

Chapter 01: The Environment and the Tools

Multiple Choice

1. A(n) _____ is a saved link to a webpage.

- a. bookmark
- b. shortcut
- c. favorite
- d. All of the above

ANSWER:

d

2. A(n) _____ page is the page on a website that a visitor sees when he or she clicks a link from an ad, a search engine result, or social media promotion.

- a. landing
- b. subsidiary
- c. front
- d. promotional

ANSWER:

a

3. A computer _____ consists of connected computers, mobile devices, printers, and data storage devices that share computing resources and data.

- a. Internet
- b. network
- c. web
- d. hotspot

ANSWER:

b

4. Browsing or _____ the web is exploring by moving from one webpage to another.

- a. cruising
- b. jumping
- c. surfing
- d. scanning

ANSWER:

c

5. Which of the following is an example of email software?

- a. Trillian
- b. Yahoo! Messenger
- c. Mozilla Thunderbird
- d. All of the above

ANSWER:

c

6. Which of the following is an example of an IM chat program?

- a. Yahoo! Messenger
- b. Google Drive
- c. Gmail

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- d. Thunderbird

ANSWER:

a

7. The term _____ computing refers to an environment where files and software are stored and shared online.

- a. app
- b. cloud
- c. network
- d. web

ANSWER:

b

8. Websites that allow users to communicate with each other using text, audio, video, whiteboard, and shared files are called _____ workspaces.

- a. collaborative
- b. cloud
- c. home office
- d. community

ANSWER:

a

9. Which of the following best describes a hashtag?

- a. Another term for meta data.
- b. An online encyclopedia.
- c. A word or phrase that creates an easily searched group of related messages.
- d. An online journal or diary.

ANSWER:

c

10. Which of the following best describes a wiki?

- a. A group of related webpages to which users add, edit, or delete content.
- b. An online encyclopedia.
- c. An online course delivered over the web, often for free.
- d. A word or phrase used as a form of commentary.

ANSWER:

a

11. A(n) _____ is a program or app that provides a scheduling, communication, and document sharing platform for students and teachers.

- a. cloud educational platform
- b. open courseware
- c. learning management system
- d. web school system

ANSWER:

c

12. Which type of e-commerce accounts for the majority of e-commerce transactions in the corporate world?

- a. B2B
- b. B2C

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- c. C2C
- d. C2B

ANSWER:

a

13. Which term refers to the speed at which data travels from one device to another?

- a. broadband
- b. Wi-Fi
- c. stream speed
- d. transfer rate

ANSWER:

d

14. DSL, CATV, FTTP, and Satellite all are examples of what type of connection?

- a. broadband
- b. wireless
- c. modem
- d. streaming

ANSWER:

a

15. Video or sound that downloads to a computer continuously to be watched or listened to in real time is called what?

- a. wireless content
- b. cloud computing
- c. streaming media
- d. satellite data

ANSWER:

c

16. What are 3G and 4G used to describe?

- a. transfer rates
- b. standards for mobile communications
- c. ISP services
- d. types of mobile hotspots

ANSWER:

b

17. Which term refers to a location that provides public Internet access?

- a. hot spot
- b. Bluetooth
- c. ISP
- d. cellular service

ANSWER:

a

18. Which of the following best describes an ISP?

- a. An internal antenna or wireless card used to connect to the Internet.
- b. A list of protocols for online safety.
- c. A generation of mobile communications.

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- d. A business that provides Internet connections to individuals and companies.

ANSWER:

d

19. Chrome, Opera and Safari are examples of what type of program or app?

- a. browser
- b. hotspot
- c. LMS
- d. file sharing

ANSWER:

a

20. RWD stands for _____ web design.

- a. responsive
- b. reactive
- c. responsible
- d. retroactive

ANSWER:

a

21. In the URL <http://www.boston.com/news>, http is the _____.

- a. domain name
- b. folder name
- c. protocol
- d. top-level domain

ANSWER:

c

22. In the URL <http://www.boston.com/news>, www.boston.com is the _____.

- a. domain name
- b. folder name
- c. protocol
- d. top-level domain

ANSWER:

a

23. In the URL <http://www.boston.com/news>, news is the _____.

- a. domain name
- b. folder name
- c. protocol
- d. top-level domain

ANSWER:

b

24. Which of the following best describes a URL's protocol?

- a. Specifies the format used for transmitting data.
- b. Part of the top-level domain designation.
- c. Locates the folder in which the webpage resides.
- d. The numeric address for a computer connected to the Internet.

