Chapter 1: The Social Media Environment

Test Bank

Multiple Choice

1. Which person best fits the description of a 'Digital Native'?

a. Johnny, a college student, does not do anything in the morning until he checks his Instagram account for pictures from last night's party.

b. Bob was raised during the 1980s when the internet was not widespread.

c. Your mother remembers growing up without a personal computer in her home.

d. The first thing Grandpa Henry does in the morning is walk to the end of the driveway for the newspaper, his source for the daily news.

e. Bill Gates is the founder of Microsoft.

Ans: A

Learning Objective: 1: What are social media? How are social media similar to, yet different from, traditional media?

Cognitive Domain: Application

Answer Location: Greetings, Digital Native p.4

Difficulty Level: Medium

2. Which of the following best fits the role of a 'Digital Native?'

a. A current Sophomore in college.

b. Your grandparents.

c. Bill Gates, founder of Microsoft.

d. Your 50 year old uncle.

e. Larry Page, founder of Google.

Ans: A

Learning Objective: 1: What are social media? How are social media similar to, yet different from, traditional media?

Cognitive Domain: Application

Answer Location: Greetings, Digital Native p.4

Difficulty Level: Medium

3. Which of the following best explains what social media are?

a. Anything that involves delivering hosted services online.

b. The means to harness the collective knowledge of a crowd to solve problems and complete tasks.

c. The online means of communication, conveyance, collaboration, and cultivation among interconnected and interdependent networks.

d. Sets of labels or tags that individuals choose in a way that makes sense to them, as opposed to using predefined keywords.

e. People who share their views about a product or service, even though they're not affiliated with the company.

Ans: C

Learning Objective: 1: What are social media? How are social media similar to, yet different from, traditional media?

Cognitive Domain: Conceptual

Answer Location: Greetings, Digital Native p.4

Difficulty Level: Medium

4. A synchronous interaction is best exemplified by which of the following?

a. Watching a YouTube commercial.

b. Posting a reply to a question on a discussion board within the week it was assigned.

c. Responding a day later to an email from your friend.

d. Reading through several blog posts on the Internet.

e. Messaging back and forth via text messaging with your friend.

Ans: E

Learning Objective: 1: What are social media? How are social media similar to, yet different from, traditional media?

Cognitive Domain: Application

Answer Location: Living a Social (Media) Life p.4

Difficulty Level: Easy

5. What is the difference between synchronous and asynchronous interactions?

a. Synchronous don't require all the participants to respond immediately; asynchronous occur in real time.

b. Synchronous occur in real time; asynchronous don't require all the participants to respond immediately.

c. Synchronous require social media; asynchronous require traditional media.

d. Synchronous require traditional media; asynchronous require social media.

e. Synchronous require mass media; asynchronous require personal media.

Ans: B

Learning Objective: 1: What are social media? How are social media similar to, yet different from, traditional media?

Cognitive Domain: Conceptual

Answer Location: Living a Social (Media) Life pp.4-5

Difficulty Level: Medium

6. The social utility, Facebook, offers which of the following?

a. Synchronous interactions only.

b. Asynchronous interactions only.

c. Both synchronous and asynchronous interactions.

d. Neither synchronous nor asynchronous interactions.

e. These terms are not relevant to understanding the utility of Facebook.

Ans: C

Learning Objective: 1: What are social media? How are social media similar to, yet different from, traditional media?

Cognitive Domain: Application

Answer Location: Living a Social (Media) Life p.4

Difficulty Level: Medium

7. Which of the following is not true about the phrase, 'a culture of participation'?

a. It is based on the belief in democracy.

b. It is one in which people freely interact with others.

c. It exists with open access to venues that allows users to share content.

d. It facilitates the power to build on the content of others from your own unique point of view.

e. It discourages people from passively lurking on social media websites.

Ans: E

Learning Objective: 1: What are social media? How are social media similar to, yet different from, traditional media?

