

***Excellence in Business Communication, 12e (Thill/Bovee)***  
**Chapter 7 Crafting Messages for Digital Channels**

1) Marketers can use \_\_\_\_\_ to link the virtual world of online social networking with the physical world of retail stores.

- A) near-field collaboration
- B) location-based social networking
- C) rapid-response enumeration
- D) cloud-based social monetization
- E) mobile podcasting

Answer: B

Explanation: B) Location-based social networking links the virtual world of online social networking with the physical world of retail stores and other locations.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Explain how to create brief messages for different electronic media

2) When it comes to writing messages in today's business environment,

- A) printed messages are obsolete.
- B) printed messages are still preferred for formal correspondence or a court of law.
- C) email has completely replaced printed messages for all internal communication.
- D) hard-copy messages are used primarily for delivering negative news.
- E) most people think printed messages are too informal.

Answer: B

Explanation: B) In formal or legal situations, or if you need a permanent, hard-copy record of your correspondence, printed messages are still useful and in some situations required.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

3) Training content on a mobile device that is provided as workers are learning tasks is referred to as

- A) gamification.
- B) virtual reality.
- C) moblogging.
- D) mobile podcasting.
- E) augmented reality.

Answer: E

Explanation: E) One potential business use of augmented reality is on-the-job training, in which training content is provided as workers are learning or performing various tasks.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

4) Using "teasers" in electronic media as a way to pull readers or listeners into a story or other document

- A) is unethical and should always be avoided.
- B) is appropriate only when large purchases are not involved.
- C) is acceptable, as long as the payoff is valuable and legitimate.
- D) is never appropriate for microblogging sites.
- E) was once effective, but is not any longer due to an Internet-savvy public.

Answer: C

Explanation: C) Teasers are a form of advertising in electronic media. Typically, a teaser makes some kind of promise, and then withholds key information to motivate users to click a URL for more information.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

- 5) When you're posting comments on social media,
- A) don't worry about the details of spelling and punctuation.
  - B) exercise your free-speech rights by ranting and raving at length.
  - C) promote your products and services aggressively.
  - D) provide short "chunks" of information that can help others who visit the site.
  - E) write from an objective, third-person point of view.

Answer: D

Explanation: D) To be an effective commenter, focus on short chunks of information that a broad spectrum of site visitors will find helpful.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

- 6) The term \_\_\_\_\_ represents the use of game thinking in mobile apps and web services to engage audiences.
- A) gamification
  - B) contest simulation
  - C) shadow boxing
  - D) event-based learning
  - E) augmented reality

Answer: A

Explanation: A) The addition of game-playing aspects to apps and web services (aka, gamification) can increase audience engagement and encourage repeat use.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

7) The use of \_\_\_\_\_ represents a fundamental shift in business communication.

- A) websites
- B) Facebook
- C) social media
- D) digital channels
- E) digital media

Answer: C

Explanation: C) The use of social media represents a fundamental shift in business communication. The shift is still taking place, as more consumers adopt social and mobile media and as businesses experiment with the best ways to integrate these media and adapt them to their internal and external communication practices. Social media such as Facebook are digital media/channel combinations that empower stakeholders as participants in the communication process by allowing them to share content, revise content, respond to content, or contribute new content.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

8) Consuming large amounts of small pieces of information instead of reviewing a larger document is referred to as

- A) chunking.
- B) microblogging.
- C) content snacking.
- D) summarizing.
- E) teasers.

Answer: C

Explanation: C) Many consumers and professionals frequently engage in "content snacking," consuming large numbers of small pieces of information and bypassing larger documents that might require more than a few minutes or even a few seconds to read.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

9) Social media has the ability to increase \_\_\_\_\_, allowing stakeholders to better monitor business activities.

