

**J50—Exam 1 Study Guide
Spring 2004**

The study guide is designed to give you a good idea of some of the important readings that you should be thorough with in preparation for the first exam on February 25, 2004. Anything that we have discussed in class (the presentations in the large lectures) is fair game. As for the textbook, we have tried to identify the following concepts/terms/sections that are particularly important.

List of Important Concepts from the Textbook

Chapter	Concepts
1.1 Roots of Revolution	Advent of telephone, TV, and networked computer Effects on productivity and entertainment Moore's Law
1.1 (con't) Trendspotter's Guide	Death of distance 29 "trends" it will bring about (Do NOT focus on this list?)
1.2 Beyond the Info Revolution	Overview of economic history to compare current Information Revolution with Industrial Rev Change in "mental geography" Routinization of traditional processes E-commerce
1-3 Harmonic Convergence	You DON'T need to worry about these dates
2-1 Mediamorphosis	30-year rule Diffusion of Innovation Supervening social necessities Law of Suppression of Radical Potential Mediamorphosis Convergence Technomyopia
2-2 Medium Theory	Harold Innis Marshall McLuhan

	Media effects and social science research
2-3 Uses of the Mass Media	Uses and gratifications Active audience
2-4 Parasocial Interaction	Role of the audience Extreme parasociability
3-1 Online or Not, Newspapers Suck	
3-2 Journalism's Challenges in an Interactive Age	Unfiltered news Two-way communication and online journalism
3-3 <i>Slate vs. Salon</i>	
3-4 It's Time to Turn the Last Page	e-books
8-1 Love, Honor, Cherish. But Reveal My Password?	Privacy and e-mail
8-2 Identity Crisis	Fluidity of online identity Multiplicity Virtuality as transitional space MUDs
8-4 Cyberpunk	Cybernetics Punk Aspects of cyberpunk culture Attitudes of cyberpunk You don't have to memorize the various GLOSSARY TERMS (p. 168-170). But it will help to have a broad understanding of the different terms.
9-1 Prest-O! Change-O!	Effects of the remote control on TV viewing
9-2 NoChores.com	
9-3 Talk, Type Read E-mail: Trials of Multitasking	Pros and cons of computer-enabled multitasking
9-4 You Call This Progress?	Negative effects of e-mail
12-1 Birth of a Digital Nation	Core values of the Digital Nation Key characteristics of the Netizen Role of free information in democracy
12-2 A Candidate on the Stump Is Surely on the Web	Main benefits of campaign Web sites
12-3 Disinformocracy	Public sphere

	Commodification Electronic democracy
12-4 Universal Access to E-mail	Definitions of e-mail Universal access
13-1 Mind the Gap: The Digital Divide	Digital Divide and what it's about
13-2 Computer Haves and Have-Nots	Computer literacy
13-4 Tech Savvy: Educating Girls	Disconnect between girls and computer technology Technology fluency