Cognitive Domain: Synthesis

Answer Location: Social Behavior and the Philosophy of Participation pp.6-7

Difficulty Level: Easy

8. Social media and traditional media are most alike in which regard?

a. Both are only used online.

b. Neither function in online settings.

c. Social and traditional media include only one channel and one vehicle within that channel.

d. Social and traditional media include several channels, and within each channel there are specific vehicles.

e. Social and traditional media are not alike in any way.

Ans: D

Learning Objective: 1: What are social media? How are social media similar to, yet different from, traditional media?

Cognitive Domain: Critical Thinking

Answer Location: Chapter Summary p.31

Difficulty Level: Hard

9. Broadcasts, digital channels, and print advertisements that reach a large number of people are examples of which type of media?

a. Bulk media.

b. Personal media.

c. Mass media.

d. Social media.

e. Individual media.

Ans: C

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: The Zones of Social Media p.11

Difficulty Level: Medium

10. Which of the following completes the sentence, 'Television, newspapers, and magazines are forms of _____ used by companies to communicate a message'?

a. mediums

b. blogs

c. apps

d. vehicles

e. connections

Ans: A

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: The Zones of Social Media p.12

Difficulty Level: Medium

11. Which of the following completes the sentence, 'Christine maintains her _____ by updating her status, indicating her availability, and adding a friend on Facebook'?

a. social well-being

b. social popularity

c. social presence

d. social identity

e. social commerce

Ans: C

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: Zone 1: Social Community p.13

Difficulty Level: Easy

12. Which of the following represents the three channels in the social community zone?

a. Social networking sites, message boards and forums, and wikis.

b. Microsharing sites, media sharing sites, and news sites.

c. Social games and gaming sites, socially enabled console games, and alternate reality games.

d. Reviews and ratings, deal sites and deal aggregators, and social storefronts.

e. The internet, social software, and social media users.

Ans: A

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: Zone 1: Social Community p.13

Difficulty Level: Hard

13. Facebook applications apply to which of the following zones of social media?

a. Social community only.

b. Social publishing only.

c. Social entertainment and social commerce.

d. Social commerce and social community.

e. Social community, publishing, entertainment, and commerce.

Ans: E

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Critical Thinking

Answer Location: Living a Social (Media) Life p.5

Difficulty Level: Hard

14. Which of the following applies to friends or fans that communicate and share content in a variety of ways within a social networking site?

a. Social storefronts.

b. Deal aggregators.

c. Folksonomies.

d. Connections.

e. Tag clouds.

Ans: D

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: Zone 1: Social Community p.13

Difficulty Level: Medium

15. Which four types are social publishing sites?

a. Social networking sites, message boards, forums, and wikis.

b. Blogs, microsharing sites, media sharing sites, social bookmarking and news sites.

c. Social games and gaming sites, socially enabled console games, alternate reality games, and virtual worlds.

d. Reviews and ratings, deal sites and deal aggregators, social shopping markets, and social storefronts.

e. The internet, social software, devices, and social media users.

Ans: B

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: Zone 2: Social Publishing p.14

Difficulty Level: Hard

16. Which of the four zones of social media mainly assists in the dissemination of content to an audience?

a. Social community.

b. Social commerce.

c. Social entertainment.

d. Social publishing.

e. Social dissemination.

Ans: D

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: Zone 2: Social Publishing p.14

Difficulty Level: Medium

17. Which of the following best describes a social publishing site, such as a blog?

a. Operates like an online new source for which readers can share information, create discussions, and learn about a narrow range of topics.

b. Information can only be maintained by journalists or specific organizations.

c. Operates like an online new source for which readers can share information, create discussions, and learn about a wide range of topics.

d. Content is limited to text, graphics and video.

e. None of these.

Ans: C

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: Zone 2: Social Publishing p.14

Difficulty Level: Hard

18. The virtual worlds of Candy Crush and Mafia Wars are categorized under which zone of social media?

a. Social community.

b. Social publishing.

c. Social entertainment.

d. Social commerce.

e. Social punishment.

