

## Chapter 2: Being Accurate, Relying on the Facts

### Test Bank

#### Multiple Choice

1. Accuracy is \_\_\_\_\_.

- A. the most important aspect of your job
- B. a waste of time
- C. impossible to achieve
- D. optional

Ans: A

Learning Objective: 2-1: Understand why you need to be picky as a journalist.

Cognitive Domain: Comprehension

Answer Location: Introduction

Difficulty Level: Medium

2. What is the goal of good media writers?

- A. to entertain the audience
- B. to inform the readers
- C. to persuade the audience
- D. to reinforce the audience's beliefs

Ans: B

Learning Objective: 2-1: Understand why you need to be picky as a journalist.

Cognitive Domain: Comprehension

Answer Location: Why Is Journalism Such a Picky Field?

Difficulty Level: Medium

3. In the past, a selection process known as \_\_\_\_\_ allowed media professionals to determine what people would and would not see.

- A. sequestering
- B. gatekeeping
- C. publishing
- D. editing

Ans: B

Learning Objective: 2-2: Understand the value media professionals have in the digital age.

Cognitive Domain: Comprehension

Answer Location: Why Media Professionals Matter More Than Ever

Difficulty Level: Medium

4. What is a simple fact check?

- A. defining your sources
- B. citing your quotes
- C. defining your facts
- D. examining each fact for inaccuracies

Ans: D

Learning Objective: 2-2: Understand the value media professionals have in the digital age.

Cognitive Domain: Application

Answer Location: Basic Fact Checking

Difficulty Level: Medium

5. Fake news \_\_\_\_\_.

- A. takes on a variety of meanings
- B. does not exist in current times
- C. only includes things like hoaxes
- D. is easy to distinguish from real news

Ans: A

Learning Objective: 2-3: Assess ways in which you can fight against fake news.

Cognitive Domain: Application

Answer Location: Why Media Professionals Matter More Than Ever

Difficulty Level: Medium

6. When you are researching a topic or interviewing a source, \_\_\_\_\_.

- A. seek "email" correspondence
- B. go by memory as much as possible
- C. don't bother checking your work
- D. write as quickly as possible so you don't forget as much

Ans: A

Learning Objective: 2-5: Define and differentiate between primary and secondary sources, especially in terms of their value and accuracy.

Cognitive Domain: Application

Answer Location: Source Documents

Difficulty Level: Medium

7. Newspapers, magazines, books, and other publications \_\_\_\_\_.

- A. are too old to be useful in researching your topic
- B. are not always infallible, but you know from where they came
- C. are not recommended to use by the author of this book
- D. no longer exist in the digital age

Ans: B

Learning Objective: 2-6: Identify places where you can find information and which sources of information are the best to use in specific situations.

Cognitive Domain: Comprehension

Answer Location: Legacy Media

Difficulty Level: Medium

8. Official websites that end in .gov or .edu \_\_\_\_\_.

- A. are not trustworthy sites
- B. are not as trustworthy as .com, .net, or .us sites
- C. can be more trustworthy than .com, .net, or .us sites
- D. should be avoided

Ans: C

Learning Objective: 2-6: Identify places where you can find information and which sources of information are the best to use in specific situations.

Cognitive Domain: Knowledge

Answer Location: Official Websites

Difficulty Level: Easy

9. A simple fact check \_\_\_\_\_.

- A. is rarely necessary
- B. is not a good idea
- C. is often overlooked
- D. can take a significant amount of time

Ans: D

Learning Objective: 2-4: Apply the basics of fact checking for simple mistakes in areas such as spelling and math.

Cognitive Domain: Comprehension

Answer Location: Basic Fact Checking

Difficulty Level: Medium

10. When it comes to spelling, you should \_\_\_\_\_.

- A. always run a computer-based spell-check
- B. always assume the first choice is correct
- C. go through it as quickly as possible
- D. avoid using the computer-based spell-check

Ans: A

Learning Objective: 2-4: Apply the basics of fact checking for simple mistakes in areas such as spelling and math.

