

MULTIPLE CHOICE

1. Wikis are collections of searchable, linked Web pages that users can create or ____ collaboratively.
- a. test
 - b. edit
 - c. run
 - d. program

ANS: B PTS: 1 REF: 21

2. A Web site is a collection of related Web pages that are usually hosted on the same ____.
- a. server
 - b. client
 - c. database
 - d. program

ANS: A PTS: 1 REF: 22



3. The chart in the accompanying figure displays the number of searches for the terms blog and ____ between 2004 and 2009.
- a. trends
 - b. search
 - c. Web site
 - d. wiki

ANS: D PTS: 1 REF: 23

4. As seen in the accompanying figure, blogs were more popular than ____ prior to 2007.
- a. Web sites
 - b. regions
 - c. news references
 - d. wikis

ANS: D PTS: 1 REF: 23

5. When Web pages are created manually, ____ are applied to each piece of content that appears on a page.
- a. XML tags
 - b. AJAX tags
 - c. DHTML tags
 - d. HTML tags

ANS: D PTS: 1 REF: 24

6. Blogging and wiki applications, along with many Web applications, are designed by using what is known as a three-tiered architecture, in which each ____, is responsible for one of these specific processing tasks.
- a. structure
 - b. Cascade Style Sheet
 - c. functional component
 - d. construct

ANS: C PTS: 1 REF: 25

7. The middle tier is responsible for processing user input from the ____.
- a. presentation tier
 - b. business logic tier
 - c. database tier
 - d. bottom tier

ANS: A PTS: 1 REF: 26

8. Most blogs contain a(n) ____ section that provides access to previous blog posts listed by the month and year when they were created.
- a. backup
 - b. mirror
 - c. archive
 - d. cold

ANS: C PTS: 1 REF: 27

9. Most blogging applications will use the title of a blog post as a hyperlink to the post's ____ page.
- a. share link
 - b. hyperlink
 - c. archive link
 - d. permalink

ANS: D PTS: 1 REF: 28

10. The New York Times book blog, ____, often features video interviews with authors whose books are being reviewed.
- a. Rocketboom
 - b. Daily Nightly
 - c. Paper Cuts
 - d. iReport

ANS: C PTS: 1 REF: 32

11. The ____ is a term used to refer to the ever-changing nature of all types of information on the World Wide Web, such as news headlines, frequently updated blogs, updates on social networks, and popular terms on search engines.
- a. World Live Web
 - b. Internet 2.0
 - c. Web 2.0
 - d. Wide Wide Web