Ans: C

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Application

Answer Location: Zone 3: Social Entertainment p.15

Difficulty Level: Medium

19. Which of the following is considered the most advanced channel in the social entertainment zone?

a. Social entertainment.

b. Social games.

c. Social storefronts.

d. Social identity.

e. Social utility.

Ans: B

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Synthesis

Answer Location: Zone 3: Social Entertainment p.15

Difficulty Level: Easy

20. Which social media space zone primarily assists in the online buying and selling of products and services?

a. Social community.

b. Social publishing.

c. Social entertainment.

d. Social commerce.

e. Social punishment.

Ans: D

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: Zone 4: Social Commerce p.15

Difficulty Level: Medium

21. Which of the following are examples of vehicles for each zone of social media?

a. Twitter, Groupon, LinkedIn, Second Life.

b. YouTube, Twitter, Linked-In, Second Life.

c. Twitter, Groupon, YouTube, Second Life.

d. YouTube, Groupon, TripAdvisor, Second Life.

e. Twitter, Groupon, uGame, Second Life.

Ans: C

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: Zone 4: Social Commerce p.16 (Fig 1.4)

Difficulty Level: Hard

22. What version of the internet do we use as an interactive social system in which users are able to interact with senders?

a. Web 2.0.

b. Facebook.

c. Web 1.0.

d. Twitter.

e. Web 3.0.

Ans: A

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: The Web as Platform p.8

Difficulty Level: Easy

23. Which of the following best describes what Web 2.0 is?

a. Is not available to use 24/7.

b. A one-way communication device.

c. Does not allow people to communicate through the internet.

d. Is never accessed on smartphones.

e. A communication device for users and senders.

Ans: E

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: The Web as Platform p.8

Difficulty Level: Easy

24. Which of the following completes the sentence, '_____ describes a process that harnesses the collective knowledge of a large group of people to solve problems and complete tasks'?

a. Crowdsourcing

b. Groupthink

c. Cloud computing

d. Blogging

e. Microsharings

Ans: A

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: The Web as Platform p.9

Difficulty Level: Medium

25. Which of the following are considered examples of social software?

a. Apps

b. Widgets

c. Social services

d. Chatbots

e. All of these

Ans: E

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Application

Answer Location: Social Software p.9

Difficulty Level: Medium

26. Which of the following refers to 'an artificial intelligence computer software program that stimulates intelligent conversation via written or spoken text using a chat interface'?

a. Instant messenger

b. Chatbot

c. Digital native

d. Crowdsource

e. Channel host

Ans: B

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: Social Software p.9

Difficulty Level: Easy

27. Which of the following completes the sentence 'Social sites use complex mathematical formulas called _____ to personalize the content you see in your newsfeed, recommend friend connections, and more.'?

a. Algorithms.

b. Suggestions.

c. Gateways.

d. Signifiers.

e. Theorems.

Ans: A

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: Social Software p.10

Difficulty Level: Medium

28. Which of the following completes the sentence '_____ enable organizations to leverage the value of crowdsourcing'?

a. The horizontal revolution

b. Digital natives

c. Reputation economies

d. Network effects

e. Perpetual betas

Ans: D

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: The Web as Platform p.9

Difficulty Level: Medium

29. Which of the following refers to 'a paradigm in which all the objects around us could be connected anytime and anywhere'?

a. Internet of Things

b. Smart devices

c. Gateway

d. Crowdsourcing

e. Web 3.0

Ans: A

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: Devices p.11

Difficulty Level: Medium

30. Which of the following completes the sentence, 'Even devices that aren't "smart" on their own can become so by using _____'?

a. an algorithm

b. a server

c. Web 2.0 technology

d. latent ties

e. an IoT gateway

Ans: E

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: Devices p.11

Difficulty Level: Medium

31. Which of the following completes the sentence,' _____ embraces software and processes that include the collective intelligence of a firm's customers to more finely tune the offer and build intimacy between an organization and its customers'?

a. Data processing

b. Algorithmic marketing

c. Social CRM

d. Social media listening

e. Continuous modeling

Ans: C

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: Customer Relationship Management and Service Recovery p.26

