Technology Today

Section Quiz

Exercise 1
Jerome is able to use the internet to select reliable sources for his research paper, but Charlie just copies large pieces of web pages and pastes them into his paper. Jerome has ____________ while Charlie does not.

a. a functional perspective  
b. the knowledge gap  
c. e-readiness  
d. a digital divide

Exercise 2
The ________ can be directly attributed to the digital divide, because differential ability to access the internet leads directly to a differential ability to use the knowledge found on the internet.

a. digital divide  
b. knowledge gap  
c. feminist perspective  
d. e-gap

Exercise 3
The fact that your cell phone is using outdated technology within a year or two of purchase is an example of ____________.

a. the conflict perspective  
b. conspicuous consumption  
c. media  
d. planned obsolescence

Exercise 4
The history of technology began _________.

a. in the early stages of human societies  
b. with the invention of the computer  
c. during the Renaissance  
d. during the 19th century
Short Answer

Exercise 1
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?

Exercise 2
Should the United States government be responsible for providing all citizens with access to the internet? Or is gaining internet access an individual responsibility?

Exercise 3
How has digital media changed social interactions? Do you believe it has deepened or weakened human connections? Defend your answer.

Exercise 4
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.

Media and Technology in Society

Section Quiz

Exercise 1
When it comes to technology, media, and society, which of the following is true?
   a. Media influences technology, but not society.
   b. Technology created media, but society has nothing to do with these.
   c. Technology, media, and society are bound and cannot be separated.
   d. Society influences media but is not connected to technology.

Exercise 2
If the U.S. Patent Office were to issue a patent for a new type of tomato that tastes like a jellybean, it would be issuing a __________ patent?
   a. utility patent
   b. plant patent
   c. design patent
   d. The U.S. Patent Office does not issue a patent for plants.

Exercise 3
Which of the following is the primary component of the evolutionary model of technological change?

a. Technology should not be subject to patenting.
b. Technology and the media evolve together.
c. Technology can be traced back to the early stages of human society.
d. A breakthrough in one form of technology leads to a number of variations, and technological developments.

Exercise 4
Which of the following is not a form of new media?

a. The cable television program Dexter
b. Wikipedia
c. Facebook
d. A cooking blog written by Rachel Ray

Exercise 5
Research regarding video game violence suggests that ____________.

a. boys who play violent video games become more aggressive, but girls do not
b. girls who play violent video games become more aggressive, but boys do not
c. violent video games have no connection to aggressive behavior
d. violent video games lead to an increase in aggressive thought and behavior

Exercise 6
Comic books, Wikipedia, MTV, and a commercial for Coca-Cola are all examples of:

a. media
b. symbolic interaction perspective
c. e-readiness
d. the digital divide

Short Answer

Exercise 1
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?

Exercise 2
Do you believe new media allows for the kind of unifying moments that television and radio programming used to? If so, give an example.

Exercise 3
Where are you most likely to notice advertisements? What causes them to catch your attention?
Global Implications

Section Quiz

Exercise 1
When Japanese scientists develop a new vaccine for swine flu and offer that technology to American pharmaceutical companies, __________ has taken place.
   a. media globalization
   b. technological diffusion
   c. monetizing
   d. planned obsolescence

Exercise 2
In the mid-90s, the U.S. government grew concerned that Microsoft was a __________, exercising disproportionate control over the available choices and prices of computers.
   a. monopoly
   b. conglomerate
   c. functionalism
   d. technological globalization

Exercise 3
The movie Babel featured an international cast and was filmed on location in various nations. When it screened in theaters worldwide, it introduced a number of ideas and philosophies about cross-cultural connections. This might be an example of:
   a. technology
   b. conglomerating
   c. symbolic interaction
   d. media globalization

Exercise 4
Which of the following is not a risk of media globalization?
   a. The creation of cultural and ideological biases
   b. The creation of local monopolies
   c. The risk of cultural imperialism
   d. The loss of local culture

Exercise 5
The government of __________ blocks citizens’ access to popular new media sites like Facebook, YouTube, and Twitter.
   a. China
   b. India
   c. Afghanistan
   d. Australia
Short Answer

Exercise 1
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.

Exercise 2
Where do you get your news? Is it owned by a large conglomerate (you can do a web search and find out!)? Does it matter to you who owns your local news outlets? Why or why not?

Exercise 3
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?

Theoretical Perspectives on Media and Technology

Section Quiz

Exercise 1
A parent secretly monitoring the babysitter through the use of GPS, site blocker, and nanny cam is a good example of:
   a. the social construction of reality
   b. technophilia
   c. a neo-Luddite
   d. panoptic surveillance

Exercise 2
The use of Facebook to create an online persona by only posting images that match your ideal self exemplifies the ____________ that can occur in forms of new media.
   a. social construction of reality
   b. cyberfeminism
   c. market segmentation
   d. referencing

Exercise 3
__________ tend to be more pro-technology, while ________ view technology as a symbol of the coldness of modern life.
   a. Luddites; technophiles
   b. technophiles; Luddites
   c. cyberfeminists; technophiles
d. liberal feminists; conflict theorists

Exercise 4
When it comes to media and technology, a functionalist would focus on:
the symbols created and reproduced by the media
the association of technology and technological skill with men
the way that various forms of media socialize users
the digital divide between the technological haves and have-nots

Exercise 5
When all media sources report a simplified version of the environmental impact of hydraulic fracturing, with no effort to convey the hard science and complicated statistical data behind the story, __________ is probably occurring.
   a. gatekeeping
   b. the digital divide
   c. technophilia
   d. market segmentation

Short Answer

Exercise 1
Contrast a functionalist viewpoint of digital surveillance with a conflict perspective viewpoint.

Exercise 2
In what ways has the internet affected how you view reality? Explain using a symbolic interactionist perspective.

Exercise 3
Describe how a cyberfeminist might address the fact that powerful female politicians are often demonized in traditional media.

Exercise 4
The issue of airplane-pilot exhaustion is an issue of growing media concern. Select a theoretical perspective and describe how it would explain this.

Exercise 5
Would you characterize yourself as a technophile or a Luddite? Explain, using examples.
Answers

Answers to “Technology Today” Section Quiz

Answers to “Media and Technology in Society” Section Quiz

Answers to “Global Implications” Section Quiz

Answers to “Theoretical Perspectives on Media and Technology”