STUDY QUESTIONS: WEEK 10 -11 *(final study guide)*

The final will be Wednesday, Dec. 10 at 4:30-6:20. It will be in our regular classroom, ARC 147. Please arrive on time. The test will begin promptly. No one will be admitted after 5:00. You will have the entire time to complete the test. The final is not cumulative. It will emphasize materials since the midterm, although some material from before the midterm will also be covered. Material from before the midterm will be noted in this study guide. Only material in the study questions will be covered on the final.

You will need to purchase a Scantron form at the University Bookstore (50¢) and bring a No. 2 pencil. There will be a penalty if you do not have a Scantron form. **You must bring your student ID card**. (We will accept only UW Photo ID cards)

Like the midterm, the final will consist of approximately 52 multiple choice items. Two will be “free.” It will feature the same types and ranges of questions you found on the midterm.

**BE ABLE TO DEFINE AND RECOGNIZE EXAMPLES OF THESE TERMS**:

User Generated Content (UGC)

Transmedia

Market segmentation

Cookies

Zombie cookies

Web Beacons

Geotags & timestamps

“The Long Click”

Weblining

Filter bubble

**BE ABLE TO RESPOND TO THE FOLLOWING ITEMS:**

**Class 16: Media Power Structures and You**

1. What is the primary product of companies like Facebook and Google?

2. How is online and related advertising different today than it was throughout most of the last century?

3. Approximately how many internet ads are delivered each year?

4. Internet advertising today allows three things to occur in “real-time.” What are they?

5. Be able to describe ways in which online advertisers and others who track you are able to get very detailed information about you by combining information from more than one source.

6. We identified six risks or problems with online tracking and profiling. What were they?

7. In general, how effectively do online privacy policies protect your privacy?

**Class 17: Transmedia & Culture Jamming**

1. How can transmedia expand range of a story? (it’s “narrative universe”)?

2. Aside from the money gain from sales, how is merchandise important in transmedia stories?

3. Why are transmedia stories becoming more common?

4. In what ways does transmedia allow people to participate more deeply in stories? What are the effects of that?

5. What is culture jamming?

6. Why does culture need to be “jammed” anyway?

7. According to lecture, what are the three main elements of the “buzz engine” and what needs to be added to create large scale “instant activism”?

8. According to lecture, what are the two dominant forms of culture jamming? Be able to give an example of each.

**Classes 18: Spotlight Theory**

1. What is the “spotlight theory” of how media attention can curb “bad behavior” by governments and businesses?

2. What are the effects of combining mass media attention with the internet?

3. According to Prof. Parks, what are the factors that limit the effectiveness of the media spotlight?

4. According to Prof. Parks, what is the “flashbulb effect” and how does it limit the ability of the media to make companies, governments, and individuals more accountable?

5. What are two reasons that the “spotlight” is now more intense that in the past?

**Terms and Concepts from Before the Midterm to Review for this Exam:**

Source

Channel

Message

Receiver

Noise

Selective exposure

Selective attention

Feedback

System 1 vs. System 2

Principle of Reinforcement

Social comparison

Source credibility