**Chapter 13 Multiple Choice Questions**

1. **The web has now become a primary source of knowledge, social media being the focal point as it accounts for \_\_\_\_\_\_\_\_\_\_\_\_\_\_ minutes spent online.**
2. one in every three
3. one in every six
4. one in every nine
5. one in every twelve
6. **Every minute, \_\_\_\_\_\_\_\_\_ of video is uploaded to YouTube.**
7. 20 hours
8. 40 hours
9. 60 hours
10. 80 hours
11. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is commonly defined as interactive tools that allow users to generate and publish dynamic contents while communicating and building communities around the world.**
12. Facebook
13. Flickr
14. Social media
15. YouTube
16. **Social media can be described as an online social experience driven by the sharing of digital artefacts such as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**
17. messages, texts and SMS
18. posts, images and videos
19. advertisements and company information
20. product images and user guides
21. **Most SNSs provide free services to users. Which of the following free services is not provided by SNSs?**
22. Create a public or semi-public profile within the system
23. Express and maintain a list of other users with whom they share a connection, commonly referred to as ‘friends’ or ‘followers’
24. Blog about any issue of interest, such as their moods, current affairs, business
25. Advertise products and services
26. **The use of social media is on the increase and the popularity is spreading \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, suggesting huge potential for the marketing of products and services.**
27. among people under the age of 50
28. among users between the ages of 18 and 29
29. across different consumer groups
30. across different cultural groups
31. **In 1995, the creation of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ introduced a new trend in the world of information and communications technology which changed the way people used the** **web.**
32. friendster.com
33. classmates.com
34. sixdegrees.com
35. myspace.com
36. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ became the most popular SNS in the US in 2006, with a hundred million accounts.**
37. classmates.com
38. friendster.com
39. sixdegrees.com
40. myspace.com
41. **\_\_\_\_\_\_\_\_\_\_\_ (the read-write web) was defined as a combination of economic, technological and social trends that forms the foundation for ‘future’ internet.**
42. Web 1.0
43. Web 2.0
44. Web 3.0
45. Web 4.0
46. **Two-thirds of world internet users claim to have active \_\_\_\_\_\_\_\_\_\_\_\_\_\_ accounts.**
47. Twitter
48. Pinterest
49. Facebook
50. LinkedIn
51. **LinkedIn is regarded as the world’s largest professional SNS with over \_\_\_\_\_\_\_\_\_\_ users.**
52. 10 million
53. 100 million
54. 200 million
55. 500 million
56. **Which of the following is not a benefit of LinkedIn?**
57. Information integrity
58. Quality connections
59. Reliable referrals
60. Operation costs
61. **Which of the following is not a motivation behind the use of social media?**
62. A source of pleasure and enjoyment
63. Variation in personality behaviours
64. A tool for connecting with future employers
65. Usefulness
66. **Most SM platforms provide functionalities to share \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**
67. product information
68. product experience
69. job placements
70. news, opinions and information
71. **Social media recruiting is fast becoming a de facto standard and an essential tool for \_\_\_\_\_\_\_\_\_\_\_ practices.**
72. human resources
73. marketing
74. business
75. commercial