- A) teasers
- B) feedback
- C) microblogging
- D) summarizations
- E) transparency

Answer: E

Explanation: E) Empowered stakeholders can use the reach of social media to help companies that appear to be acting in stakeholders' best interests and harm companies that are not. Social media also have the potential to increase transparency, with more eyes and ears to monitor business activities and to use the crowd's voice to demand accountability and change.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

10) When writing for social media, one should

- A) write as if they are offering a sales pitch.
- B) write informally, but carefully.
- C) include more detail than if writing for non-social media.
- D) withhold information to keep readers engaged.
- E) remember that anything posted online can easily be deleted.

Answer: B

Explanation: B) Write as a human being with a unique, personal voice. However, don't take this as a license to get sloppy; no one wants to slog through misspelled words and half-baked sentences to find your message.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

- 11) When a summary appears at the beginning of an article or webpage,
- A) it distributes how-to advice to visitors.
  - B) it offers helpful tips and insightful commentary.
  - C) it offers a review of the document's key points.
  - D) it includes updates and announcements.
  - E) it acts as a miniature version of the document.

Answer: E

Explanation: E) A summary at the beginning of an article or website gives readers all the key points of the document, while skipping over the details.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

- 12) Marketers use microblogging systems to send \_\_\_\_\_ that withhold key information, in order to attract the attention of current and prospective customers.

- A) teasers
- B) platitudes
- C) anagrams
- D) testimonials
- E) summaries

Answer: A

Explanation: A) Teasers intentionally withhold key information as a way to pull readers or listeners into a story or other element.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

13) A \_\_\_\_\_ is the online equivalent of recorded radio or video broadcasts.

- A) podcast
- B) digital portfolio
- C) videogram
- D) virtual timeline
- E) microblog

Answer: A

Explanation: A) Businesses are now using podcasts to replace or supplement conference calls, newsletters, training courses, and other communication activities.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

14) Twitter-ready bites of information, extracted from a blog post or other message, are called

- A) sound bites.
- B) tweetables.
- C) epigrams.
- D) clickables.
- E) updates.

Answer: B

Explanation: B) Tweetables are Twitter-ready bites of information extracted from a blog post or other messages.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

15) \_\_\_\_\_ for electronic media include conversations, comments and critiques, orientations, summaries, and narratives.

- A) Shared systems
- B) Compositional modes
- C) Interactive approaches
- D) Transactional methodologies
- E) Microblogs

Answer: B

Explanation: B) When you're planning to communicate via digital media, ask yourself what kind of information audience members will need and then choose an appropriate compositional mode.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

16) Because each electronic medium has unique requirements, basic communication skills do not usually transfer from one system to another.

Answer: FALSE

Explanation: The key to using electronic communication media is to have strong basic communication skills—reading, writing, reasoning, and being able to organize information.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

17) Smartphones and tablets are ideal for mobile blogging.

Answer: TRUE

Explanation: Smartphones and tablets are ideal for mobile blogs or moblogs. The mobile capability is great for workers whose jobs keep them on the move and for special-event coverage such as live-blogging trade shows and industry conventions.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

18) Gamification links the virtual world of online social networking with the physical world of retail stores and other locations.

Answer: FALSE

Explanation: Location-based social networking links the virtual world of online social networking with the physical world of retail stores and other locations.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

19) Discuss how differentiating between various digital media tools can get complicated as systems and people use those tools in new and creative ways.

Answer: The lines that differentiate digital media communication tools (e.g., instant messaging, texting, microblogging, and podcasting) often get blurry as systems expand their capabilities or people use them in new ways. For example, Facebook Messages integrates IM, text messages, and email capabilities, in addition to being a social networking system. Moreover, the mobile variants of digital technologies add another layer of challenges and opportunities for business communicators. For example, the ability to scan coded labels such as barcodes or the similar Quick Response (QR) codes attached to printed materials, products, or store windows (or the ability to pick up radio signals from near-field communication tags) gives smartphone users a way to get more information—from the companies themselves and from other consumers providing reviews on social websites.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Explain how to create brief messages for different electronic media

20) List at least three general situations in which you would send a printed version of a business message instead of using an electronic medium.