Cognitive Domain: Application

Answer Location: Check Spelling

Difficulty Level: Medium

11. You need to do a \_\_\_\_\_ examination of every proper noun in anything you write.

- A. word-for-word
- B. computer-based spell-check
- C. visual
- D. letter-by-letter

Ans: D

Learning Objective: 2-4: Apply the basics of fact checking for simple mistakes in areas such as spelling and math.

Cognitive Domain: Application

Answer Location: Review Proper Nouns

Difficulty Level: Medium

12. Look at the \_\_\_\_\_ in your writing and make sure it's right.

- A. length
- B. flow
- C. math
- D. rhythm

Ans: C

Learning Objective: 2-4: Apply the basics of fact checking for simple mistakes in areas such as spelling and math.

Cognitive Domain: Application

Answer Location: Look Into the Numbers

Difficulty Level: Medium

13. When you list places for your events, \_\_\_\_\_.

- A. go by memory
- B. don't bother checking the addresses
- C. Google them
- D. double-check the addresses

Ans: D

Learning Objective: 2-4: Apply the basics of fact checking for simple mistakes in areas such as spelling and math.

Cognitive Domain: Knowledge

Answer Location: Check Places

Difficulty Level: Easy

14. When you have to write something and attribute it to a source, you should \_\_\_\_\_.

- A. stick to what the person said
- B. go by memory
- C. make it as powerful a quote as possible
- D. paraphrase as often as possible

Ans: A

Learning Objective: 2-7: Examine the broader issues of accuracy, including acknowledging potential biases, sticking exactly to what people said and using multiple sources to verify concepts.

Cognitive Domain: Knowledge

Answer Location: Stick to What People Said

Difficulty Level: Easy

15. When you are writing, you need to make sure you \_\_\_\_\_.

- A. make your story sound as interesting as possible no matter what
- B. only say what you know for sure
- C. enhance concrete details
- D. use a lot of adjectives

Ans: B

Learning Objective: 2-7: Examine the broader issues of accuracy, including acknowledging potential biases, sticking exactly to what people said and using multiple sources to verify concepts.

Cognitive Domain: Knowledge

Answer Location: Say Only What You Know for Sure

Difficulty Level: Easy

16. In most cases, stating a(n) \_\_\_\_\_ is the first step toward trouble.

- A. absolute
- B. truism
- C. theory
- D. opposite

Ans: A

Learning Objective: 2-7: Examine the broader issues of accuracy, including acknowledging potential biases, sticking exactly to what people said and using multiple sources to verify concepts.

Cognitive Domain: Knowledge

Answer Location: Say Only What You Know for Sure

Difficulty Level: Easy



17. The ability to support an argument often rests on \_\_\_\_\_.

- A. hearsay
- B. the truth
- C. how loud you argue
- D. the quality and quantity of your source material

Ans: D

Learning Objective: 2-7: Examine the broader issues of accuracy, including acknowledging potential biases, sticking exactly to what people said and using multiple sources to verify concepts.

Cognitive Domain: Knowledge

Answer Location: Find More Than One Good Source for Key Facts

Difficulty Level: Easy

18. A \_\_\_\_\_ source allows you to take information from someone or something that was present for whatever it is you are researching.

- A. secondary
- B. primary
- C. quantitative
- D. qualitative

Ans: B

Learning Objective: 2-5: Define and differentiate between primary and secondary sources, especially in terms of their value and accuracy.

Cognitive Domain: Comprehension

Answer Location: Check Places

Difficulty Level: Medium

19. \_\_\_\_\_ sources retell or interpret what the primary sources provided them.

- A. Primary
- B. Qualitative
- C. Quantitative
- D. Secondary

Ans: D

Learning Objective: 2-5: Define and differentiate between primary and secondary sources, especially in terms of their value and accuracy.

Cognitive Domain: Application

Answer Location: Check Places

Difficulty Level: Medium

20. Wikipedia is an example of a \_\_\_\_\_ source.

- A. quantitative
- B. primary
- C. secondary
- D. qualitative

Ans: C

Learning Objective: 2-5: Define and differentiate between primary and secondary sources, especially in terms of their value and accuracy.

