phone conversations as intrusive

\***b.** use punctuation in text messages

**c.** to use the words “office” and “beer” in their social media posts

**d.** to text and instant message their employees

**Type: multiple choice question**

**Title:** Chapter 2 Question 35

**35)** Without much thought, Dwight forwarded an e-mail containing a sexually suggestive joke to his entire department. Many people were offended by the e-mail and a sexual harassment complaint was filed with human resources. Dwight’s behavior could be considered a form of \_\_\_\_\_\_\_\_\_\_\_\_.

**Feedback:** Disinhibition is the tendency to transmit messages without considering their consequences.

**Page** **reference:** COMMUNICATING COMPETENTLY WITH SOCIAL MEDIA

\***a.** disinhibition

**b.** cyberbullying

**c.** flaming

**d.** trolling

**Type: multiple choice question**

**Title:** Chapter 2 Question 36

**36)** What is the best test to determine whether or not you should post something online?

**Feedback:** If you are ever tempted to lash out anonymously, ask yourself a simple question: Would you deliver the same message to the recipient face to face?

**Page** **reference:** COMMUNICATING COMPETENTLY WITH SOCIAL MEDIA

**a.** Determine if it will make the world a better place.

**b.** Decide if it is fake news.

\***c.** Ask yourself if you would say it to someone face-to-face.

**d.** Assume that you will be understood.

**Type: multiple choice question**

**Title:** Chapter 2 Question 37

**37)** Which of the following is NOT considered a strategy for maintaining positive relationships online?

**Feedback:** Maintaining positive relationships online comes from respecting others’ needs for undivided attention, using a civil tone, respecting privacy boundaries, and being mindful of bystanders.

**Page** **reference:** COMMUNICATING COMPETENTLY WITH SOCIAL MEDIA

**a.** Respect others’ privacy

**b.** Keep your tone civil

**c.** Remember the platinum rule when in public

\***d.** Assume that understand the meaning of messages posted by your friends

**Type: multiple choice question**

**Title:** Chapter 2 Question 38

**38)** Excessive exclamation points, overuse of capital letters, and misspellings in online information are all clues that

**Feedback:** Some signs of fake news to look for are excessive exclamation points, capital letters, and misspellings.

**Page** **reference:** COMMUNICATING COMPETENTLY WITH SOCIAL MEDIA

\***a.** the information may not be trustworthy

**b.** the information is a parody

**c.** the information was written by an older person

**d.** the information is emphasizing the truth

**Type: multiple choice question**

**Title:** Chapter 2 Question 39

**39)** Even as research supports the many benefits of mediated communication, you should balance your time online with

**Feedback:** Even with all the benefits of communication technology, your own experience probably supports research saying that too much time online is unhealthy. Balance mediated and face time.

**Page** **reference:** COMMUNICATING COMPETENTLY WITH SOCIAL MEDIA

**a.** sleep

**b.** time in isolation

**c.** other devices

\***d.** face time

**Type: multiple choice question**

**Title:** Chapter 2 Question 40

**40)** Excessive use of digital media can be a symptom of

**Feedback:** Although experts disagree about whether Internet addiction disorder (IAD) is a certifiable addiction or just a symptom of another issue, they suggest several strategies for reining in excessive use of digital media.

**Page** **reference:** COMMUNICATING COMPETENTLY WITH SOCIAL MEDIA

\***a.** Internet addiction disorder

**b.** social anxiety

**c.** diminished self-esteem

**d.** incongruence

**Type: multiple choice question**

**Title:** Chapter 2 Question 41

**41)** Studies show that driving while using a cell phone is

**Feedback:** Cell phone use while driving (handheld or hands-free) lengthens a driver’s reaction time as much as having a blood alcohol concentration at the legal limit of .08%.

**Page** **reference:** COMMUNICATING COMPETENTLY WITH SOCIAL MEDIA

**a.** much less dangerous if you use hands-free devices

**b.** more dangerous than driving under the influence of alcohol or drugs

\***c.** just as dangerous as driving under the influence of alcohol or drugs

**d.** the best way to take advantage of polymediation

**Type: multiple choice question**

**Title:** Chapter 2 Question 42

**42)** Snapchat allows users to spontaneously send and receive content with friends and followers. This sort of back-and-forth sharing reflects the \_\_\_\_\_\_\_\_\_\_\_\_ of social media.

**Feedback:** Snapchat allows users to spontaneously send in-the-moment experiences with friends and followers, who can easily respond with photos of their own. This sort of back-and-forth sharing reflects the difference between traditional print media, in which communication is essentially one way, and far more interactive web-based social media.