Answer: A printed message is especially appropriate (1) when you want to make a formal impression, (2) when you are legally required to provide information in printed form, (3) when you want to stand out from the flood of electronic messages your audience receives, and (4) when you need a permanent, unchangeable, or secure record.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

21) Identify the nine compositional modes that apply to electronic media in the workplace.

Answer: Communicating successfully with electronic media requires a wide range of writing approaches. Fortunately, you can write successful messages in virtually all electronic media by using one of the following compositional modes: conversations, comments and critiques, orientations, summaries, reference materials, narratives, teasers, status updates and announcements, and tutorials.

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Explain how to create brief messages for different electronic media

22) What is location-based social networking? Why is it important to business communication?

Answer: Location-based social networking links the virtual world of online social networking with the physical world of retail stores and other locations. As mobile web use in general continues to grow, location-based networking promises to become an important business communication medium because mobile consumers are a significant economic force – through the purchases they make directly and through their ability to influence other consumers

LO: 7.1: Identify the major digital channels used for brief business messages, and describe the nine compositional modes needed for digital media.

AACSB: Information technology

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

23) Online services that help people and organizations form connections and share information are generally referred to as

A) clouds.

B) microblogs.

C) websites.

D) social networks.

E) digital media.

Answer: D

Explanation: D) Social networks—online services that help people and organizations form connections and share information—have become a major force in both internal and external business communication in recent years.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

24) Networks that focus on a particular function or audience are known as

- A) public, general-purpose networks.
- B) public, specialized networks.
- C) private networks.
- D) private, general-purpose networks.
- E) augmented networks.

Answer: B

Explanation: B) Whereas Facebook and Google+ serve a wide variety of personal and professional needs, other networks focus on a particular function or a particular audience. LinkedIn is an example of a public, but specialized network.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

25) In an organization, the \_\_\_\_\_ is the social media interface between a company and its external stakeholders.

- A) media manager
- B) augmentation manager
- C) cloud manager
- D) community manager
- E) IT manager

Answer: D

Explanation: D) In the narrowest sense, a community manager is the social media interface between a company and its external stakeholders. More broadly, some community managers also plan and manage corporate events and oversee customer support operations.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

- 26) Social networks are used for many business communication needs because the networks can
- A) integrate the company work force.
  - B) limit collaboration with customers.
  - C) reduce the need for mentors.
  - D) provide an outlet for employee concerns.
  - E) increase structural barriers.

Answer: A

Explanation: A) Just as public networks can bring friends and family together, internal social networks can help companies grow closer, including helping new employees navigate their way through the organization, finding experts, mentors, and other important contacts; encouraging workforces to "jell" after reorganizations or mergers; and overcoming structural barriers in communication channels, bypassing the formal communication system to deliver information where it is needed in a timely fashion.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

- 27) People who engage in similar work, even though they might be geographically dispersed, are known as

- A) communities of interest.
- B) cloud companions.
- C) communities of practice.
- D) community followers.
- E) community collaborators.

Answer: C

Explanation: C) Social networks are a natural tool for bringing together communities of practice, people who engage in similar work, and communities of interest, people who share enthusiasm for a particular product or activity.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

28) A community of interest that forms around a specific product is sometimes called a

- A) social community.
- B) cloud community.
- C) company community.
- D) brand community.
- E) target community.

Answer: D

Explanation: D) Communities of interest that form around a specific product are sometimes called brand communities, and nurturing these communities can be a vital business communication task.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

29) The measure of how effectively a company engages with online stakeholders is

- A) brand socialization.
- B) understanding target markets.
- C) sentiment analysis.
- D) brand community.
- E) community of interest.

Answer: A

Explanation: A) Brand socialization is a measure of how effectively a company engages with its various online stakeholders in a mutually beneficial exchange of information.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

30) \_\_\_\_\_ involves using social networks and social media to give customers a convenient way to get help from a company.