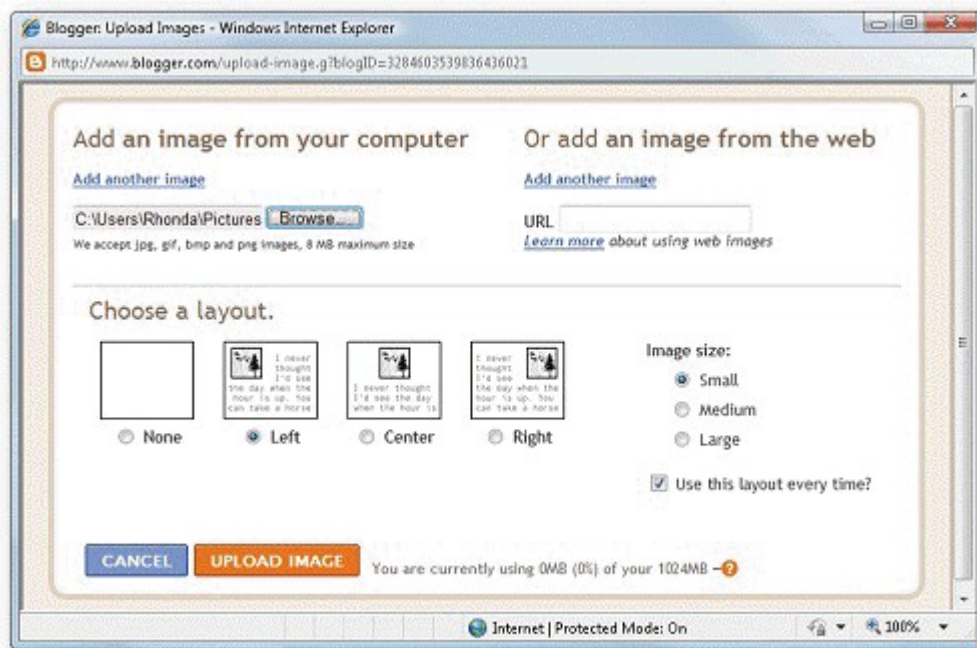
ANS: A PTS: 1 REF: 33

12. The World Live Web is a term that reflects the continuously changing content across the ____.
- a. Internet
 - b. Web 2.0
 - c. World Wide Web
 - d. blogs

ANS: C PTS: 1 REF: 34

13. Technorati assigns each blog an authority value to describe how influential it is in the ____.
- a. Internet
 - b. Web
 - c. World
 - d. blogosphere

ANS: D PTS: 1 REF: 37



19. When posting an image to a blog, as shown in the accompanying figure, the blogging application will usually ____.
- a. locate the image in the sidebar
 - b. resize the image so that it fits within the blog's content area
 - c. have the image appear at the top of the blog near the logo
 - d. host the image on a different server, an image server

ANS: B PTS: 1 REF: 51

20. According to the accompanying figure, you can add an image from a(n) ____.
- | | |
|-------------------|----------------------|
| a. Web address | c. e-mail attachment |
| b. image database | d. CD repository |

ANS: A PTS: 1 REF: 51

21. File formats commonly used for displaying images on the Web include JPG, GIF, and ____.
- | | |
|--------|---------|
| a. BMP | c. TIFF |
| b. PNG | d. DIB |

ANS: B PTS: 1 REF: 52

28. Many bloggers promote each other's blogs by posting ____ on their blogs.

- a. back links
- b. inbound links
- c. outbound links
- d. reciprocal links

ANS: D PTS: 1 REF: 59

29. Many blogging applications, including Blogger, can be configured to automate the process by notifying a ____ of updates as they happen.

- a. DNS server
- b. busy server
- c. ping server
- d. host server

ANS: C PTS: 1 REF: 60

30. To use Ping-O-Matic, you enter the title and ____ of your blog and select the services that you wish to ping.

- a. PING
- b. URL
- c. DNS
- d. HTTP

ANS: B PTS: 1 REF: 61

31. Advertisers may purchase ads for as short as a(n) ____, when launching a product or Web site, or for longer periods of time to build brand recognition and awareness on the Web.

- a. minute
- b. hour
- c. day
- d. week

ANS: C PTS: 1 REF: 62

32. ____'s AdSense is one of several services that bloggers can use to place context-sensitive ads on their blogs.

- a. Google
- b. Microsoft
- c. Yahoo
- d. YouTube

ANS: A PTS: 1 REF: 63

33. A collection of Web pages where users can add, discuss, or edit existing content that they, or others, have created is called a ____.

- a. ping
- b. blog
- c. wiki
- d. host

ANS: C PTS: 1 REF: 64

34. Perhaps the most famous wiki application on the World Wide Web is ____.

- a. Wikipedia
- b. ShopWiki
- c. Google
- d. TechCrunch

ANS: A PTS: 1 REF: 65

35. ____ provides a portal with links to wikis about popular entertainment topics, including comic book characters, video games, sports, television programs, toys, and movies.

- a. LyricWiki
- b. Wikia
- c. ShopWiki
- d. WikiTravel

ANS: B PTS: 1 REF: 66

36. Creating or contributing to a wiki requires the use of a(n) ____.

- a. client-based wiki application
- b. e-mail-based wiki application
- c. browser-based wiki application
- d. ftp-based wiki application

ANS: C PTS: 1 REF: 67

37. Three of the more popular wiki applications are MediaWiki, PBworks, and ____.

- a. Google Chrome
- b. Google Docs
- c. Google Reader
- d. Google Sites

ANS: D PTS: 1 REF: 68

38. ____ provides a user-friendly and intuitive hosted wiki platform used by business, nonprofit, and educational customers.