**Page** **reference:** THE ROLES OF SOCIAL AND MASS MEDIA

**a.** synchronicity

\***b.** interactivity

**c.** intersectionality

**d.** diversity

**Type: multiple choice question**

**Title:** Chapter 2 Question 43

**43)** Sue, a breast-cancer patient maintains an online blog about her experience. She receives encouraging emails, phone calls, text messages, tweets and other digital notes from people around the world. This demonstrates the strong \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that social media provides.

**Feedback:** Before social media, finding support for personal problems usually meant reaching out to friends, family members, and perhaps trusted members of one’s local community. Those personal contacts are still important, but today social media provide an alternative source of support.

**Page** **reference:** BENEFITS AND DRAWBACKS OF SOCIAL MEDIA

**a.** relationship sustainability

**b.** message richness

**c.** health care

\***d.** social support

**Type: multiple choice question**

**Title:** Chapter 2 Question 44

**44)** Dorian has hundreds of friends on Facebook and over a thousand followers on Twitter. It’s likely that a large portion of these friends are

**Feedback:** Social scientists have concluded that most people can only sustain about 150 relationships. Any beyond that are likely superficial.

**Page** **reference:** BENEFITS AND DRAWBACKS OF SOCIAL MEDIA

**a.** intimate relationships

\***b.** superficial relationships

**c.** fake friends

**d.** face-to-face friends

**Type: multiple choice question**

**Title:** Chapter 2 Question 45

**45)** You have sensitive information that you want to remain private. The safest medium for transmitting this information would be \_\_\_\_\_\_\_\_\_\_\_\_.

**Feedback:** Anything written down, digitally or otherwise, can be shared with others.

**Page** **reference:** COMMUNICATING COMPETENTLY WITH SOCIAL MEDIA

**a.** a private Facebook message

**b.** Twitter

**c.** handwritten message

\***d.** telephone

**Type: multiple choice question**

**Title:** Chapter 2 Question 46

**46)** Peyton was in a car accident and knew she would miss the exam on Monday, so she sent an email to her professor late Saturday. She waited anxiously for a reply from the professor but did not receive one until after class on Monday. What kind of communication were they using?

**Feedback:** Asynchronous communication occurs when there’s a lag between receiving and responding to messages.

**Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

\***a.** asynchronous

**b.** synchronous

**c.** delayed

**d.** psychological

**Type: multiple choice question**

**Title:** Chapter 2 Question 47

**47)** Snapchat, Twitter, Meetup, and Facebook are all

**Feedback:** Social media are dynamic websites and applications that enable individual users to create and share content or to participate in social networking.

**Page** **reference:** THE ROLES OF SOCIAL AND MASS MEDIA

**a.** static websites

**b.** gatekeepers

**c.** mass media corporations

\***d.** social media sites

**Type: fill-in-blank**

**Title:** Chapter 2 Question 48

**48)** In mass media, professionals who control the content of public messages are known as \_\_\_\_\_\_\_\_\_\_\_\_.

**Feedback:** In mass media, professionals who control the content of public messages are known as gatekeepers.

**Page** **reference:** THE ROLES OF SOCIAL AND MASS MEDIA: Characteristics of Social Media

**a.** gatekeepers

**Type: fill-in-blank**

**Title:** Chapter 2 Question 49

**49)** The degree to which we use nonverbal cues to clarify a verbal message is known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Feedback:** The degree to which we use nonverbal cues to clarify a verbal message is known as richness.

**Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

**a.** richness

**b.** rich

**Type: fill-in-blank**

**Title:** Chapter 2 Question 50

**50)** Young online communicators self-disclose at higher rates and share more emotions than they would in person, a type of communication acceleration known as \_\_\_\_\_\_\_\_\_\_\_\_\_ communication.

**Feedback:** Young online communicators self-disclose at higher rates and share more emotions than they would in person, a type of communication acceleration known as hyperpersonal communication.

**Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

**a.** hyperpersonal

**b.** hyper-personal

**Type: fill-in-blank**

**Title:** Chapter 2 Question 51

**51)** The term to describe the ability to change a message from one medium (like spoken word) to another media (like a meme) is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Feedback:** The term to describe the ability to change a message from one medium (like spoken word) to another media (like a meme) is called transmediation.

**Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

**a.** transmediation

**Type: fill-in-blank**

**Title:** Chapter 2 Question 52

**52)** Communication that occurs in real time is \_\_\_\_\_\_\_\_\_\_\_\_ communication.

**Feedback:** Communication that occurs in real time is synchronous communication.

**Page** **reference:** MEDIATED VERSUS FACE-TO-FACE COMMUNICATION

**a.** synchronous

**Type: fill-in-blank**

**Title:** Chapter 2 Question 53

**53)** Social scientists have concluded that most people can only sustain about 150 relationships, a number known as the \_\_\_\_\_\_\_\_\_\_\_ number.

**Feedback:** Social scientists have concluded that most people can only sustain about 150 relationships, a number known as the Dunbar number.

**Page** **reference:** BENEFITS AND DRAWBACKS OF SOCIAL MEDIA

**a.** Dunbar

**Type: fill-in-blank**

**Title:** Chapter 2 Question 54

**54)** People raised their whole lives with the Internet are digital \_\_\_\_\_\_\_\_\_\_\_\_.

**Feedback:** People raised their whole lives with the Internet are digital natives.

**Page** **reference:** INFLUENCES ON MEDIATED COMMUNICATION

**a.** natives

**Type: fill-in-blank**

**Title:** Chapter 2 Question 55

**55)** Attacking others via online channels is \_\_\_\_\_\_\_.

**Feedback:** Attacking others via online channels is trolling.

**Page** **reference:** COMMUNICATING COMPETENTLY WITH SOCIAL MEDIA

**a.** trolling

**b.** cyberbullying

**Type: fill-in-blank**

**Title:** Chapter 2 Question 56

**56)** Sending nude or partially nude images of yourself is called \_\_\_\_\_\_\_\_\_\_\_.

**Feedback:** Sending nude or partially nude images of yourself is called sexting.

**Page** **reference:** COMMUNICATING COMPETENTLY WITH SOCIAL MEDIA

**a.** sexting

**Type: fill-in-blank**

**Title:** Chapter 2 Question 57

**57)** \_\_\_\_\_\_\_\_\_\_\_ bias leads people to put more stock in information that reinforces their existing beliefs while discounting information that doesn’t.

**Feedback:** Confirmation bias leads people to put more stock in information that reinforces their existing beliefs while discounting information that doesn’t.

**Page** **reference:** COMMUNICATING COMPETENTLY WITH SOCIAL MEDIA

**a.** Confirmation

**Type: fill-in-blank**

**Title:** Chapter 2 Question 58

**58)** Online services can help validate or debunk stories that appear in your news feed are called \_\_\_\_\_\_\_ checkers.

**Feedback:** Online services can help validate or debunk stories that appear in your news feed are called fact checkers.

**Page** **reference:** COMMUNICATING COMPETENTLY WITH SOCIAL MEDIA

**a.** fact

**Type: matching question**

**Title:** Chapter 2 Question 59

**59)** Drag and drop items on the left to the corresponding item on the right.

**Feedback:** Media is term that refers to channels through which messages flow. Polymediation refers to the vast number of channels available to use. Social media are some of those channels that are dynamic websites that enable individual users to create and share content or to participate in personal networking. Masspersonal communication is the term used to describe the overlap between personal and public communication.

**Page** **reference:** THE ROLES OF SOCIAL AND MASS MEDIA

**a.** Dynamic websites and applications that enable individual users to create and share content or to participate in personal networking. = **social** **media**

**b.** Term to describe the overlap between personal and public communication. = **masspersonal** **communication**

**c.** The range of communication channel options available to communicators. = **polymediation**

**d.** Term that refers to channels through which messages flow. = **media**

**Type: matching question**

**Title:** Chapter 2 Question 60

**60)** Drag and drop items on the left to the corresponding item on the right.

**Feedback:** Online surveillance is a discreet way of monitoring the social media presence of unknowing targets. Although occasional online surveillance is relatively harmless, it’s a problem if it escalates into an unhealthy obsession or even full-blown cyberstalking. Cyberbullying is a malicious act in which one or more parties aggressively harass a victim online, often in public forums. Disinhibition is transmitting messages without considering their consequences.

**Page** **reference:** BENEFITS AND DRAWBACKS OF SOCIAL MEDIA

**a.** an unhealthy obsession with monitoring others on social media = **cyberstalking**

**b.** malicious act in which one or more parties aggressively harass a victim online, often in public forums = **cyberbullying**

**c.** a discreet way of monitoring the social media presence of unknowing targets. = **online** **surveillance**

**d.** transmitting messages without considering their consequences. = **disinhibition**