- A) Networked organization
- B) Virtual organization
- C) Social customer service
- D) Sentiment analysis
- E) Socialization

Answer: C

Explanation: C) Social customer service involves using social networks and other social media tools to give customers a more convenient way to get help from the company and to help each other.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

31) Providing free information that is valuable to the audience but also helps a company build closer ties with customers is called

- A) content augmentation.
- B) community hub building.
- C) extending the organization.
- D) customer support.
- E) content marketing.

Answer: E

Explanation: E) Content marketing is the practice of providing free information that is valuable to community members but that also helps a company build closer ties with current and potential customers.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

32) To make it easier for people to find and follow an organization, all social media from the organization should be organized in a central hub, a

- A) Facebook page with embedded links to supporting data.
- B) community building site.
- C) web presence that anchors the online presence.
- D) community blog site.
- E) cloud computing site.

Answer: C

Explanation: C) It's important to anchor your presence at your own central hub—a web presence you own and control. Use the hub to connect the various pieces of your online "self" to make it easier for people to find and follow you.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

- 33) One strategy an organization should use to build its social network is to
- A) choose one compositional mode and use it for all social media sites.
  - B) allow others to join your conversation, but don't join others.
  - C) limit community building among competitors.
  - D) offer promotional information as often as possible.
  - E) maintain a persistent online personality.

Answer: E

Explanation: E) Each social network is a unique environment with particular norms of communication. However, while adapting to the expectations of each network, be sure to maintain a consistent personality across all the networks in which you are active.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

- 34) Social networks are a natural tool for bringing together \_\_\_\_\_, people who engage in similar work, and \_\_\_\_\_, people who share enthusiasm for a particular product or activity.
- A) private networks; public networks
  - B) virtual network societies; dilettantes
  - C) communities of practice; communities of interest
  - D) intra-disciplinary conclaves; product champions
  - E) community groups; marketing mavens

Answer: C

Explanation: C) Communities of practice include people who engage in similar work, and communities of interest involve people who share enthusiasm for a particular product or activity.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

35) Companies can use a research technique called \_\_\_\_\_ to track social networks and other media to (1) take the pulse of public opinion and (2) identify opinion makers.

- A) cold calling
- B) sentiment analysis
- C) brand socialization
- D) location-based networking
- E) guerilla marketing

Answer: B

Explanation: B) With sentiment analysis, companies use language-analysis software to track social networks and other media and discover public opinion and identify influential opinion makers.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

36) A company can use \_\_\_\_\_ as a measure of how effectively it is engaging its various online stakeholders in a mutually beneficial exchange of information.

- A) brand socialization
- B) brand standardization
- C) brand management
- D) brand equilibrium
- E) brand exploration

Answer: A

Explanation: A) Socializing a brand is becoming an increasingly important element in marketing and public relations strategies.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

37) The practice of content marketing involves \_\_\_\_\_, in order to build closer ties with current and potential online customers.

- A) pitching your products and services at every opportunity
- B) building up your company by tearing down your competitors
- C) stalking online consumers in order to capture data about their behavior
- D) offering free information that's valuable to community members
- E) monitoring the Twittersphere for discussions about your brand

Answer: D

Explanation: D) Content marketing is the practice of providing free information that's not only valuable to community members but also helps build closer ties with current and potential customers.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

38) Explain the role of a community manager at the workplace.

Answer: With the rise in social media over the past few years and its transformative effect on business, community manager is one of the hottest new jobs in business. In the narrowest sense, a community manager is the social media interface between a company and its external stakeholders. More broadly, some community managers also plan and manage corporate events and oversee customer support operations. In smaller firms, the community manager might be the sole voice in a company's social media presence (running its Twitter account and Facebook pages, for example). In larger firms, the job often entails supervising a team of people who carry out a broad range of audience-engagement activities.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Explain how to create brief messages for different electronic media

39) How can internal social networks foster collaboration and build communities within the organization?