- a. PBworks
- b. WikiSpaces
- c. TiddlyWiki
- d. Google Sites

ANS: B PTS: 1 REF: 69

39. Wikis typically have two different modes, the View mode, and the ____.

- a. Publish mode
- b. Edit mode
- c. Run mode
- d. Program mode

ANS: B PTS: 1 REF: 70

40. PBworks allows users to create or edit an article by using a(n) ____.

- a. blog editor
- b. HTML editor
- c. WYSIWYG text editor
- d. XML editor

ANS: C PTS: 1 REF: 71

MULTIPLE RESPONSE

Modified Multiple Choice

1. The presentation tier may handle content that includes HTML-formatted ____.

- a. text
- b. images
- c. programs
- d. hyperlinks

ANS: A, B, D PTS: 1 REF: 25

2. Sidebars can contain functionality offered by the blogging application, such as ____.

- a. searching the blog
- b. leaderboard ads
- c. banner ads
- d. accessing its archives

ANS: A, D PTS: 1 REF: 29

3. Search results from ____ may include posts from blogs along with content from other types of Web sites.

- a. standard search engines
- b. Wikipedia
- c. Google
- d. Bing

ANS: A, C, D PTS: 1 REF: 35

4. ____ limits its searching to blogs.

- a. Delicious
- b. Technorati
- c. Google Blog Search
- d. Yahoo

ANS: B, C

PTS: 1

REF: 35

5. Constantly updated sites of the World Live Web, such as ____, provide their own search engine to enable users to find content on its site that might be too new to be indexed by traditional search engines.
- a. Outlook
 - b. Delicious
 - c. Digg
 - d. YouTube

ANS: B, C, D

PTS: 1

REF: 35

TRUE/FALSE

1. Blogs and wikis are two Web 2.0 tools that allow users to publish content online.

ANS: T

PTS: 1

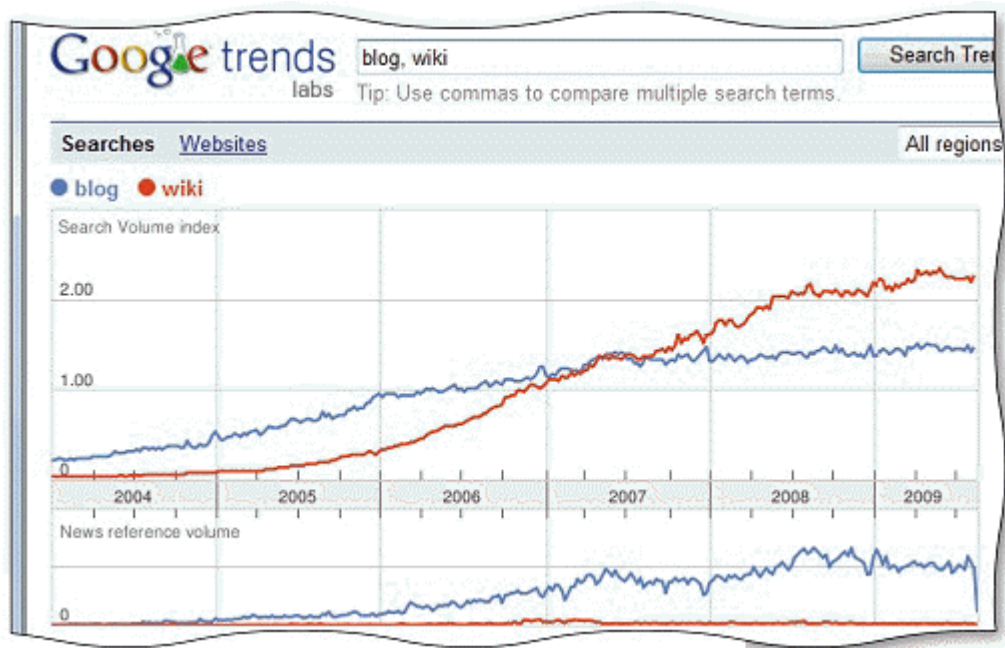
REF: 21

2. A blog is a collective online effort in which contributors share knowledge, collaborate on projects, or document organizational procedures.

