

8. Which of the following did not allow viewers to “time-shift” their television viewing?
 - a. VHS videocassette recorders
 - b. DVRs
 - c. **Blu-ray and DVD players**
 - d. All of the above allow “time shifting.”
9. The Internet
 - a. **Was an outgrowth of a U.S. Department of Defense project.**
 - b. Began to decline in popularity (after rapid growth) because of tablet computers.
 - c. Is used more hours per day by teenagers than by any other age group.
 - d. Is the most heavily regulated new technology.
10. The primary function that spurred the introduction and growth of desktop computers in businesses in the 1980s was:
 - a. Internet access
 - b. E-mail
 - c. Accounting
 - d. **Word processing**

Essay Questions:

1. Of all of the technologies discussed in Chapter 2, discuss which one had the most surprising history to you and why.
2. Choose two or three technologies and discuss commonalities in the history of these technologies. Then apply these commonalities to an emerging communication technology to predict its future.
3. Many technologies, such as VHS and mainframe computers, were eventually replaced by other, newer technologies. But others, such as radio and cinema, have stayed strong against competition by reinventing themselves. What makes radio and cinema different?

Chapter 3: Understanding Communication Technology

Multiple Choice Questions

1. Diffusion theory helps explain:
 - a. The effects of communication technologies on society
 - b. How communication technologies spread through a social system over time**
 - c. The price paid by consumers for technologies
 - d. The content of communication messages
2. Social information processing theory assumes that:
 - a. People evaluate technologies using objective criteria.
 - b. The content of technologies is more important than the technology.
 - c. Different societies evaluate technologies in a similar fashion.
 - d. Evaluation of communication technologies is subjective, with the salience of attributes determined by subjective evaluations of others.**
3. According to diffusion theory, the first adopters of a technology are:
 - a. Innovators**
 - b. Early adopters
 - c. Early majority
 - d. All of the above
4. The product lifecycle curve of a technology is different from the diffusion curve because:
 - a. It includes the price of a technology.
 - b. It includes retail factors affecting adoption of a technology.
 - c. It includes the decline of a technology.**
 - d. It includes an image of the technology.
5. In technology adoption, “critical mass” refers to:
 - a. Applying the laws of physics to the technology.
 - b. The manner in which the adoption of others affects adoption of a technology.**
 - c. The total amount of energy consumed in making and using the technology.
 - d. The negative impact of competing technologies.
6. Social learning theory helps us understand communication technology because it:
 - a. Illustrates how technology is taught in schools and universities.
 - b. Integrates regulation into models of communication technology.
 - c. Explains all of the effects that technologies have upon children.
 - d. Helps explain how we learn from observing the actions of others and the resulting impact.**