Cognitive Domain: Application

Answer Location: Check Places

Difficulty Level: Medium

21. \_\_\_\_\_ is another internet trend that can cause problems for media outlets.

- A. Focus
- B. Fame
- C. Hoaxes
- D. Oddity

Ans: C

Learning Objective: 2-2: Understand the value media professionals have in the digital age.

Cognitive Domain: Application

Answer Location: Why Media Professionals Matter More Than Ever

Difficulty Level: Medium

22. When you are a “non-denominational skeptic,” you treat all content as\_\_\_\_\_.

- A. equal
- B. myth
- C. fact
- D. entertaining

Ans: A

Learning Objective: 2-7: Examine the broader issues of accuracy, including acknowledging potential biases, sticking exactly to what people said and using multiple sources to verify concepts.

Cognitive Domain: Application

Answer Location: Become a “Non-Denominational Skeptic”

Difficulty Level: Medium

23. \_\_\_\_\_ is the most important skill you will learn as you read this book.

- A. Writing
- B. Accuracy
- C. Editing
- D. Publishing

Ans:

Learning Objective: 2-1: Understand why you need to be picky as a journalist.

Cognitive Domain: Knowledge

Answer Location: The Big Three

Difficulty Level: Easy

24. If you don't know something for sure, \_\_\_\_\_.

- A. guess
- B. skip it
- C. look it up
- D. ignore it

Ans: C

Learning Objective: 2-2: Understand the value media professionals have in the digital age.

Cognitive Domain: Knowledge

Answer Location: The Big Three

Difficulty Level: Easy

### True/False

1. Accuracy is the most important aspect of your job, regardless of whether you are publishing a newspaper, broadcasting a news report, issuing a press release, or sending out an advertisement.

Ans: T

Learning Objective: 2-1: Understand why you need to be picky as a journalist.

Cognitive Domain: Comprehension

Answer Location: Introduction

Difficulty Level: Medium

2. The goal of good media writers is strictly to provide entertainment.

Ans: F

Learning Objective: 2-1: Understand why you need to be picky as a journalist.

Cognitive Domain: Comprehension

Answer Location: Why Is Journalism Such a Picky Field?

Difficulty Level: Medium

3. The more mistakes we make in journalism, the harder it is to maintain trust with our audiences.

Ans: T

Learning Objective: 2-1: Understand why you need to be picky as a journalist.

Cognitive Domain: Application

Answer Location: Why Is Journalism Such a Picky Field?

Difficulty Level: Medium

4. In the past, gatekeeping allowed media professionals to determine what people would and would not see.

Ans: T

Learning Objective: 2-2: Understand the value media professionals have in the digital age.

Cognitive Domain: Knowledge

Answer Location: Why Media Professionals Matter More Than Ever

Difficulty Level: Easy

5. Just because a quick Google search reveals dozens of stories on a given topic, it doesn't always follow that the information is true.

Ans: T

Learning Objective: 2-3: Assess ways in which you can fight against fake news.

Cognitive Domain: Knowledge

Answer Location: Why Media Professionals Matter More Than Ever

Difficulty Level: Easy

6. Links in source information always lead to credible sources.

Ans: F

Learning Objective: 2-3: Assess ways in which you can fight against fake news.

Cognitive Domain: Knowledge

Answer Location: Why Media Professionals Matter More Than Ever

Difficulty Level: Easy

7. If you find only one source for your story, it's a pretty safe bet you're looking at some level of fake news.

Ans: T

Learning Objective: 2-3: Assess ways in which you can fight against fake news.

Cognitive Domain: Knowledge

Answer Location: Why Media Professionals Matter More Than Ever

Difficulty Level: Easy

8. Where information comes from is not important in determining how much credence you should put into a story.

Ans: F

Learning Objective: 2-3: Assess ways in which you can fight against fake news.

Cognitive Domain: Knowledge

Answer Location: Why Media Professionals Matter More Than Ever

Difficulty Level: Easy

9. It is not necessary to get copies of original documents, because people remember what they have said.

Ans: F

Learning Objective: 2-5: Define and differentiate between primary and secondary sources, especially in terms of their value and accuracy.

