



# CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

2016/2017 END OF SECOND SEMESTER EXAMINATION

DEPARTMENT OF COMMUNICATIONS STUDIES  
(MIOTSO CAMPUS)

COMS 102 -- INTRODUCTION TO ONLINE MEDIA

TIME ALLOWED: 3 HOURS

LEVEL 100

STUDENT ID No.....

## INSTRUCTIONS:

**SECTION A: ANSWER ALL QUESTIONS ON THE QUESTION PAPER. SELECT /  
CIRCLE THE OPTION WHICH BEST ANSWERS EACH QUESTION**

**SECTION B: ANSWER QUESTION ONE AND ANY OTHER QUESTION IN THE  
ANSWER BOOKLET**

DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY  
THE INVIGILATOR

LECTURER: EFFIE ANSAH

**SECTION A - Select/circle the option which best answers each question [40 Marks]**

1. The illegal assumption of someone's identity for the purpose of economic gain is termed as \_\_\_\_\_.
  - A. identity broker
  - B. identity fraud
  - C. identity scam
  - D. identity theft
  
2. Malicious computer programs that remotely control infected computers are known as \_\_\_\_\_.
  - A. trojan horses
  - B. viruses
  - C. worms
  - D. zombies
  
3. The standard language used by the world wide web is called \_\_\_\_\_.
  - A. HIGH-Definition Text Markup Language (HDTML)
  - B. Hyper-Technology Text Markup Language (HTTML)
  - C. HyperTextMarkup Language (HTML)
  - D. HyperText Transfer Protocol (HTTP)
  
4. \_\_\_\_\_ invented the world wide web.
  - A. Robert Cailliau
  - B. Robert Kahn
  - C. Tim Berners-Lee
  - D. Vinton Cerf
  
5. A blog \_\_\_\_\_ determines what your blog looks like.
  - A. archive
  - B. menu
  - C. setting
  - D. template
  
6. To save social media sites of interest to revisit later is known as \_\_\_\_\_.
  - A. hashtagging
  - B. social bookmarking
  - C. social media
  - D. social networking
  
7. Acquisti (2006) defines \_\_\_\_\_ as a superset beyond social communication.

- A. blogging
  - B. hashtagging
  - C. social media
  - D. social networking
8. A/an \_\_\_\_\_ offers users categories to choose from.
- A. boolean operator
  - B. metasearch engine
  - C. search engine
  - D. web directory
9. A \_\_\_\_\_ combines results from multiple search engines.
- A. boolean operator
  - B. metasearch engine
  - C. search engine
  - D. web directory
10. In order to obtain very precise or more specific search results is to use \_\_\_\_\_.
- A. boolean operators
  - B. keywords
  - C. metasearches
  - D. search terms
11. The following are true of Wikipedia articles except \_\_\_\_\_.
- A. anyone with web access can publish
  - B. bias exists but peer/expert reviewed
  - C. getting an overview
  - D. pointing to other sources
12. The term \_\_\_\_\_ is used for popular viral topics.
- A. hashtagging
  - B. likes
  - C. trending
  - D. tweeting
13. A/an \_\_\_\_\_ also means weblog.
- A. webpage
  - B. blog
  - C. journal
  - D. facetime
14. On Twitter, the pound sign (or hash) turns any word or group of words that directly follow it into a searchable link. This allows you to organize content and track discussion topics based on those keywords. So, if you wanted to post about any

developments in Central University, you would include #CentralUniversity in your tweet to join the conversation. You then click on a hashtag to see all the posts that mentions the subject in real time. This process is known as \_\_\_\_\_.

- A. hashtagging
- B. likes
- C. re-tweeting
- D. trending

15. Which of these is not a social media platform?

- A. blab
- B. meerkat,
- C. path
- D. pulse

16. In \_\_\_\_\_ the Oxford dictionary announced "*selfie*" to be their word of the year.

- A. 2012
- B. 2013
- C. 2014
- D. 2015

17. The practice of combining narrative with digital content, including images, sound, and video, to create a short movie, typically with a strong emotional component is termed as \_\_\_\_\_.

- A. content sharing
- B. digital storytelling
- C. video sharing
- D. vimeo

18. Blog entries usually include the date and specific time that they were posted. This is known as \_\_\_\_\_.

- A. real time
- B. timeline
- C. timestamp
- D. virtual time

19. A/an \_\_\_\_\_ is an address to a resource on the internet.

- A. dot com
- B. html
- C. http
- D. url

20. Characteristics of traditional print media include all except \_\_\_\_\_.

- A. bias exists but reviewed by peer/expert

- B. clearly indicates author/affiliations
  - C. clearly marks outside sources/quotations
  - D. simple publication process
21. \_\_\_\_\_ entries are posted from the most recent at the top of a page to the least recent at the bottom.
- A. Journal
  - B. Search
  - C. Blog
  - D. Email
22. The world wide web was invented in \_\_\_\_\_.
- A. 1980
  - B. 1989
  - C. 1990
  - D. 1991
23. When people use and create the content on social media, it is called \_\_\_\_\_.
- A. content creation
  - B. interactivity
  - C. scalability
  - D. user-generated
24. When we say television and newspaper is no longer "KING" when it comes to filtering and sharing news that means people are more likely to get their news by reading trending topics. This is a way to \_\_\_\_\_ information.
- A. diffuse
  - B. hashtag
  - C. popularize
  - D. trend
25. The largest social network is \_\_\_\_\_.
- A. facebook
  - B. snapchat
  - C. twitter
  - D. whatsapp
26. \_\_\_\_\_ are tailored for you based on your location and who you follow and they offer a unique way to get closer to what you care about on social media.
- A. Favourites
  - B. Hashtags
  - C. Likes
  - D. Trends
27. \_\_\_\_\_ enables media sharing.

- A. Wordpress
  - B. Blogspot
  - C. Pulse
  - D. Tumblr
28. Characteristics of new media (web) include all except \_\_\_\_\_.
- A. author/affiliations and qualifications may be unclear
  - B. extensive publication process
  - C. may not clearly identify external information
  - D. potentially biased/misleading
29. In Internet Explorer, \_\_\_\_\_ are known as favourites.
- A. bookmarks
  - B. favourites
  - C. social bookmarks
  - D. search engines
30. In the context of the world wide web, a \_\_\_\_\_ is a Uniform Resource Identifier (URI) that is stored for later retrieval in various storage formats.
- A. bookmark
  - B. boolean operator
  - C. search engine
  - D. social bookmark
31. When you decide to keep a web page to look at later, you're doing something called \_\_\_\_\_.
- A. bookmarking
  - B. hashtagging
  - C. social bookmarking
  - D. trending
32. Pockets, Dilicious, and Digg are few of \_\_\_\_\_.
- A. search engines
  - B. social bookmarks
  - C. social media
  - D. social networks
33. Blog entries can list categories, assigned by the blogger which you will usually find in a \_\_\_\_\_ on the site.
- A. address bar
  - B. folder
  - C. menu bar
  - D. sidebar

34. Characteristics of the internet include all except \_\_\_\_\_.
- A. contain only some information
  - B. convenience
  - C. everywhere
  - D. large volumes of information
35. Characteristics of traditional print media include all except \_\_\_\_\_.
- A. bias exists but reviewed (peer/expert)
  - B. clearly marks outside sources/quotations
  - C. extensive publication process
  - D. large volumes of information
36. A/an \_\_\_\_\_ refers to content found using freely accessible search engine such as google.
- A. invisible web
  - B. search tool
  - C. visible web
  - D. web directory
37. Search engine results may be based on all except \_\_\_\_\_.
- A. length of time it takes to search site
  - B. number of linking sites
  - C. number of people who choose a link
  - D. site's amount of information
38. When conducting an internet search, consider all but \_\_\_\_\_.
- A. keywords that apply
  - B. multiple angles
  - C. observe other internet users
  - D. what kinds of information you need
39. When conducting an internet search, quotation marks helps define your search by \_\_\_\_\_.
- A. returning general search overview
  - B. returning multiple searches
  - C. returning pages with exact matches
  - D. returning three different search engines
40. Some clues to determine a site's purpose include \_\_\_\_\_.
- A. advocating no particular opinion
  - B. assumptions/generalizations
  - C. copyright laws

D. uncited links

**SECTION B: ANSWER QUESTION ONE (1) AND ANY OTHER QUESTION**

1. For your digital storytelling project, provide a summary on your digital story. Your reflective must indicate the theme for your story and why you chose to share it; the application used for the story, and highlight the challenges encountered as well as lessons learned from creating your digital story. [30 Marks]
2. Outline six (6) significant features of blogs. [30 Marks]
3. Identity any three (3) ways to determine the purpose of a website and three (3) ways to evaluate search results. [30 Marks]
4. Our personal information has been a marketable commodity but not without ethical concerns.
  - i. Identity three (3) issues relating to data mining.
  - ii. List three (3) main primary privacy issues about internet ethics.

[30 marks]

END OF PAPER