ANS: F

PTS: 1

REF: 22-23



3. In the accompanying figure, you can see the number of times the term wiki appeared in Google News results.

ANS: T

PTS: 1

REF: 23

4. Using online blog, wiki, or Web-site creation tools, a Web designer will specify the HTML structure and CSS styles to be applied to a particular page.

ANS: T

PTS: 1

REF: 25

5. The database tier deals with the presentation of information in the browser and the experience of users working with that information.

ANS: F PTS: 1 REF: 25

6. Professional bloggers seldom rely on advertising to make money from their blogs.

ANS: F PTS: 1 REF: 26

7. People who post to their blogs are often referred to as bloggers.

ANS: T PTS: 1 REF: 27

8. The title of a blog post becomes part of the unique URL of its permalink page.

ANS: T PTS: 1 REF: 28

9. Corporate Web sites are often the company's more formal channel of communication.

ANS: T PTS: 1 REF: 30

10. iReport is a Web site that CNN hosts for capturing user-generated news content.

ANS: T PTS: 1 REF: 31

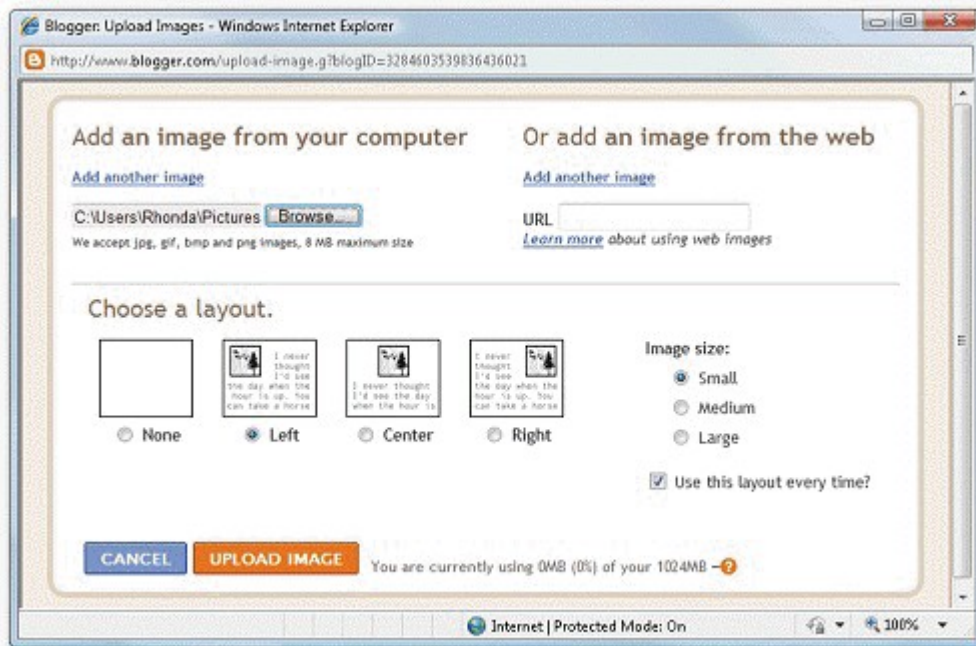
11. Paper Cuts is a blog that shares insights into the NBC Nightly News.