Answer: Just as public networks can bring friends and family together, internal social networks can help companies grow closer, including helping new employees navigate their way through the organization, finding experts, mentors, and other important contacts; encouraging workforces to "jell" after reorganizations or mergers; and overcoming structural barriers in communication channels, bypassing the formal communication system to deliver information where it is needed in a timely fashion. Networks can play a major role in collaboration by identifying the best people, both inside the company and in other companies, to collaborate on projects; finding pockets of knowledge and expertise within the organization; giving meeting or seminar participants a way to meet before an event and to maintain relationships after an event; accelerating the development of teams by helping members get to know one another and to identify individual areas of expertise; and sharing information throughout the organization.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Explain how to create brief messages for different electronic media

40) When using social networking for personal branding and company communication, why is it important to anchor your presence in a central hub?

Answer: Although it's important to join those conversations and be visible where your stakeholders are active, it's equally important to anchor your presence at your own central hub—a web presence you own and control. This can be a combination of a conventional website, a blog, and a company-sponsored online community, for example. Use the hub to connect the various pieces of your online "self" (as an individual or a company) to make it easier for people to find and follow you. For example, you can link to your blog from your LinkedIn profile or automatically post your blog entries into the Notes tab on your Facebook page.

LO: 7.2: Describe the use of social networks in business communication.

AACSB: Information technology

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

41) A \_\_\_\_\_ is a social media site where users, not owners, contribute most of the content.

- A) branded channel
- B) user-generated content site
- C) content curation channel
- D) central hub
- E) content marketing site

Answer: B

Explanation: B) YouTube, Flickr, Yelp, and other <KT>user-generated content (UGC) sites, in which users rather than website owners contribute most or all of the content, have become serious business tools.

LO: 7.3: Explain how companies and business professionals can use information and content sharing websites.

AACSB: Information technology

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

42) Community Q&A sites offer opportunities for building your personal brand. When you're responding to an individual's question, keep in mind that

- A) community Q&A sites are a fad, so responding to questions is a waste of time.
- B) your reply to the question will only be relevant to the person who asked it.
- C) material that's posted on a community Q&A site won't be visible for long.
- D) responding to questions can be fun, even if you don't know what you're talking about.
- E) you're responding in advance to anyone who has the same question and visits the site.

Answer: E

Explanation: E) When you respond to an individual's question, you're also "responding in advance" to anyone who comes to the site with the same question.

LO: 7.3: Explain how companies and business professionals can use information and content sharing websites.

AACSB: Information technology

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

43) RSS feeds can benefit readers who want to subscribe to timely updates from websites or to aggregate feeds from many sites. However, a drawback to RSS feeds involves the "fire-hose effect" of

- A) having old messages purged by new messages.
- B) being discouraged because it's so hard to subscribe to RSS feeds.
- C) getting so many feeds so fast that it's impossible to manage them.
- D) RSS feeds that separate trivial articles from those that are essential.
- E) all of the above.

Answer: C

Explanation: C) Anyone who's signed up for more than a few RSS feeds can face the "fire-hose effect" of getting so many feeds so quickly that it's impossible to stay on top of them.

LO: 7.3: Explain how companies and business professionals can use information and content sharing websites.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

44) As an alternative to newsfeeds, \_\_\_\_\_ involves aggregating (gathering) and curating (sorting, categorizing, and presenting) information on a particular topic in a way that makes it convenient for targeted readers.

- A) blog rolling
- B) content curation
- C) sentiment analysis
- D) hub syndication
- E) virtual categorization

Answer: B

Explanation: B) Content curation is the process of collecting and presenting information on a particular topic in a way that makes it convenient for target readers.

LO: 7.3: Explain how companies and business professionals can use information and content sharing websites.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

45) YouTube, Wikipedia, and Twitter are popular examples of

- A) general-purpose social networks.
- B) user-generated content sites.
- C) community macromedia outlets.
- D) private-label social networks.
- E) personalized synchronous networks.

