

Chapter 1: Test Bank

Multiple Choice Questions

1. Users of YouTube upload new video in the following amount:

@ Answer Location: Our Message-Saturated Culture; Learning Objective: 1

- a. More than 700 hours each year
- b. 65.5 million hours each year
- c. 100,000 hours in total
- *d. 100 hours every minute of every day

2. The rate of production of media messages is growing at an accelerating rate because

@ Answer Location: Growth Is Accelerating; Learning Objective: 1

- a. there are more people producing and sharing information than ever before.
- b. technology provides easy-to-use platforms to create and share messages.
- c. there are more scientists and musicians than ever before.
- *d. All of the above

3. Approximately how many Internet users are there?

@ Answer Location: Growth Is Accelerating; Learning Objective: 1

- a. 300 million
- b. 1 billion
- *c. 2 billion
- d. 6 billion

4. Approximately how many photos are uploaded to Facebook each day?

@ Answer Location: Growth Is Accelerating; Learning Objective: 1

- a. 100,000
- b. 1 million
- *c. 100 million
- d. 1 billion

5. Today, primary media usage is from

@ Answer Location: High Degree of Exposure; Learning Objective: 1

- a. TV and computer.
- *b. video games and computer.
- c. video games and TV.
- d. DVDs and computer.

6. The fastest growing area of media exposure is

@ Answer Location: High Degree of Exposure; Learning Objective: 1

- a. TV.
- b. video games.
- c. online video streaming.
- *d. social media.

7. If you wanted to read all of the pages currently on the World Wide Web, it would take you approximately

@ Answer Location: Coping; Learning Objective: 1

- a. 25 days.
- b. 25 years.
- c. 25 decades.
- *d. 25 centuries.

8. The average young person (8–18 years) is exposed to about 8 hours of media messages a day but accomplishes that in under 6 hours of media usage a day. This is due to

@ Answer Location: Coping; Learning Objective: 1

- *a. multitasking.
- b. automaticity.
- c. media illiteracy.
- d. All of the above

9. Tying your shoe, typing, and playing a song on the piano are all examples of

@ Answer Location: Automatic Routines; Learning Objective: 2

- *a. automatic routines.
- b. literacies.
- c. hobbies.
- d. direct exposure.

10. Automatic routines

@ Answer Location: Automatic Routines; Learning Objective: 2

- *a. involve sequences of behaviors.
- b. require a great deal of effort to carry out.
- c. are inefficient in guiding filtering processes.
- d. All of the above

11. When we put our minds on “automatic pilot” with regard to the media, it means

@ Answer Location: Automatic Routines; Learning Objective: 2

- a. we like to fly from one website or channel to another.
- b. we are less efficient media consumers.
- *c. we automatically filter out almost all message options.
- d. All of the above

12. Which of the following is true about consuming media in a state of automaticity?

@ Answer Location: Automatic Routines; Learning Objective: 2

- a. Its short-term advantages outweigh its long-term disadvantages.
- b. It takes place when our minds operate with conscious effort from us.
- c. It is rarely how we encounter media messages.
- *d. None

13. When you do a search with the Google search, top choices are selected with the aid of

@ Answer Location: Advantages and Disadvantages; Learning Objective: 2

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- a. the information overload.
- b. automatic processing.
- *c. a filtering algorithm.
- d. All

14. What are the filtering algorithms of the media guided by?

@ Answer Location: Advantages and Disadvantages; Learning Objective: 2

- a. Credibility
- *b. Concern over popularity
- c. Most insightful information
- d. All

15. When we rely too much on automatic routines

@ Answer Location: Advantages and Disadvantages; Learning Objective: 2

- *a. we are in danger of narrowing down our world.
- b. we expand our experiences.
- c. we can create filtering algorithms.
- d. we become too price conscious.

16. For the majority of individuals, who programs the computer code that governs our automatic media routines?

@ Answer Location: Programming Automatic Routines; Learning Objective: 3

- a. Parents
- b. Political leaders
- c. Mass media
- *d. All of the above

17. The process of socialization involves

@ Answer Location: Programming Automatic Routines; Learning Objective: 3

- a. our production of messages.
- b. our social media activity.
- c. the formation of social classes.
- *d. influence by various authorities.

18. The mass media continually reinforce certain behavioral patterns of exposure

@ Answer Location: Programming Automatic Routines; Learning Objective: 3a. to make exposure more enjoyable for viewers.

- b. until viewers become bored of those behaviors.
- *c. until they become automatic habits.
- d. None of the above

19. The mass media tell us

@ Answer Location: Programming Automatic Routines; Learning Objective: 3

- a. how to think about what it means to be happy.
- b. what is important and what is not.

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c. how to behave in various situations.

*d. All

20. You can analyze your media exposure by making a list of the time you spend

@ Answer Location: Media Exposure Habits; Learning Objective: 4

a. reading newspapers.

b. watching TV.

c. communicating on a computer.