Cognitive Domain: Application

Answer Location: Source Documents

Difficulty Level: Medium

10. It's a good idea to get copies of original documents so you can compare what people have told you with what someone wrote.

Ans: T

Learning Objective: 2-6: Identify places where you can find information and which sources of information are the best to use in specific situations.

Cognitive Domain: Knowledge

Answer Location: Source Documents

Difficulty Level: Easy

11. Newspapers, magazines, books, and other publications are not good sources of information for media writers.

Ans: F

Learning Objective: 2-6: Identify places where you can find information and which sources of information are the best to use in specific situations.

Cognitive Domain: Comprehension

Answer Location: Legacy Media

Difficulty Level: Medium

12. In most cases, .gov and .edu sites can be more trustworthy than .com, .net, or .us sites, which anyone can start.

Ans: T

Learning Objective: 2-6: Identify places where you can find information and which sources of information are the best to use in specific situations.

Cognitive Domain: Comprehension

Answer Location: Official Websites

Difficulty Level: Medium



13. It's rarely a good idea to use yourself as a source, even if you've become an expert on the topic.

Ans: F

Learning Objective: 2-6: Identify places where you can find information and which sources of information are the best to use in specific situations.

Cognitive Domain: Knowledge

Answer Location: Your Own Work

Difficulty Level: Easy

14. It is easy to dig into a piece or challenge a statement when that information comes from a source you dislike or that espouses a position with which you disagree.

Ans: T

Learning Objective: 2-7: Examine the broader issues of accuracy, including acknowledging potential biases, sticking exactly to what people said and using multiple sources to verify concepts.

Cognitive Domain: Comprehension

Answer Location: Become a "Non-Denominational Skeptic"

Difficulty Level: Medium

15. Spelling errors have no effect on credibility.

Ans: F

Learning Objective: 2-4: Apply the basics of fact checking for simple mistakes in areas such as spelling and math.

Cognitive Domain: Comprehension

Answer Location: Check Spelling

Difficulty Level: Medium

### **Short Answer**

1. Why is accuracy important in media writing?

Ans: Today, the Internet has opened up the floodgates of information, making the job of professional media operatives different but even more crucial.

Learning Objective: 2-2: Understand the value media professionals have in the digital age.

Cognitive Domain: Comprehension

Answer Location: Why Media Professionals Matter More Than Ever

Difficulty Level: Medium

2. What is “fake news?”

Ans: Fake news takes on a variety of meanings, depending on who uses the term. To some people, fake news includes satire sites like The Onion, which seek to mock news or poke fun at public figures. Others argue that any partisan news that fails to reflect their own worldview falls into the category of fake news. Still others see fake news as being hoaxes that Internet trolls use to trick journalists and readers into believing and spreading false information.

Learning Objective: 2-3: Assess ways in which you can fight against fake news.

Cognitive Domain: Comprehension

Answer Location: Why Media Professionals Matter More Than Ever

Difficulty Level: Medium

3. What are some ways to avoid spreading fake news?

Ans: Consider the source. If you get information from a single source online, don't pass it along without looking for similar information from multiple and varied sources, click the links, and be suspicious.

Learning Objective: 2-3: Assess ways in which you can fight against fake news.

Cognitive Domain: Comprehension

Answer Location: Why Media Professionals Matter More Than Ever

Difficulty Level: Medium

4. What are some places to verify information?

Ans: Source documents, legacy media, official websites, and your own work can all be used to verify information.

Learning Objective: 2-6: Identify places where you can find information and which sources of information are the best to use in specific situations.

Cognitive Domain: Comprehension

Answer Location: Where to Find Your Facts

Difficulty Level: Medium

5. What are some of the basic items you need to look at during a basic fact check?

Ans: Check spelling, review proper nouns, look into the numbers, and check places.

Learning Objective: 2-4: Apply the basics of fact checking for simple mistakes in areas such as spelling and math.

