

Disaster Communications in a Changing Media World Second Edition

Chapter Two: The Changing Media World

Test Bank

1. People are receiving their news on multiple platforms, which allows their relationship to the news to become:

- a. Portable
- b. Personalized
- c. Participatory
- *d. All of the above

2. The number of full-time professional employees in newsrooms has fallen since its peak in 2000 by:

- a. 15%
- *b. 30%
- c. 35%
- d. 45%

3. Major cities in what state(s) no longer have a daily newspaper?

- a. Michigan
- b. Washington
- c. Alabama
- *d. All of the above

4. What percentage of Americans say they read a daily newspaper?

- a. 15%
- b. 20%
- *c. 23%
- d. 59%

5. What percentage of Americans now say they get news online?

- a. 13%
- *b. 39%
- c. 46%
- d. 67%

6. Social media sites that can take data from many disasters such as fires, floods, and even disease outbreaks and compile and turn it into real-time, interactive visual images or digital maps include:

- a. Twitter
- b. Facebook
- *c. Google Maps and Ushahidi
- d. Tumblr

7. Video and photo sharing social media sites include:

- a. YouTube
- b. Vimeo
- c. Flickr and Pinterest
- *d. All of the above

8. Which two social media sites dominate the competition in terms of their use as news distributors, especially during disasters?

- a. YouTube and Vimeo
- *b. Facebook and Twitter
- c. Flickr and Pinterest
- d. None of the above

9. Prior to the Boston Marathon bombings, the Boston Police Department had 40,000 followers on Twitter. In the aftermath of the bombings, this number spiked to:

- a. 75,000
- b. 105,000
- *c. 300,000
- d. 1 million

10. Social media serves many purposes in a disaster including:

- a. A way of meeting real time needs
- b. Providing unfiltered information
- c. Serving as a platform for volunteering and donating
- *d. All of the above

11. The Internet and social media have radically and irreversibly transformed the communications landscape.

- *a. True
- b. False

12. Social media are internet-based tools, technologies and applications that enable interactive communications and content exchange between users who move back and forth easily between roles as content creators and consumers.

- *a. True
- b. False

13. 100 percent of adults in the U.S. are now on the Internet.

- a. True
- *b. False

14. Data from many disasters such as fires, floods, and even disease outbreaks can be compiled and turned into real-time, interactive visual images or digital maps.

*a. True

b. False

15. The proliferation of personal computers, laptops, tablets, and mobile phones provide previously unparalleled access to information through social media.

*a. True

b. False

16. Social media use falls during disasters as people seek more traditional methods of gaining information.

a. True

*b. False