Difficulty Level: Medium

32. Which of the following completes the sentence, '_____ refers to the actions an organization takes to correct mishaps and win back dissatisfied customers'?

a. Reputation recovery

b. Service recovery

c. Customer recovery

d. Public relations recovery

e. None of these

Ans: B

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: Customer Relationship Management and Service Recovery p.26

Difficulty Level: Medium

33. Which of the following is <u>not</u> a core component of the Social Media Value Chain?

a. Infrastructure.

b. Channels/hosts.

c. Supporting software and services.

d. The Internet.

e. Devices.

Ans: D

Learning Objective: 4: What is social media marketing? What marketing objectives can organizations meet when they incorporate social media in their marketing mix?

Cognitive Domain: Conceptual

Answer Location: The Infrastructure of Social Media p.8 (Fig 1.2)

Difficulty Level: Hard

34. Which of the following are computer programs that enable users to interact, create and share data online?

a. Devices.

b. Perpetual beta.

c. Tag cloud.

d. Crowdsourcing.

e. Social software.

Ans: E

Learning Objective: 4: What is social media marketing? What marketing objectives can organizations meet when they incorporate social media in their marketing mix?

Cognitive Domain: Conceptual

Answer Location: Social Software p.9

Difficulty Level: Medium

35. Which of the following is considered to be social software?

a. An iPad.

b. Pinterest.

c. A Dell PC.

d. An iPhone.

e. An Internet-connected game console.

Ans: B

Learning Objective: 4: What is social media marketing? What marketing objectives can organizations meet when they incorporate social media in their marketing mix?

Cognitive Domain: Application

Answer Location: Social Software p.9

Difficulty Level: Medium

36. Which of the following is not considered to be a device that supports the Social Media Value Chain?

a. A Tablet.

b. A Sony digital camera.

c. A MacBook computer.

d. A calculator.

e. An Xbox.

Ans: D

Learning Objective: 4: What is social media marketing? What marketing objectives can organizations meet when they incorporate social media in their marketing mix?

Cognitive Domain: Application

Answer Location: Devices pp.10-11

Difficulty Level: Easy

37. Which of the following completes the sentence, 'A person who shares their views about a product or service, even though they are not affiliated with the company, is referred to as _____'?

a. a citizen journalist

b. a digital native

c. an advertiser

d. a netizen

e. a citizen advertiser

Ans: E

Learning Objective: 4: What is social media marketing? What marketing objectives can organizations meet when they incorporate social media in their marketing mix?

Cognitive Domain: Conceptual

Answer Location: People p.11

Difficulty Level: Medium

38. Which strategy refers to how a business earns money and relies upon attracting as many people as possible to the content?

a. Entertainment marketing.

b. Social commerce.

c. Monetization.

d. Social entertainment.

e. Cloud computing.

Ans: C

Learning Objective: 3

Cognitive Domain: Conceptual

Answer Location: Business Models and Monetization p.16

Difficulty Level: Medium

39. Which of the following is referred to as the 'fifth P' of marketing?

a. Perception.

b. Psychology.

c. Person.

d. Participation.

e. Posting.

Ans: D

Learning Objective: 4

Cognitive Domain: Conceptual

Answer Location: Social Media Marketing p.18

Difficulty Level: Medium

40. Which of the following completes the sentence, '_____ is a term that describes one-way communication delivered to the target audience and is the focal point of traditional marketing'?

a. Crowdsourcing

b. Social media

c. Participation

d. Push messaging

e. Microblogging

Ans: D

Learning Objective: 4

Cognitive Domain: Conceptual

Answer Location: Marketing Communication: From Top-Down to Bottom-Up p.28

Difficulty Level: Medium

41. Which form of marketing is characterized by improvements in interactivity and measurement, whilst retaining its primarily vertical flow of power in its channels of communication and distribution?

a. Social media marketing.

b. Tradigital marketing.

c. Participation marketing.

d. Traditional marketing.

e. Push marketing.

