

The JOMC 50 Spring 2004 Treasure Hunt

This Treasure Hunt Assignment is designed to test your proficiency in searching for information using electronic databases, e-journals, and various online search engines. This exercise covers that part of the course objectives related to finding and gathering information. It should also reinforce effective search skills that will be useful to you in the rest of your undergraduate career, your future jobs, or in graduate school.

INSTRUCTIONS: The Treasure Hunt is divided into 6 sections, with a total of 25 multiple-choice questions. Part I is a warm-up to the other 5 sections, in which questions are organized around specific topics. Parts II-IV require you to find and read specific information and then to answer related questions. Parts V and VI revolve around scenarios that a recent graduate of a journalism and mass communication program might find him—or herself in and ask you to find information that one might reasonably have to find in the same situation.

Please read each question and all answers carefully before searching for and choosing the correct answer. Mark your answers on an official UNC scantron sheet. This assignment is an individual assignment and may NOT be completed in pairs or teams. Sharing answers with another classmate will be considered a violation of the UNC Honor Code.

Your Treasure Hunt scantron answer sheet is due in labs the week of Feb 2, 2004.

Part I: Warm up

1. How convenient! The UNC librarians provide a way to ask questions by email and chat. Starting at the Web of Science database, find the reference for the article, “Instant messaging reference in an academic library: a case study.” Download and open the PDF version of the article. On page 42, how many information tables are displayed?

1. 0
2. 1
3. 2
4. 3
5. 4

2. Afghanistan has a new constitution, which can be found using Google’s PDF search feature. According to the unofficial English translation of that document, what are the first words of the presidential oath?

1. “In the name Allah, the Merciful, the Compassionate ...”
2. “Free at last. Thank God Almighty, we are free at last ...”
3. “I (insert name), do solemnly swear that I will faithfully ...”
4. “Yahweh, I know you are near ...”
5. “I swear to obey and safeguard of the sacred religion of Islam ...”

3. You recently heard about weblogs (or blogs), a type of Web page that is frequently updated and is often like an online diary. In fact, there's a new book titled "Salam Pax: The Clandestine Diary of an Ordinary Iraqi" that you think would be an excellent source for your History paper that's due tomorrow, but you don't have time to get to the library to check out the book. Use Amazon.com's Look Inside feature and find out what the author did on January 6, 2003.

1. No entry for that day
2. Used Google to find predictions for the start of the war
3. Bought a gun for \$200
4. Compiled a Top Five list of Iraqi anti-Bush slogans
5. Ordered and arranged the emergency supplies

Part II: In the Jan 12, 2004, issue of *The New Yorker*, Malcolm Gladwell wrote an enlightening article about vehicle safety, SUVs, and how psychology and marketing collide. Please find this article using the UNC libraries online databases. After reading the article in full, answer the following questions. The article will provide clues and keywords to other material that you will need to locate online and in the library databases.

4. Gladwell tells about his visit to the old Connecticut Speedway, now an automobile testing site for an independent organization that publishes a popular purchasing guide to many consumer products. R. David Pittle, the senior vice-president for technical policy for that group, testified before the Senate Committee on Commerce, Science and Transportation in February 2003. He stated that there are good reasons not to buy a large, full-sized sport utility vehicle. Which of the following is NOT one of the reasons he cited:

1. SUVs are gas gluttons and create excessive pollution.
2. SUVs handle ponderously, and as a class SUVs tend to roll over more easily than passenger cars.
3. Full-sized SUVs can be hard to park and difficult to climb into and out of.
4. Domestic SUVs circumvent state regulations for tollway use.
5. Higher, heavier SUVs inflict excessive damage to cars in collisions.

5. Gladwell refers to a concept in psychology called 'learned helplessness.' What is the name of the 1967 academic article that explains the research Gladwell is referring to? Hint: Use psychology databases.

1. "The role of corticotropin releasing hormone in learned helplessness" by Sayamwong Hammack
2. "Dopamine receptors and learned helplessness in the rat: An autoradiographic study" by Martin Kram et al.
3. "Failure to Escape Traumatic Shock" by Martin Seligman & Steven Maier
4. "The effects of uncontrollable and unpredictable events on anagram solving" by AH Winefield and Marika Tiggemann
5. "Effects of Ginkgo bilbao on corticosterone stress responses after inescapable shock exposure in the rat" by Rob Markus and Jan Lammers

6. Gladwell test-drove an SUV and a sports car. Find the product page for the 2004 model-year LS version of the SUV and the S version of that sports car on the respective companies' U.S. websites. Use the EPA's fuel economy website if the company websites don't provide the information (2-door, manual transmission). What is highway gas mileage for each of these vehicles?