Cognitive Domain: Comprehension

Answer Location: Basic Fact Checking

Difficulty Level: Medium

## Essay

### 1. Why is journalism so picky?

Ans: The goal of good media writers is to inform the readers of something that will benefit the media organization and its audience members. This shared bond of trust is what keeps people showing up at public events, heading to the stores and reading news stories. The more mistakes we make in journalism, the harder it is to maintain that bond. Even more, not everyone who publishes information sends out tweets or reaches out to the public in other ways shares our professional duty to the truth. Many people have no problem starting rumors and spreading lies. For some people, it is a joke, whereas for others it is a chance to take advantage of an unsuspecting public. In any case, this misinformation makes it harder on media practitioners who hold themselves to a higher standard.

Learning Objective: 2-1: Understand why you need to be picky as a journalist.

Cognitive Domain: Comprehension

Answer Location: Why Is Journalism Such a Picky Field?

Difficulty Level: Medium

### 2. Why do media professionals matter now more than ever?

Ans: Media writers are important not only as content creators but also as tour guides. They help people separate fact from fiction, reality from myth, and honesty from dishonesty. Your goal as a media practitioner, regardless of the area in which you work, is to establish a bond of trust with your readership and do your best to present accurate information. In doing so, you will help to guide your readers as they decide what to think, what to believe and what to do.

Learning Objective: 2-2: Understand the value media professionals have in the digital age.

Cognitive Domain: Comprehension

Answer Location: Why Media Professionals Matter More Than Ever

Difficulty Level: Medium

### 3. What are the best ways to fight fake news?

Ans: Consider the source. Where information comes from is crucial in determining how much credence you should put into a story. If you get information from a single source online, don't pass it along without looking for similar information from other sources. Along the same lines as the previous point, just because a quick Google search reveals dozens of stories on a given topic, it doesn't always follow that the information is true. Click the links and see where they lead you. The more you examine the links and the sources to which they lead, the less likely you are to believe something that isn't true. One of the best ways to avoid letting fake news trick you is to be a bit paranoid about every piece of information you receive.

Learning Objective: 2-3: Assess ways in which you can fight against fake news.

Cognitive Domain: Comprehension

Answer Location: Why Media Professionals Matter More Than Ever

Difficulty Level: Medium

### 4. What are some tips for basic fact checking?

Ans: Check spelling. Accuracy is about making sure you are right, and to that extent, you need to spell all words correctly. You also need to do a line-by-line examination of your pieces for words that might be spelled properly but weren't what you meant to write. Review proper nouns. The spell-check function on most word-processing systems will catch errors in the spelling of common words. However, the names of people, places and things often look like mistakes to the electronic dictionaries. Look at math in your writing and make sure it's right. When you list places for your events, double-check the addresses against a map and a directory.

Learning Objective: 2-4: Apply the basics of fact checking for simple mistakes in areas such as spelling and math.

Cognitive Domain: Comprehension

Answer Location: Basic Fact Checking

Difficulty Level: Medium

5. How do you examine a piece of writing to finalize it?

Ans: One of the best things you can do for yourself in the bigger picture of fact-checking is to become a “non-denominational skeptic.” What this means is that you should treat all content as equal, regardless of if it confirms or refutes your personal world view. When you have to write something and attribute it to a source, you want to stick to what the person said. The more you stray from the actual verbiage the person used, the more problems you can cause for everyone involved. Accuracy is often in the details, and the details aren’t always easy to find. Journalists tend to try to “write around” these problems with vague terms and soft language. When you are writing, you need to make sure you say only what you know for sure. Watch yourself when you see words like “all,” “always,” “none” and “never,” to name a few. The same is true of words like “worst,” “only” and “greatest.” The ability to support an argument often rests on the quality and quantity of your source material. Always examine the facts from both a qualitative and quantitative angle, and then write only what you can prove or what you can attribute.

Learning Objective: 2-7: Examine the broader issues of accuracy, including acknowledging potential biases, sticking exactly to what people said and using multiple sources to verify concepts.

Cognitive Domain: Comprehension

Answer Location: Examining the Broader Issues

Difficulty Level: Medium