Ans: B

Learning Objective: 4

Cognitive Domain: Synthesis

Answer Location: Marketing Communication: From Top-Down to Bottom-Up p.18

Difficulty Level: Hard

42. Which model's goal is to attract an audience's attention and then stop the program to deliver a commercial message?

a. Search engine marketing.

b. Social entertainment.

c. The interruption-disruption model.

d. The horizontal revolution.

e. Cloud computing.

Ans: C

Learning Objective: 3

Cognitive Domain: Application

Answer Location: Business Models and Monetization p.17

Difficulty Level: Medium

43. Which of the following does not characterize tradigital marketing?

a. Mass and targeted online media.

b. Push orientation.

c. Attention gained via orientation.

d. Personalization and relevance.

e. Attention gained via interruption.

Ans: C

Learning Objective: 4

Cognitive Domain: Conceptual

Answer Location: Marketing Communication: From Top-Down to Bottom-Up p.19

Difficulty Level: Easy

44. Which of these three core types of media do marketers have access to when it comes to acquiring space in media to distribute brand messages?

a. Public relations, personal selling, and advertising.

b. Bought, sold, and earned.

c. Direct mail, advertising, and personal selling.

d. Deal sites, deal aggregators, and social storefronts.

e. Paid, owned, and earned.

Ans: E

Learning Objective: 4

Cognitive Domain: Conceptual

Answer Location: Promotion and Branding p.20

Difficulty Level: Medium

45. Which of the following is <u>not</u> included in the LARA framework that is used as part of a company's service recovery?

a. Listen to customer conversations.

b. Act on the company's needs.

c. Act on customers' conversations.

d. Relate information to the company's existing information.

e. Analyze customer conversations.

Ans: B

Learning Objective: 4

Cognitive Domain: Synthesis

Answer Location: Customer Relationship Management and Service Recovery p.26

Difficulty Level: Hard

46. Which of the following best completes the statement, 'Social media enable _____ in the form of communicating, creating, joining, collaborating, working, sharing, socializing, playing, buying and selling, and learning within interactive and interdependent networks.'?

a. Active participation.

b. Passive participation.

c. Virtual participation.

d. Social participation.

e. None of these.

Ans: A

Learning Objective: 1: What are social media? How are social media similar to, yet different from, traditional media?

Cognitive Domain: Conceptual

Answer Location: Social Behavior and the Philosophy of Participation p.7

Difficulty Level: Easy

47. Which of the following best completes the statement, 'The social media value chain illustrates the _____ of social media participants and the _____ that make those activities possible.'?

a. Core activities, components.

b. Attitudes, core competencies.

c. Competencies, components.

d. Core activities, competencies.

e. None of these.

Ans: A

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: The Infrastructure of Social Media p.7

Difficulty Level: Medium

48. Which of the following is not a piece that makes up the infrastructure of social media's techno-social system?

a. The participants.

b. Social channels and vehicles.

c. Backchannels.

d. Software.

e. The devices.

Ans: C

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: The Infrastructure of Social Media pp.7-8

Difficulty Level: Medium

49. Which of the following defines Web 1.0 and Web 2.0?

a. Web 1.0 was a network of connected information.

b. Web 1.0 was the era of cognition, in which a network of data producers served information to primarily passive consumers.

c. Web 2.0 connects networks of people in addition to networks of information.

d. Web 2.0 enables interactive capabilities in an environment characterized by user control, freedom, and dialogue.

e. All of these.

Ans: E

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: The Web as Platform p.8

Difficulty Level: Medium

50. Which of the following best describes this situation: 'Amazon's ability to recommend books to you based upon what other people with similar interests bought in the past gets better as it tracks more and more people who enter search queries and make purchases.' ?

a. Crowdsourcing.

b. Network effect.

c. Collective intelligence.

d. Algorithmic tracking.

e. None of these.