Answer: B

Explanation: B) Users rather than website owners contribute most or all of the content on user-generated content sites, such as YouTube, Wikipedia, and Twitter.

LO: 7.3: Explain how companies and business professionals can use information and content sharing websites.

AACSB: Information technology

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

46) Starbucks Coffee, Animal Planet, and Turner Classic Movies offer videos to their followers via their \_\_\_\_\_ on YouTube.

- A) retail channels
- B) private channels
- C) branded channels
- D) pay-for-view channels
- E) cable-ready channels

Answer: C

Explanation: C) A company can organize its online videos via a branded channel on YouTube, thus adding value to its brand by making it easy for visitors to browse the selection or subscribe to get automatic updates.

LO: 7.3: Explain how companies and business professionals can use information and content sharing websites.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

47) Many companies have formal email policies that include restrictions on sending

- A) personal messages via corporate email.
- B) confidential or proprietary information.
- C) material that might be objectionable or offensive to others.
- D) sensitive content.
- E) all of the above.

Answer: E

Explanation: E) Many employers have formal restrictions on emailing personal messages, confidential information, or objectionable material.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

48) Which of the following will help you write effective email messages?

- A) clarify meaning with the use of emoticons
- B) avoid sending long, complex messages
- C) assume the email will be read on a large screen
- D) use all caps to bring attention to critical information
- E) use as many acronyms as possible

Answer: B

Explanation: B) Long messages are easier to read as attached reports or web content.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Explain how to create brief messages for different electronic media

49) Email messages

- A) generally require less care than other messages, since email is temporary and easily deleted.
- B) should be written with the assumption that they will be stored forever.
- C) should always be less formal in business than messages in other media.
- D) should be replaced with IM whenever possible.
- E) are a productive tool to gain access to anyone in the organization.

Answer: B

Explanation: B) Most emails can be retrieved with a simple search. Almost no emails are beyond the reach of a skilled technician. So once an email is written, consider it to be permanent.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

- 50) The subject line of an email message
- A) is rarely read by the recipient.
  - B) helps recipients decide whether to read the message.
  - C) should describe only the general topic of the message.
  - D) must never extend beyond three words.
  - E) can be left off if there is a personal relationship.

Answer: B

Explanation: B) Subject lines are like headings in a document. They provide a strong clue of what the email contains. Well written subject lines make email searches simple.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

- 51) Because many email programs display the first few words or lines of incoming messages, you should

- A) be vague in your first sentence, to entice the reader to open the message.
- B) leave several blank lines at the beginning of each message.
- C) treat the first sentence of the message as an extension of your subject line.
- D) use phrases such as "MUST READ" in your first sentence.
- E) include symbolism to get your readers interest.

Answer: C

Explanation: C) A well-written first line of the email adds to the subject line. It informs the reader of the state of affairs and allows the reader to decide whether to look into the situation further.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Moderate

Classification: Application

Learning Outcome: Explain how to create brief messages for different electronic media

- 52) When you're writing email messages in the workplace, remember that business emails
- A) require a higher level of quality than personal emails.
  - B) should never be shorter than one screen.
  - C) aren't constrained by the rules of grammar, punctuation, and syntax.
  - D) are the best medium for internal messages, regardless of their content.
  - E) should be written in the same format as a personal email.

Answer: A

Explanation: A) The expectations of writing quality for business email are higher than for personal email, and the consequences of bad writing or poor judgment can be much more serious.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

- 53) Which one of the following is a planning step in creating effective email messages?

- A) following company email guidelines and policies
- B) double-checking your recipient list before sending your message
- C) creating informative subject lines that clarify the purpose of your message
- D) deciding whether to mark your message as "urgent"
- E) writing a concise statement of audience needs

Answer: A

Explanation: A) Use the planning step to make sure that you understand the restrictions your company places on email usage.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Explain how to create brief messages for different electronic media

54) A(n) \_\_\_\_\_ includes items such as your name, title, company, and contact information at the end of your email messages.