1. SUV: 31 miles per gallon / sports car: 22 miles per gallon
2. 21 / 26
3. 11 / 17
4. 45 / 89
5. 22 / 13

7. "It's also worth remembering," writes Gladwell, "that during that same ten-year span almost half a million Americans died in traffic accidents. . . . Hundreds of thousands of people were killed on the roads because they drove too fast or ran red lights or drank too much." In 2000, according to the government's online fatality analysis statistics, what percentage of single vehicle fatal accidents was alcohol related?

1. 22
2. 35
3. 49
4. 66
5. 69

8. Malcolm Gladwell has a personal website with many of his other articles. You can read about his bestselling book there. Find the original *Publishers Weekly* review of that book. What was the reviewer's conclusion?

1. "His trendy material feels bloated and insubstantial in book form."
2. "Gladwell will soon be rolling a wheelbarrow full of cash to the bank. Careful not to tip over, now."
3. "Compelling reading, but could use a better subtitle."
4. "ONE OF THE YEAR'S BEST. SURE TO WIN THE NATIONAL BOOK AWARD."
5. "This is one book that's sure to be read from the corporate boardroom all the way to the janitor's break room. No one should miss out on this enlightening book."

Part III: David Byrne, in addition to being a singer and songwriter, is an artist. He has a new book and DVD of artwork, all of which were created using a popular business software program. Byrne was featured on National Public Radio on Wednesday, January 14, 2004. Please listen to this 5-minute segment at the NPR website. After listening to the report in full, answer the following questions. The report will provide clues and keywords to other material that you will need to locate online and in the library databases.

9. David Byrne composed three pieces of music to accompany his artwork. What phrase does he use to explain what these three pieces are meant to convey?

1. “The same as it ever was.”
2. “An impression of a mechanized world.”
3. “Falling, really falling, in love.”
4. “Filthy lucre.”
5. “An emotion beyond.”

10. Byrne says that he found artistic potential with the specific business software that he used, even though he disdains its negative effect on communication. A recent 28-page essay about that program by Yale professor Edward Tufte also makes that point. Find that essay. What public space is pictured on the cover of that essay?

1. Champs Elysee, Paris
2. Time’s Square, New York
3. Red Square, Moscow
4. Stalin Square, Budapest
5. The Mall, Washington, D.C.

11. A few years ago, journalist Ian Parker wrote a magazine feature story about the history and development of this software program. What year does he say the creator, Whitfield Diffie, wrote the simple program that developed into such a powerhouse program today?

1. 1943
2. 1977
3. 1981
4. 1999
5. 2000

12. Parker also mentions a famous presidential address that’s been ‘parodied’ in this program. Find that parody. How many people viewed that site in 2003?

1. 344,000
2. 3 million
3. 5
4. 77,897
5. not available

13. In November 2003, William Langewiesche wrote an article for the *Atlantic Monthly* that suggests this program might have played a part in what recent disaster?

1. The collapse of the Twin Towers
2. The sinking of the passenger ship Lusitania
3. The blackout of 2003
4. The breakup of the space shuttle Columbia
5. The 30,000 deaths in the Iranian earthquake

14. David Byrne and his former band were featured in a concert movie directed by Oscar-winning director Jonathan Demme. What was the name of that film?

1. “Stop Making Sense”
2. “Rattle and Hum”
3. “Bring on the Night”
4. “Don’t Look Back”
5. “Gimme Shelter”

Part IV: In March 2004, the Food and Drug Administration will finally ban ephedra, a dietary supplement that has been used for weight loss and bodybuilding but is considered to be very dangerous because of the way it stimulates the central nervous system. Hearing about this ban, you begin to wonder about other dietary supplements and natural products in your home, and you log onto the UNC libraries databases to find out more.

15. You've heard that ginkgo bilboa, a popular extract, is often used to relieve stress and improve memory, and you wonder if it might be helpful for your exams. But what if ginkgo is toxic? Using a health database: What are some possible side effects of the extract?

1. acute dystonia
2. insomnia
3. hemorrhagic fever
4. headache, dizziness, heart palpitations
5. sexual dysfunction

16. This summer, you'll travel to the South Pacific. You've read that visitors are offered a traditional drink called kava, and you wonder if you should stay clear of kava. You find a 2002 *Time South Pacific* article. What emergency organ transplant was needed by one previously healthy woman who took kava?

1. liver
2. brain
3. heart
4. esophagus
5. skin

17. In many shopping malls, there's a natural ingredients store called GNC. That company was sold in December 2003 to Apollo Advisors. What company formerly owned GNC?