Ans: B

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Application

Answer Location: The Web as Platform p.8

Difficulty Level: Medium

51. Which of the following best completes the statement, 'Organizations use _____ to benefit from the collective wisdom of crowds, but _____ ensures that there is sufficient participation for the _____ solution to be a good one.' ?

a. Network effects, crowdsourcing, networked.

b. Data mining, crowdsourcing, collectively intelligent.

c. Crowdsourcing, the network effect, crowdsourced.

d. Network effects, influence, crowdsourced.

e. None of these.

Ans: C

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Application

Answer Location: The Web as Platform p.9

Difficulty Level: Hard

52. Which of the following completes the statement, '_____ makes it possible for people and machines to collaborate.'?

a. Data mining.

b. Web 2.0.

c. Collective intelligence.

d. Biomechanical engineering.

e. Web 3.0 (The Semantic Web).

Ans: E

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: The Web as Platform p.9

Difficulty Level: Medium

53. Which of the following completes the statement, 'Devices will be contextually, socially, and network aware and be able to dynamically create social connections between each other and connected people in order to offer services to each other and to jointly solve problems. In other words, social media will eventually serve to support _____'. ?

a. Web 3.0.

b. Data mining.

c. Social intelligence.

d. Collective intelligence.

e. None of these.

Ans: D

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: The Web as Platform p.9

Difficulty Level: Medium

54. Email, surface mail, telephone, and face-to-face conversations are examples of which type of media?

a. Bulk media.

b. Personal media.

c. Mass media.

d. Social media.

e. Individual media.

Ans: B

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: The Zones of Social Media p.11

Difficulty Level: Easy

55. Which of the following completes the sentence, 'Within each medium, marketers can choose specific _____ to place a message.'?

a. mediums

b. blogs

c. apps

d. vehicles

e. connections

Ans: D

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: The Zones of Social Media p.12

Difficulty Level: Medium

56. _____ describe channels of social media that focus upon relationships and the common activities people participate in with others who share the same interest or identification.?

a. Social identities.

b. Social presences.

c. Social communities.

d. Social connections.

e. None of these.

Ans: C

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: Zone 1: Social Community p.13

Difficulty Level: Easy

57. _____ are online hosts that enable site members to construct and maintain profiles, identify other members with whom they are connected, and participate by consuming, producing, and/or interacting with content provided by their connections.

a. Social networking sites (SNS).

b. Microsharing sites.

c. Gaming consoles.

d. Social storefronts.

e. Social softwares.

Ans: A

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: Zone 1: Social Community p.13

Difficulty Level: Hard

58. Which of the following applies to Forums?

a. One of the oldest venues of social media.

b. Interactive, online version of a bulletin board.

c. They focus entirely on discussions among members.

d. Members participate by posting content including questions, opinions, news, and photos.

e. All of these.

Ans: E

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: Zone 1: Social Community p.13

Difficulty Level: Easy

59. Which of the following completes the phrase, '_____ are collaborative online workspaces that enable community members to contribute to the creation of a useful and shared resource.'?

a. Forums.

b. Threads.

c. Blogs.

d. Wikis.

e. Networks.

Ans: D

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: Zone 1: Social Community p.14

Difficulty Level: Medium

60. While social networks met the need for online communities, _____ made it possible for people to share their content, user-generated content (UGC), without the barriers and gatekeeping of traditional broadcast models.

a. Social communities.

b. Social publishing.

c. Social gaming.

d. Social commerce.

e. Social entertainment.

Ans: B

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: Zone 2: Social Publishing p.14

Difficulty Level: Hard

61. Which of the following is not one of the four Social Publishing use groups?

a. Individual users.

b. Independent professionals.

c. Professional contributors associated with organizations.

d. Educational publications.

e. Brands.

Ans: D

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: Zone 2: Social Publishing p.14

Difficulty Level: Medium

62. _____ are websites that host regularly updated online content; they may include text, graphics, audio, and video.

a. Networks.

b. Profiles.

c. Blogs.

d. Hosts.

e. None of these.