*d. all of the above

21. You can better understand your media exposure habits by

@ Answer Location: Media Exposure Habits; Learning Objective: 4

a. discussing with a media specialist.

b. viewing a YouTube video.

*c. comparing the estimated and actual numbers of hours spent with the media.

d. None of the above

22. The media have been criticized for

@ Answer Location: Product Buying Habits; Learning Objective: 4

a. not being democratic enough.

b. not having sufficient visual literacy.

c. channeling.

*d. making us buy things we don't need.

23. You can analyze your product buying habits by making a list of

@ Answer Location: Product Buying Habits; Learning Objective: 4

a. what is in your bathroom.

b. what is in your kitchen.

c. how you spend your time.

*d. All of the above

24. Media literacy is about

@ Answer Location: Increasing Media Literacy; Learning Objective: 5

*a. taking control of our media experiences.

b. reducing our overall media exposure.

c. putting our minds on automatic pilot.

d. learning a new language.

25. Those who slip into media illiteracy

@ Answer Location: Increasing Media Literacy; Learning Objective: 5

a. begin to consume less media content.

*b. consume the good media content with the bad, without knowing the difference.

c. increase their control over the programming of their automatic routines.

d. All of the above

26. Within our message-saturated society, the most important challenge is

@ Answer Location: Increasing Media Literacy; Learning Objective: 5

- a. finding messages that we enjoy.
- *b. making good selections among messages.
- c. affording new technologies.
- d. learning how to operate new technologies.

27. With so many messages constantly available,

@ Answer Location: Increasing Media Literacy; Learning Objective: 5

- a. we are able to make better exposure decisions.
- b. we have more control over our media experiences.
- *c. we pay less attention to each message.
- d. All

28. Accepting unchallenged the meanings that the media present in their messages

@ Answer Location: Increasing Media Literacy; Learning Objective: 5

- a. puts us in a position to reprogram harmful parts of our code.
- b. increases our level of media literacy.
- *c. increases the risk that we will accept faulty meaning.
- d. All

29. Media literacy can be enhanced by

@ Answer Location: What Are Your Needs?; Learning Objective: 5

- a. watching more television.
- b. learning more about computers.
- *c. applying reflective exercises.
- d. None

30. You can better understand your own needs by

@ Answer Location: What Are Your Needs?; Learning Objective: 5

- a. brainstorming needs.
- b. listing needs into categories.
- c. ranking needs.
- *d. All

31. More information has been generated since you were born than the sum total of all information throughout all recorded history up until the time of your birth.

@ Answer Location: Growth Is Accelerating; Learning Objective: 1

- *a. True
- b. False

32. Google and other search engines solve the issue of having an overwhelming number of Internet sources.

@ Answer Location: Coping; Learning Objective: 1

- a. True
- *b. False

33. Automatic processing guides a small portion of our media exposures.

@ Answer Location: Automatic Routines; Learning Objective: 2

a. True

*b. False

34. There are no advantages to automatic processing.

@ Answer Location: Advantages and Disadvantages; Learning Objective: 2

a. True

*b. False

35. All sorts of authorities such as parents, teachers, religious leaders, political leaders, and the media tell us how to think about various issues.

@ Answer Location: Programming Automatic Routines; Learning Objective: 3

*a. True

b. False

36. The mass media and advertisers program viewers' automatic codes with viewers' goals and well-being in mind.

@ Answer Location: Programming Automatic Routines; Learning Objective: 3

a. True

*b. False

37. The media have programmed our media exposure habits by presenting many messages on many topics.

@ Answer Location: Media Exposure Habits; Learning Objective: 4

*a. True

b. False

38. Advertisers have programmed many of us into a shopping habit.

@ Answer Location: Media Exposure Habits; Learning Objective: 4

*a. True

b. False

39. With so many messages and so many exposures, the value of any one message is reduced.

@ Answer Location: Increasing Media Literacy; Learning Objective: 5

*a. True

b. False

40. Information alone will not make you more media literate.

@ Answer Location: Increasing Media Literacy; Learning Objective: 5

*a. True

b. False

41. Provide three examples of how our culture is a message-saturated one.

*a. Answer Varies

@ Answer Location: Our Message-Saturated Culture; Learning Objective: 1

42. Discuss the advantages and disadvantages of automaticity.

*a. Answer Varies

@ Answer Location: Advantages and Disadvantages; Learning Objective: 2

43. Discuss the process of socialization and the authorities that influence us.

*a. Answer Varies

@ Answer Location: Programming Automatic Routines; Learning Objective: 3

44. Explain how the mass media and advertisers program our automatic code.

*a. Answer Varies

@ Answer Location: Media Exposure Habits, Product Buying Habits; Learning Objective: 4

45. Discuss some strategies of increasing media literacy.

*a. Answer Varies

@ Answer Location: Increasing Media Literacy; Learning Objective: 5