ANS: F PTS: 1 REF: 33



12. In the accompanying figure, Edit Posts, Settings, Layout, and Monetize are options for managing your blog.

ANS: T PTS: 1 REF: 41

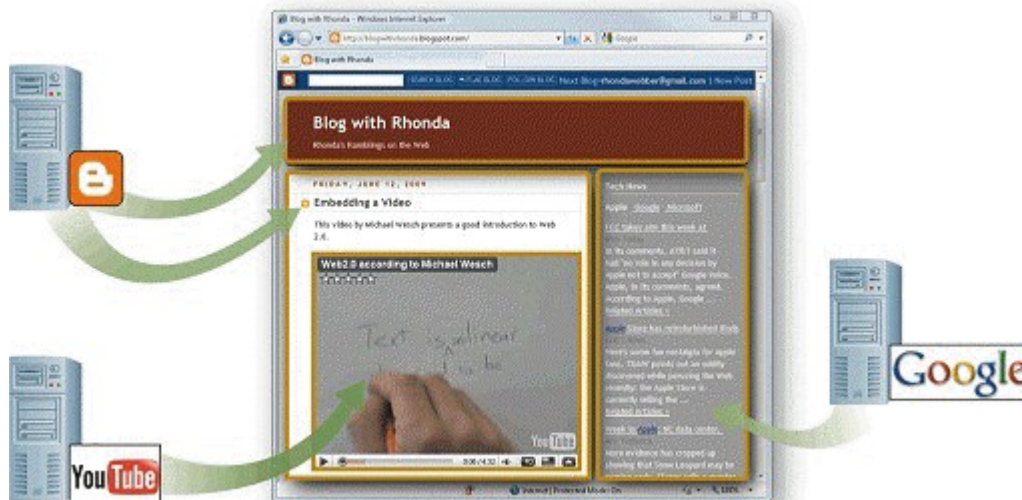


13. In the accompanying figure, the Browse button allows you to select an image located on your computer.

ANS: T PTS: 1 REF: 51

14. JPG is an older, proprietary format developed by CompuServe.

ANS: T PTS: 1 REF: 52



15. As per the accompanying figure, Blogger's servers host the news content displayed in the sidebar gadget embedded in this blog post.

ANS: F PTS: 1 REF: 53

16. Video blogs may include previously recorded video, but not live video.

ANS: F PTS: 1 REF: 58

17. The simplest way to promote a blog is to tell people about it.

ANS: T PTS: 1 REF: 59

18. Notifying a Web server of an update to a blog improves how quickly search engines will find and index the new content.

ANS: F PTS: 1 REF: 60

19. Advertising is the main source of revenue for only a few blogs.

ANS: F PTS: 1 REF: 62

20. For cost-per-click ads, advertisers pay when an ad appears 1000 times.

ANS: F PTS: 1 REF: 63

21. In a blog, posts appear in reverse chronological order.

ANS: T PTS: 1 REF: 64

22. Wikis promote collaboration, as many contributors can edit the same page at different times.

ANS: T PTS: 1 REF: 65

23. The Web server hosting the wiki application accesses a data warehouse to retrieve and update the wiki's content.

ANS: F PTS: 1 REF: 67

24. Professional users often want to associate their own domain names with their blog or wiki Web sites.

ANS: T PTS: 1 REF: 68

25. MediaWiki is a hosted wiki solution that is popular among educators and casual wiki users.

ANS: F PTS: 1 REF: 69

MODIFIED TRUE/FALSE

1. Some blogs and wikis involve their readers in the process of creating online content and, as a result, build online communities. _____