1. General Electric, the American conglomerate
2. Parmalat, the scandalous Italian food company
3. Bin Laden Group, the construction firm owned by Osama bin Laden
4. Royal Numico, a leading Dutch baby food maker
5. MTV, the music channel

Part V: You are a writer for *Parents* magazine and have been asked to write about violence in children's videos. In order to write a complete article, you want to find the answers to the following questions.

18. As background information, you find an article by S. Villani titled, "Impact of media on children and adolescents: A 10-year review of the research." It was published in the *Journal of the American Academy of Childhood and Adolescent Psychology* in 2001, and you'd like to find out how many times it has been cited by other article authors to assess its contribution and find similar authors who have done further research. In how many articles has this work been cited? Hint: Use ISI Web of Science.

1. 0-10
2. 10-20
3. 20-30
4. 30-40
5. 40-50

19. In 2002, Sriram Kalyanaraman and Mary Beth Oliver published a study relevant to the article you are working on. It appeared in the *Journal of Broadcasting and Electronic Media*. What was it about?

1. violence and sexual content in movie previews and peoples' anticipation of how much they will enjoy the film
2. violent content in children's video games and their enjoyment of the games
3. violence and sexual content in the previews on videotapes regardless of the film's rating (G, PG, PG-13, R)
4. violent content in children's television shows
5. violent content in children's films

20. You want to be sure to get the federal government's position on the issue. A report was issued in 2000, which might have some useful information. Which government agency issued the report, "Marketing Violent Entertainment to Children"?

1. Federal Communications Commission
2. Federal Trade Commission
3. Federal Bureau of Investigation
4. Federal Entertainment Commission
5. Federal Judicial Committee

21. What does the American Association of Pediatrics say about children, violence, and videos?

1. That children learn to behave aggressively from violence in the media.
2. That children are more likely to become violent criminals if they have watched a lot of violence.
3. That there is no known connection between media and actual violence
4. That children should not watch television until the age of 5.
5. That it is impossible to draw relevant conclusions from the research that has been conducted.

22. In 2003, how many press releases from Jack Valenti, the president of the Motion Picture Association of America, were related to children or violent content in films?

1. two
2. twelve
3. five
4. one
5. zero

Part VI: Congratulations! You are just weeks away from graduating from UNC's prestigious School of Journalism and Mass Communication and have a job interview with Weber Shandwick, a top PR firm in Minneapolis, Minnesota in two weeks. In your preliminary conversations with the firm, they keep mentioning that their clients are increasingly interested in reaching the city's growing Hmong population. You are pretty sure that the interview will include questions about your ideas regarding the Hmong population. There's only one problem. You have no idea where the Hmong are from let alone anything about their cultural values, language, or what's going on with them in Minneapolis. Luckily, you learned excellent research skills in J-50 and know exactly where to look to find the answers to the following questions.

23. To start learning more about the specific situation in Minnesota, you check to see if there have been any issues that have gone through the courts related to this immigrant group. One case you find is *Xiong v. Minnesota* (No. 98-3740), which was filed in October 1999 in the 8th Circuit of the United States Court of Appeals. What was the case about?

1. The right to practice medicine according to Hmong culture
2. Immigration status as refugees
3. Discrimination against Hmong in courts and among law enforcement officials
4. Discrimination against immigrants in housing and zoning
5. Discrimination against immigrants in public schools

24. One of the potential clients who want to reach out to the Hmong population is the Minnesota Department of Health and Human Services. They want to let the Hmong population know that the state-sponsored health clinics are available to them. Which type of campaign might you suggest based on information you find in academic journals through the UNC library and keeping in mind that you want to be culturally sensitive to the Hmong?

1. A campaign on infant care because of high infant mortality rates among Hmong in the U.S.
2. A campaign that does not push contraception too strongly because of Hmong religious beliefs.
3. A campaign that shows respect and openness toward alternative, natural treatments.
4. A campaign that shows involvement of the whole family in health care. This means that every family member's opinion is considered when making health decisions for one member of the family.
5. A campaign that emphasizes the much higher quality care they will receive now that they are in the United States with advanced medicine rather than primitive, superstitious beliefs.

25. Of course, you know that the local newspaper provides you information about a community. When searching for recent articles in the *Minneapolis Star-Tribune* about the Hmong, what important information do you discover that can help you in your proposal for advertising to the Hmong population of Minneapolis? (Note: the language of the Hmong is also called Hmong.)

1. There is a local radio station in Hmong.
 2. There is a cable television channel from California broadcast in Hmong.
 3. The *Minneapolis Star-Tribune* prints a monthly Hmong issue of the paper.
 4. The Hmong population of the city is 92% bilingual. Most of them are fluent in English!
 5. There is a local cable television news show broadcast in Hmong.
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