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ANSWER:

a

25. To find webpages on particular topics using a search engine, you enter terms or phrases called _____.

- a. hits
- b. keywords
- c. tags
- d. metasearches

ANSWER:

b

26. Matches between a keyword search and resulting occurrences are called _____.

- a. hits
- b. keywords
- c. tags
- d. metasearches

ANSWER:

a

27. Info.com and Dogpile are examples of _____ engines that search multiple search engines' indexes.

- a. megasearch
- b. multiseach
- c. metasearch
- d. magnasearch

ANSWER:

c

28. Which of the following best describes spamdexing?

- a. Preventing your website from the victim of spam emails and other messaging.
- b. When search engines look for spam in order to create a list of websites to avoid presenting in search results.
- c. Accepted SEO practice for gaining higher search result rankings.
- d. When a website uses repeated phrases, unrelated tags, and misleading headers to manipulate search results.

ANSWER:

d

29. AOL and MSN are examples of what type of portal?

- a. corporate
- b. general consumer
- c. personal
- d. vertical

ANSWER:

b

30. In HTML, tag modifiers are called _____.

- a. pairs
- b. formats
- c. attributes
- d. specifications

ANSWER:

c

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31. Which of the following is primarily used to facilitate the consistent sharing of information by defining content types?

- a. WML
- b. XML
- c. HTML
- d. XHMTL

ANSWER:

b

32. Which of the following best describes the use of CSS?

- a. Write short programs that execute when a webpage downloads.
- b. Enable RWD and other adaptive features as specified by the W3C.
- c. Standardize the content of webpage content by defining styles such as font, margins, and more.
- d. Design webpages specifically for mobile browsers.

ANSWER:

c

33. Computers viruses and Internet worms are examples of _____.

- a. malware
- b. spam
- c. SEO
- d. web development tools

ANSWER:

a

34. A web template or _____ is a predesigned webpage that you can customize.

- a. model
- b. script
- c. theme
- d. bootstrap

ANSWER:

c

35. Drupal, WordPress, and Joomla are examples of a(n) _____.

- a. PHP
- b. CSS
- c. SDK
- d. CMS

ANSWER:

d

36. What web design role is best described as creating a website that is enjoyable to visit and enables easy location and purchase of the features and products promoted by the website?

- a. UI/UX manager
- b. SEO expert
- c. system architect
- d. web programmer

ANSWER:

a

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37. What web design role is best described as writing for the web environment and creating and revising text and other content?

- a. UI/UX manager
- b. SEO expert
- c. system architect
- d. web programmer

ANSWER: b

38. What web design role is best described as determining the structure and technical needs required to build, maintain, and expand the website?

- a. UI/UX manager
- b. SEO expert
- c. system architect
- d. web programmer

ANSWER: c

39. Which type of web developer role focuses on aspects such as databases, programming, and security?

- a. full-stack
- b. front-end
- c. back-end
- d. All of the above

ANSWER: b

40. Which type of web developer role focuses on aspects that are visible to the website visitor, such as design.

- a. full-stack
- b. front-end
- c. back-end
- d. All of the above

ANSWER: b

True / False

41. The Internet is a part of the World Wide Web that consists of connected computers.

- a. True
- b. False

ANSWER: False

42. A hyperlink is a word, phrase, or image that connects webpages.

- a. True
- b. False

ANSWER: True

43. IRC is a web chat communication technology.

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- a. True
- b. False

ANSWER: True

44. IM chat is the abbreviation for Internet messaging.

- a. True
- b. False

ANSWER: False

45. LOL and gr8 are examples of text speak.

- a. True
- b. False

ANSWER: True

46. Instagram, Facebook, and LinkedIn are examples of social bookmarking services.

- a. True
- b. False

ANSWER: False

47. YouTube and Vimeo are examples of video sharing websites.

- a. True
- b. False

ANSWER: True

48. A MOOC is a multiplayer game played online, such as Minecraft.

- a. True
- b. False

ANSWER: False

49. With synchronous online classes, students can download lectures as podcasts or transcripts and add comments or answer questions at the student's convenience.

- a. True
- b. False

ANSWER: False

50. Examples of C2C e-commerce include online auctions and person-to-person classified ads.

- a. True
- b. False

ANSWER: True

51. Bluetooth is a short-range wireless connection that uses radio frequency to transmit data between two electronic devices.