ANS: F, Both

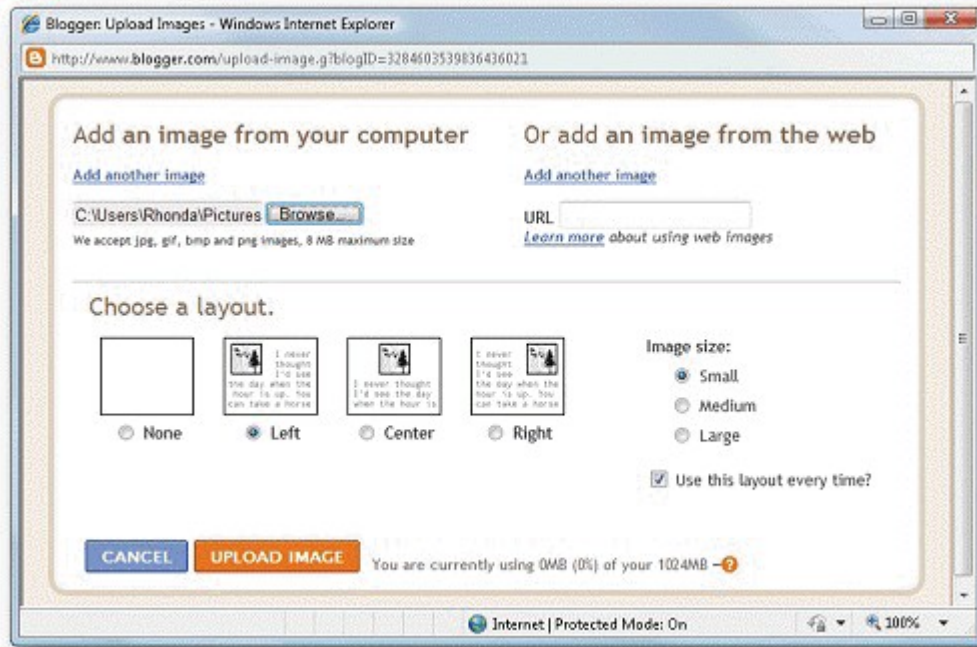
PTS: 1 REF: 21

2. By searching Technorati, you can find out what bloggers are saying about a particular topic, company, product, or issue. _____

ANS: T

PTS: 1

REF: 36



3. In the accompanying figure, the Choose a Layout section specifies the size of the image within the blog post. _____

ANS: F, position

PTS: 1

REF: 51

4. PNG is an uncompressed file format that results in large file sizes. _____

ANS: F, BMP

PTS: 1

REF: 52

5. When streaming content is transmitted to the client computer, some or all of the video is buffered until it is played. _____

ANS: T

PTS: 1

REF: 56

COMPLETION

1. Selecting the View Source or View Source Code option within your browser displays a Web page's underlying _____ code.

ANS: HTML

PTS: 1

REF: 24

2. Some types of sidebar content can include hyperlinks to the blogger's favorite blogs or Web sites, also known as a(n) _____, or contact information for the blog owner.

ANS: blog roll

PTS: 1

REF: 29

3. Many companies use both Web sites and _____ to communicate with their customers.

ANS:
corporate blogs
blogs

PTS: 1

REF: 30

4. Some bloggers have become _____, using their blogs as a space to share their thoughts about news and events as they happen.

ANS: citizen journalists

PTS: 1

REF: 31

5. The Huffington Post and Rocketboom are popular online _____ sites.

ANS:
news
news blogs

PTS: 1

REF: 32

6. Searching the Web for recently posted information becomes incredibly important on the World _____ Web.

ANS: Live

PTS: 1

REF: 34

7. With Technorati, you can narrow down your search results based on language, an article's popularity, and whether the search terms appear within the article or are identified as _____.

ANS: keywords

PTS: 1

REF: 36

8. A blog's _____ is based on how current a blog is and the number of recent hyperlinks to it.

ANS: authority value

PTS: 1

REF: 37

9. Two of the most popular blogging _____ are Blogger and WordPress.

ANS: applications

PTS: 1

REF: 38



10. In the accompanying figure, the _____ section specifies how big to resize the original image.

ANS: Image Size

PTS: 1 REF: 51

11. An uncompressed image format, such as BMP, stores each _____ individually, results in large files and generally should not be used for displaying images on the Web.