Ans: C

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: Zone 2: Social Publishing p.14

Difficulty Level: Medium

63. Which of the following completes the sentence, 'A _____ could include a sentence, sentence fragment, embedded video, or link to content residing on another site.'?

a. Mediashare.

b. Reference.

c. Microshare.

d. Clickthrough.

e. Phishing scheme.

Ans: C

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Application

Answer Location: Zone 2: Social Publishing p.14

Difficulty Level: Medium

64. Which of the following completes the statement, 'The zone of _____ encompasses events, performances, and activities designed to provide the audience with pleasure and enjoyment, experienced and shared using social media.'?

a. Social community.

b. Social entertainment.

c. Social publishing.

d. Social commerce.

e. Social utility.

Ans: B

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: Zone 3: Social Entertainment p.15

Difficulty Level: Medium

65. Which of the following completes the statement, '_____ are hosted online and include opportunities for interaction with members of a player's network as well as the ability to _____ activities and gaming accomplishments to online profiles.'?

a. Social games, tweet.

b. Virtual reality games, statuscast.

c. Alternate reality games, tweet.

d. Social games, statuscast.

e. None of these.

Ans: D

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: Zone 3: Social Entertainment p.15

Difficulty Level: Medium

66. Which of the following completes the phrase, '_____ encompasses social shopping, social marketplaces, and hybrid channels and tools that enable shared participation in a buying decision.'?

a. Social shopping.

b. A social storefront.

c. Social purchasing.

d. Collaborative purchasing.

e. Social commerce.

Ans: E

Learning Objective: 2: How does the Social Media Value Chain explain the relationships among the Internet, social media channels, social software, and the Internet-enabled devices we use for access and participation?

Cognitive Domain: Conceptual

Answer Location: Zone 4: Social Commerce p.15

Difficulty Level: Hard

67. Which of the following completes the phrase, '_____ is the active participation and influence of others on a consumer's decision-making process, typically in the form of opinions, recommendations, and experiences shared via social media.'?

a. Social shopping.

b. A social storefront.

c. Social purchasing.

d. Collaborative purchasing.

e. Social commerce.

Ans: A

Learning Objective: 3: What are the major zones of social media that make up the channels, modes, and vehicles for social media participation?

Cognitive Domain: Conceptual

Answer Location: Zone 4: Social Commerce p.15

Difficulty Level: Easy

68. Which of the following is true of 'psychic income'?

a. It is perceived value that is not expressed in monetary form.

b. It is also referred to as 'social currency'.

c. Brands pay influencers cash to promote their products.

d. Both it is perceived value that is not expressed in monetary form and it is also referred to as 'social currency'.

e. None of these.

Ans: D

Learning Objective: 4: What is social media marketing? What marketing objectives can organizations meet when they incorporate social media in their marketing mix?

Cognitive Domain: Conceptual

Answer Location: Psychic Income p.17

Difficulty Level: Medium

69. Which of the following best completes the statement, 'A _____ is a group of consumers once considered too small and inaccessible for marketers to pursue. Marketers are now able to offer _____ products that appeal to small, specialized groups or people.' ?

a. Niche market, niche.

b. Micromarket, specialized.

c. Niche market, specialized.

d. Micromarket, personalized.

e. Micromarket, niche.

Ans: E

Learning Objective: 4: What is social media marketing? What marketing objectives can organizations meet when they incorporate social media in their marketing mix?

Cognitive Domain: Conceptual

Answer Location: Marketing Communication: From Top-Down to Bottom-Up p.18

Difficulty Level: Easy

70. Which of the following completes the sentence, '_____ embraces software and processes that include the collective intelligence of a firm's customers to more finely tune the offer and build intimacy between an organization and its customers.'?

a. Data mining.

b. Social CRM.

c. Algorithmic marketing.

d. Service recovery.

e. Data warehousing.

Ans: B

Learning Objective: 4: What is social media marketing? What marketing objectives can organizations meet when they incorporate social media in their marketing mix?

Cognitive Domain: Conceptual

Answer Location: Customer Relationship Management and Service Recovery p.26

Difficulty Level: Medium