- A) epigram
- B) email signature
- C) subject line
- D) salutary close
- E) email letterhead

Answer: B

Explanation: B) An email signature is a small file that automatically includes items such as your full name, title, company, and contact information at the end of your email messages.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Easy

Classification: Application

Learning Outcome: Explain how to create brief messages for different electronic media

55) Some email users employ \_\_\_\_\_ to express emotional nuances in casual or informal email messages.

- A) emoticons
- B) monograms
- C) cyphers
- D) cryptograms
- E) capital letters

Answer: A

Explanation: A) For many years, users of email have included emoticons in informal messages to express a variety of emotions. However, think carefully before you include one in a workplace message.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Easy

Classification: Application

Learning Outcome: Explain how to create brief messages for different electronic media

56) The \_\_\_\_\_ of an email is important because it helps readers decide whether to read the message or delete it.

- A) subject line
- B) final paragraph
- C) signature block
- D) complimentary close
- E) salutation

Answer: A

Explanation: A) A well-written subject line previews the message and gives the reader enough information to determine how to deal with the message—open it, delete it, or wait until later.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

57) Email hygiene refers to

- A) the absence of slang and informal language in email messages.
- B) a nationwide movement to do away with information overload.
- C) all the efforts companies make to keep email clean and safe.
- D) refraining from using foul language in email.
- E) software that scans email messages for misspelled addresses.

Answer: C

Explanation: C) Email hygiene includes blocking spam and protecting the system against virus and hacking attacks.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

58) In business communication, email is often replaced by other tools that provide better support for instant communication and real-time collaboration.

Answer: TRUE

Explanation: Social networks such as Facebook are replacing email in some instances for business. Even more popular are instant messaging programs that allow instant, real-time conversations between two or more individuals.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

59) In a court of law, email messages and other electronic documents can have the same weight as printed documents.

Answer: TRUE

Explanation: An email communication is just as valid as a printed communication in legal and official proceedings. For that reason, you should be especially careful when dealing with sensitive or controversial company business and stick strictly to facts.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

60) An effective email subject line is very short and describes only the general topic of the message.

Answer: FALSE

Explanation: An effective subject line identifies not only the general topic of the message, but also says something about action taken or needed. For example, a subject line that says "Inventory information" merely identifies the general topic. "Inventory down, need resupply" not only identifies the topic, it also tells the reader what happened in the past, and what needs to take place in the future.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

61) Spelling, punctuation, and grammar don't matter in email; getting your message out quickly should be your only concern.

Answer: FALSE

Explanation: Poorly written emails suggest (1) that you don't know the rules of spelling, punctuation, and grammar or (2) that you don't care about your audience enough to apply those rules. Either alternative is unacceptable.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

62) Explain how inappropriate use of email at work can lead to legal problems.

Answer: The consequences of bad writing or poor judgment in email can be serious. For example, email messages and other electronic documents have the same legal weight as printed documents, and they are often used as evidence in lawsuits and criminal investigations.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

63) What are emoticons? Why are they controversial in business communication?

Answer: Email is a lean medium, so expressing emotional nuances in an email message will challenge even experienced communicators. Therefore, users of email (IM and texting too) have developed emoticons to express emotions in casual communication. Over the years, using emoticons in business communication has been widely regarded as unprofessional. Recently, though, more professionals seem to be using them, particularly for communication with close colleagues, even as other professionals still view them as evidence of lazy or immature writing. Given these conflicting perspectives, think carefully before including an emoticon in a workplace email. As a rule, avoid emoticons for all types of external communication and for formal internal communication, and avoid those bright yellow graphical emoticons in all business communication.

LO: 7.4: Describe the evolving role of email in business communication, and explain how to adapt the three-step writing process to email messages.