ANS: pixel

PTS: 1 REF: 52

12. Blogs whose posts primarily contain videos recorded by or featuring the owner of the blog are known as _____.

ANS: video blogs

PTS: 1 REF: 57

13. The process of making a blog or Web site easily discoverable by search engines is called search engine _____.

ANS: optimization

PTS: 1 REF: 61

14. Wikis have emerged as useful tools for _____ because they offer searchable, centralized storage for content that is created by multiple authors or needed by multiple users.

ANS: collaboration

PTS: 1 REF: 66

15. Google Sites allows contributors to take on similar roles: owners can administer a site; _____ can add or modify content; viewers can read but not change content.

ANS: collaborators

PTS: 1 REF: 70

16. Each time that a contributor makes a change to a wiki, the wiki application saves a new _____ of the page.

ANS: version

PTS: 1 REF: 71

17. When two contributors try to edit the same wiki page at the same time, a(n) _____ is created.

ANS: edit conflict

PTS: 1 REF: 72

18. Anyone who _____ as a Wikipedia contributor can create or edit an article on Wikipedia.

ANS: registers

PTS: 1 REF: 73

19. In Google Wave, a wave is composed of smaller messages called _____.

ANS: blips

PTS: 1 REF: 74

20. Google Wave combines elements of blogs, instant messaging, wikis, and multimedia for creating collaborative _____.

ANS: documents

PTS: 1 REF: 75

MATCHING

Match each of the end-of-chapter materials with its feature.

- | | |
|------------------|-------------------------|
| a. Database tier | f. Open source software |
| b. Settings tab | g. Permalink |
| c. AdSense | h. Technorati |
| d. PNG | i. BlogCatalog |
| e. Blog | j. Wikis |

1. Named after the Hawaiian word for quick.
2. Users create the content.
3. Responsible for retrieving the requested information from the database.
4. Can be used to link to a specific article on a blog.
5. Dedicated blog search engine.
6. Blog directory Web site.
7. Google's advertising service.
8. Available to the public for free.
9. Contains options for specifying basic information about a blog.
10. Format useful for line art, basic screen shots, and drawings.

1. ANS: J	PTS: 1	REF: 21
2. ANS: E	PTS: 1	REF: 21-22
3. ANS: A	PTS: 1	REF: 26
4. ANS: G	PTS: 1	REF: 28
5. ANS: H	PTS: 1	REF: 36
6. ANS: I	PTS: 1	REF: 38
7. ANS: C	PTS: 1	REF: 39
8. ANS: F	PTS: 1	REF: 40
9. ANS: B	PTS: 1	REF: 43
10. ANS: D	PTS: 1	REF: 52

ESSAY

1. Blogging and wiki applications, along with many Web applications, are designed by using what is known as a three-tiered architecture, in which each tier, or functional component, is responsible for one of these specific processing tasks. Discuss the three tiers.

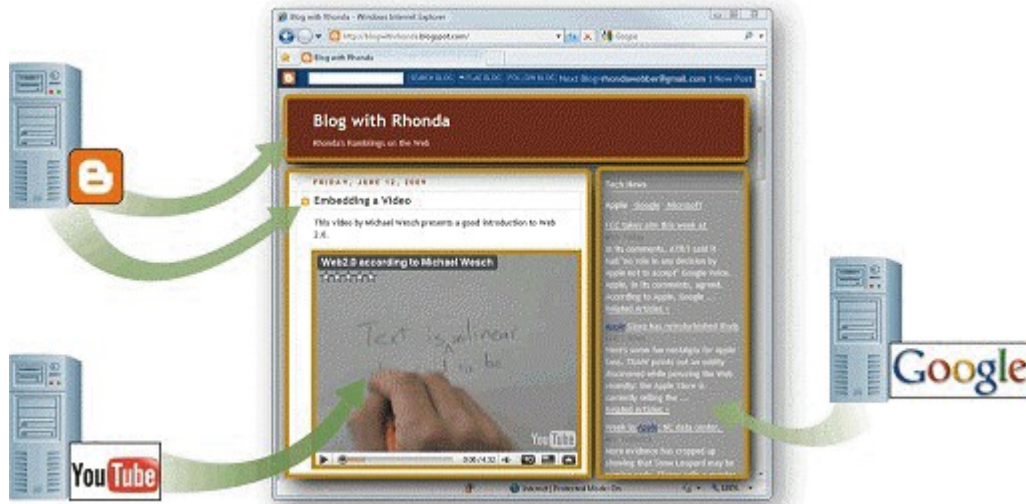
ANS:

The **presentation tier** deals with the presentation of information in the browser and the experience of users working with that information. It handles all aspects of displaying the user interface and processing any keystrokes or mouse clicks. The presentation tier may handle content that includes HTML-formatted text, images, and hyperlinks; forms in which the user enters information that is then sent to the server for processing; or applications that make use of presentation technologies such as JavaScript, AJAX, or Flash to provide a rich user experience within the browser. This exchange of information between client and server enables the user to interact with Web applications by using a Web browser.

The **middle tier**, also known as the **business logic tier**, is responsible for processing user input from the presentation tier, interacting with information from the database tier, and delivering the formatted information to the user's browser. The middle tier stores applications that handle any decision making and analysis of information that is retrieved from or stored in a database. The software that provides a blog or wiki's behavior resides on this tier.

The **database tier** is responsible for retrieving the requested information from the database. The database tier makes these results available to the application running in the middle tier for processing.

PTS: 1 REF: 25-26 TOP: Critical Thinking



2. Indicate the content that will be stored on the servers in the accompanying figure.

ANS:

Blogger's servers host blog settings and posts.

YouTube's servers host the video that is embedded in this blog post.

Google News servers host the news content displayed in the sidebar gadget embedded in this blog post.

PTS: 1

REF: 53

TOP: Critical Thinking

3. Discuss streaming video.

ANS:

Streaming video describes a process in which a video player in the browser plays a portion of a video while the rest of the video is still downloading. When streaming content is transmitted to the client computer, some or all of the video is temporarily saved or buffered until it is played. Each video-sharing Web site offers its own video player for downloading and playing video content within a Web browser. Some video players, such as the one provided by the Hulu video-sharing service delete the buffered video from the client computer after it has played so that replaying the video requires the client computer to download the video again. In contrast, YouTube's video player takes a different approach to streaming video. It retains the buffered video so that users may freely skip to a previously watched segment of a video without waiting for it to reload.

Most Web-based video players require the use of Adobe Flash or Microsoft Silverlight as their underlying browser presentation technology. Although there are technical differences in these products, both provide the capability to view streaming video within a browser. Flash is a more established product and is in use by many Web sites that use video and animation to provide a rich user experience. Silverlight is a newer product that is increasing in market share.

PTS: 1

REF: 56

TOP: Critical Thinking

CASE

Critical Thinking Questions

Case 1

You want to start a corporate blog to communicate with your company's customers.

1. What can a corporate blog provide?
 - a. Customer case studies
 - b. Forum for customers to comment
 - c. Information about the company
 - d. Information about corporate locations

ANS:

B

PTS: 1

REF: 30

TOP: Critical Thinking

2. What type of communication can a corporate blog facilitate?
 - a. Formal communications
 - b. E-mail communications
 - c. IM communications
 - d. Informal communications

ANS:

D

PTS: 1

REF: 30

TOP: Critical Thinking

Critical Thinking Questions

Case 2

You need to decide on what method to use to create blog content.

3. What are the two most popular blogging applications?
 - a. Technorati and Blogger
 - b. WordPress and BlogCatalog
 - c. Blogger and WordPress
 - d. Technorati and Google Blog

ANS:

C

PTS: 1

REF: 38

TOP: Critical Thinking

4. What popular blogging application is integrated with Google applications?
 - a. Blogger
 - b. WordPress
 - c. Yahoo! 360
 - d. Windows Live Spaces

ANS:

A

PTS: 1

REF: 38

TOP: Critical Thinking