

## **Social Media Freaks**

### Chapter 2

1. Which process refers to the tendency for corporations to expand their share of the market within the field?

- a. Horizontal integration
- b. Vertical integration
- c. Diagonal integration
- d. Homophily

Answer: \_\_\_\_\_

2. Which process refers to the tendency for corporations to expand their share of the production and distribution process?

- a. Horizontal integration
- b. Vertical integration
- c. Diagonal integration
- d. Homophily

Answer: \_\_\_\_\_

3. Which process refers to the tendency for corporations to expand their holdings into new sectors?

- a. Horizontal integration
- b. Vertical integration
- c. Diagonal integration
- d. Homophily

Answer: \_\_\_\_\_

4. Which process refers to the tendency to associate with others who are like ourselves?

- a. Horizontal integration
- b. Vertical integration
- c. Diagonal integration
- d. Homophily

Answer: \_\_\_\_\_

5. What are corporate interlocks?

- a. Regulations that govern the number of holdings a corporation may have within a sector

- b. Points of connection between corporations that undermine competition
- c. Technological limitations on how corporations collect information
- d. Shared culture and assumptions across corporate entities

Answer: \_\_\_\_\_

6. Which of the following social networking sites was founded earliest?

- a. Google +
- b. Myspace
- c. Friendster
- d. Facebook

Answer: \_\_\_\_\_

7. Which of the following is not a founder of Twitter?

- a. Mark Zuckerberg
- b. Jack Dorsey
- c. Evan Williams
- d. Noah Glass

Answer: \_\_\_\_\_

8. Which platform is the most used blogging site, according to Social Media Freaks?

- a. Blogger
- b. WordPress
- c. Picasa
- d. Tumblr

Answer: \_\_\_\_\_

9. "Web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system." This is the definition of which of the following, according to scholars Boyd and Ellison?

- a. Blogging
- b. Microblogging
- c. Social Networking Sites
- d. Location based social media

Answer: \_\_\_\_\_

10. What is the term for a protocol on websites that determines whether and how an automated system can search and index the site?

- a. Robots Exclusion Standard
- b. Corporate interlocks
- c. Homophily
- d. Internet Archive

Answer: \_\_\_\_\_

11. Using specific data points from at least three different companies, provide an overview of the diversity of the leadership in the social media industries. Compare this overview to the diversity of the American population.

Answer:

12. Explain the concept of homophily and discuss the ways that it constrains diversity attempts in social media industries. Propose a suggestion for how to address it.

Answer:

13. Explain the three dimensions of media integration: vertical, horizontal, and diagonal, using a specific example for each.

Answer: