

***Technology in Action, Helpdesk, 16e***

**Chapter 1 Helpdesk: Technology Impacts**

1) Web 2.0 is \_\_\_\_\_.

- A) a web design software package
- B) a book on using the internet
- C) a term describing a web with a high percentage of user-created content.
- D) a setting to enable access to web content

Answer: C

Diff: 2

2) \_\_\_\_\_ is the concept describing the difference between people who have easy access to technology and those who do not.

- A) Web 2.0
- B) Digital divide
- C) Digital inequality
- D) Computer literacy

Answer: B

Diff: 2

3) Generating capital to start a business with small donations from many people is known as \_\_\_\_\_.

- A) collaborative consumption
- B) crowdfunding
- C) crowdsourcing
- D) venture capital

Answer: B

Diff: 2

4) Sue bought an expensive audio recorder to complete a project. She only uses it a few times a year, so she lists her tool online for others to use for a small fee. Sue is participating in \_\_\_\_\_.

- A) collaborative consumption
- B) crowdsourcing
- C) private ownership
- D) megabyte

Answer: A

Diff: 3

5) Crowdsourcing is \_\_\_\_\_.

- A) raising startup capital from a crowd
- B) gathering opinions about products from customers
- C) sourcing resources within a group of people
- D) joining together to improve efficient use of goods and services

Answer: B

Diff: 2

6) The combination of leisure time and creativity that has fueled the growth of Web 2.0 is known as \_\_\_\_\_.

- A) digital divide
- B) cognitive surplus
- C) collaborative consumption
- D) creative commons

Answer: B

Diff: 2

7) Personal cognitive surplus and access to Web 2.0 has spurred the rise of a new collaborative \_\_\_\_\_ model.

- A) economic
- B) technological
- C) invention
- D) social

Answer: A

Diff: 2

8) Zipcar and CitiBike are examples of \_\_\_\_\_.

- A) crowdsourcing
- B) a sharing service
- C) private ownership
- D) an online dating service

Answer: B

Diff: 2

9) Which of the following statements is TRUE?

- A) The digital divide is only a problem in the most developed nations.
- B) The digital divide is a problem in developing countries but not in developed countries.
- C) The digital divide affects generations more than geographical location.
- D) The digital divide is a problem around the world.

Answer: D

Diff: 3

10) Which of the following statements is FALSE about a sharing economy?

- A) People offer goods and services on the internet.
- B) You need venture capital to access the sharing economy.
- C) Preowned items, rides, places to stay, custom products are all commonly found.
- D) Businesses designed to harness the sharing economy have a broad impact.

Answer: B

Diff: 3

11) If each person purchases an item, and then they only use it a small percentage of the time, this is an example of a(n) \_\_\_\_\_ model.

- A) subscription
- B) access
- C) private ownership
- D) crowdsourcing

Answer: B

Diff: 2

12) Which statement is TRUE about Web 2.0?

- A) Web 2.0 requires Windows 10 operating system.
- B) Web 2.0 is an application suite.
- C) Web 2.0 is a more dynamic web that features a lot of user developed content.
- D) Web 2.0 gives access to cognitive surplus.

Answer: C

Diff: 2

13) Going to the store and purchasing an item that you alone use is an example of a(n) \_\_\_\_\_ model.

Answer: ownership

Diff: 2

14) Paying a monthly fee for a software program instead of a one-time purchase price is an example of a(n) \_\_\_\_\_ service.

Answer: subscription

Diff: 2

15) The problems caused by some people having easy access to technology while others do not is the \_\_\_\_\_.

Answer: digital divide

Diff: 2

16) Match each of the following terms to its definition:

- I. crowdfunding
- II. crowdsourcing
- III. cognitive surplus
- IV. collaborative consumption
- V. private ownership

- A. seeking feedback from customers or potential customers
- B. sharing a good or service efficiently rather than outright owning it
- C. combination of leisure time and access to tools to be creative
- D. seeking many donations to raise capital
- E. owning an item

Answer: D, A, C, B, E

Diff: 3