STUDY QUESTIONS: WEEK 9

Note: see previous study guides for further information about the final exam on Wednesday December 10.

BE ABLE TO DEFINE AND RECOGNIZE EXAMPLES OF THESE TERMS:

Hypodermic or “magic bullet” model

Uses & Gratifications

User Generated Content (UGC)

Agenda setting

Framing

“Newspapers of Record” in U.S.

Game frames

Scripting & modeling

Filter bubble

Identity play

Transaction costs

Hyper-coordination

Flashmob

Crowdsourcing

Digital shadow

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

**Classes 14: Mass media & advertising**

1. How many murders will a child in the U.S. see on TV by age 12? How many commercials by age 65?

2. After viewing several commercials (Old Spice, Heinken), we described four ways that today’s advertising differs from traditional advertising. What were they?

3. What are the five major problems with the hypodermic model?

4. How can discussion with others change the effect of a media message?

5. Framing organizes the way people think about issue. One way this happens is by providing a definition of the problem. What are the other ways?

6. We discussed the effects of listening to a lot of sexually degrading music lyrics on early teens. What did this research conclude?

7. Be able to explain and recognize examples of how media influence us through “automatic associations.”

8. People make media choices based on the needs they wish to satisfy. What are five general needs that we might try to meet with our media choices?

9. When are we most likely to imitate models of behavior we see in the media?

**Class 15: Thinking about the New Digital Landscape**

1. “New media” have reduced privacy and increased surveillance on us as individuals. Be able to identify at least one positive and one negative effect of this.

2. The information we receive in increasingly customized and personalized for us in the “New media.” Be able to identify at least one positive and one negative effect of this.

3. “New media” have given us new tools to control the way we present ourselves. Be able to identify at least one positive and one negative effect of this.

4. “New media” have resulted in greater interactivity and accountability. Be able to identify at least one positive and one negative effect of this.

5. “New media” have made it easier for individuals to form groups. Be able to identify at least one positive and one negative effect of this.

6. “New media” tend to undermine existing power structures. Be able to identify at least one positive and one negative effect of this.

7. Prof. began his lecture on “new media” by noting three more obvious changes in communication that have occurred as a result of the shift to new media. What were they?

8. Prof. Parks closed his lecture about “new media” with two major ideas – what were they?