- a. True
- b. False

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ANSWER: True

52. Typically, mobile devices use significantly more cellular data when you are connected to Wi-Fi.

- a. True
- b. False

ANSWER: False

53. A browser is a program or app that requests, downloads, and displays webpages stored on a web server.

- a. True
- b. False

ANSWER: True

54. The ICANN controls the registration of domain names.

- a. True
- b. False

ANSWER: True

55. An IP address is the text equivalent to a website's numeric address.

- a. True
- b. False

ANSWER: False

56. Examples of top-level domains include .biz, .edu, and .mil.

- a. True
- b. False

ANSWER: True

57. The protocol for webpages is .com.

- a. True
- b. False

ANSWER: False

58. A topical website focuses on a specific subject.

- a. True
- b. False

ANSWER: True

59. Spiders are special codes added to webpages that contain information such as keywords and descriptive data.

- a. True
- b. False

ANSWER: False

60. Registration enables a website to track content preferences and provide a custom experience

- a. True

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b. False

ANSWER: True

61. SEO is the process of designing a webpage to increase the likelihood that it will appear high in a search engine's search results list.

a. True
b. False

ANSWER: True

62. A search engine builds its index using human interaction, such as when a website owner submits website information.

a. True
b. False

ANSWER: False

63. HTML is a document that uses rules to standardize the appearance of webpage content such as font, margins, and background colors.

a. True
b. False

ANSWER: False

64. The most current HTML standard is HTML4.

a. True
b. False

ANSWER: False

65. In CSS, 'cascading' refers to the order in which different styles are applied.

a. True
b. False

ANSWER: True

66. WYSIWYG is another term for an HTML text editor.

a. True
b. False

ANSWER: False

67. One downside to using a web development tool is that sometimes they insert unnecessary code, creating larger, slower-loading webpages.

a. True
b. False

ANSWER: True

68. If you assume a technical web design role, your focus primarily will be on how the website looks, and its content.

a. True
b. False

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ANSWER: False

69. An IDE offers sophisticated website design, publishing, and management capabilities.

- a. True
- b. False

ANSWER: True

70. In a CMS, templates, style sheets, and other content elements are stored in an intranet.

- a. True
- b. False

ANSWER: False

Essay

Essay

71. Compare the Internet and the World Wide Web (web).

ANSWER: Although the terms *Internet* and *web* frequently are used interchangeably, they are not the same thing. The Internet is a worldwide public network that links private networks. The World Wide Web is a subset of the Internet where Internet-connected computers store groups of specifically formatted electronic documents. Individual documents are called webpages and a group of related documents is called a website.

72. Using the URL <http://www.boston.com/news>, define the components of a URL.

ANSWER:

- 1. <http://> — the protocol or communication standard for transmitting webpages over the Internet
- 2. www.boston.com — the domain name and TLD designation
- 3. [news](http://www.boston.com/news) — folder that contains the webpage; part of the path to the requested webpage

73. Explain the influence on society of inexpensive Internet access and access to the web.

ANSWER: The Internet and the web have significantly influenced the way the world communicates, educates, entertains, and conducts business.

- Communication — Individuals and organizations of all types use websites to communicate ideas and information. Other communication options that rely on Internet and web technologies include email, blogging, social networking, social bookmarking, chat, instant messaging, virtual meetings and collaborative workspaces, video sharing, VoIP, interactive gaming, and 3D virtual worlds.
- Education — There are very few topics you cannot learn about by turning to the web. You can take an online course from an academic institution to earn a degree or certificate, or watch a video or read a blog post by an amateur expert. Several universities and academic institutions, such as MIT, publish some or all of their educational materials online, including homework and video lectures, so that they are free and open to everyone.
- Entertainment and News — Interactive multimedia experiences and continually updated content lure millions of people to the web for entertainment and news. Popular entertainment sites offer music, videos, sports, games, and more.
- E-commerce — E-commerce encompasses a wide variety of online business activities, including consumer shopping and investing and the exchange of business data and transactions within a company or among multiple companies.

74. Describe each of the following web design role categories, and list at least two jobs that fall under each: creative, technical, and oversight.

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ANSWER: Creative roles focus on how the website looks, and its content. Roles include: content writer/editor, SEO expert, web designer, UI/UX manager, web artist/graphic designer, and multimedia producer.

Technical roles focus on a website's technology, functionality, and security. Roles include: web programmer, web developer, database developer, and web server administrator.

Oversight roles focus on managerial or administrative issues, or marketing/customer service. Roles include: web administrator, tester, system architect, and social media expert.

75. Briefly describe each of the following web design tools: markup languages; CSS; scripting languages; text and HTML editors; web development tools; and web templates and CMS.

- ANSWER:*
- Markup languages are coding systems that use tags to provide instructions about the appearance, structure, and formatting of a document.
 - CSS is used to define styles for elements such as font, margins, and background colors to ensure consistency across webpages.
 - Scripting languages are programming languages used to add active content to webpages.
 - Text and HTML editors are used to enter and save text files used as webpage content.
 - Web templates and CMS platforms provide methods to create and manage webpages and websites without knowing HTML or other programming skills.