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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

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*__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.

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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

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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

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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.

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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

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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

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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

Access Complete Test Bank for Understanding Human Communication 14th Adler

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

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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.

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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?

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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

Access Complete Test Bank for Understanding Human Communication 14th Adler

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

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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

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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

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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

Access Complete Test Bank for Understanding Human Communication 14th Adler

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

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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

Access Complete Test Bank for Understanding Human Communication 14th Adler

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

Access Complete Test Bank for Understanding Human Communication 14th Adler

*__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 _____.

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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.

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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

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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

Access Complete Test Bank for Understanding Human Communication 14th Adler

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**

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