AACSB: Information technology

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Explain how to create brief messages for different electronic media

64) Which of the following is a compelling advantage of IM in the workplace?

A) IM is universal.

B) IM closely resembles one-on-one conversations.

C) IM is an effective medium for private, short- to medium-length messages.

D) IM allows senders to write messages and recipients to read them, according to their schedules.

E) IM offers better network security than email.

Answer: B

Explanation: B) IM can mimic conversation more closely than email can.

LO: 7.5: Describe the business benefits of instant messaging (IM), and identify guidelines for effective IM in the workplace.

AACSB: Information technology

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Explain how to create brief messages for different electronic media

- 65) Compared to email, instant messaging (IM)
- A) is slower and more complicated to use.
  - B) has not caught on in the business community.
  - C) is more costly as well.
  - D) offers greater speed.
  - E) eliminates the need for user authentication.

Answer: D

Explanation: D) Instant messaging is better suited for real-time conversations than email, which requires the user to open individual messages. IM also avoids the security problems that have plagued email.

LO: 7.5: Describe the business benefits of instant messaging (IM), and identify guidelines for effective IM in the workplace.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

- 66) When using IM to communicate with clients and vendors, your greatest concern is likely to be
- A) incompatibility between your company's IM system and the systems your vendors and clients use.
  - B) the need for users to learn complicated software that may take years to learn.
  - C) the ability to use it only on expensive, highly specialized devices.
  - D) the high cost.
  - E) the need to include visual references.

Answer: A

Explanation: A) Your company's IM system may not be compatible with all other systems. Therefore, it would be wise to check with vendors to make sure that their systems work well with your system. If you do find IM system conflicts with vendors, you may need to return to an email based system.

LO: 7.5: Describe the business benefits of instant messaging (IM), and identify guidelines for effective IM in the workplace.

AACSB: Information technology

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

- 67) Advantages of using IM rather than email include
- A) its ability to eliminate "junk mail" messages.
  - B) its availability on mobile devices but not computers.
  - C) its ability to hold real-time text conversations.
  - D) its fool-proof identity verification procedures.
  - E) less network infiltration.

Answer: C

Explanation: C) The primary advantage of IM is its ability to mimic an actual conversation in real time. With email, in contrast, responses often take hours and even days to appear. With IM, responses are instantaneous; therefore, communication issues get resolved quickly.

LO: 7.5: Describe the business benefits of instant messaging (IM), and identify guidelines for effective IM in the workplace.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

68) An unsolicited IM from a company informing you of their great rates on vacations in Hawaii is an example of

- A) spam.
- B) a computer virus.
- C) spim.
- D) viral marketing.
- E) enterprise instant messaging.

Answer: C

Explanation: C) Unwanted advertising messages sent via email are called spam. The counterpart of these unwanted messages in the IM medium is called spim—unsolicited commercial messages received via IM.

LO: 7.5: Describe the business benefits of instant messaging (IM), and identify guidelines for effective IM in the workplace.

AACSB: Information technology

Difficulty: Moderate

Classification: Application

Learning Outcome: Explain how to create brief messages for different electronic media

69) You can plan for important business exchanges via IM by viewing them as

- A) invitations to discuss personal matters.
- B) conversations with specific goals in mind.
- C) opportunities to save time by multitasking.
- D) routine events that don't require formalities.
- E) permanent records of conversations.

Answer: B

Explanation: B) Plan for important IM exchanges by viewing them as conversations with specific goals in mind.

LO: 7.5: Describe the business benefits of instant messaging (IM), and identify guidelines for effective IM in the workplace.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

70) In order to use instant messaging (IM) productively in the workplace,

- A) maintain your IM presence 24-7.
- B) don't worry about IM etiquette during short exchanges.
- C) treat IM as a professional communication medium.
- D) use IM to send confidential, complex, and personal messages.
- E) use IM to replace the use of email whenever possible.

Answer: C

Explanation: C) Treat IM as a professional communication medium, not as an informal, personal tool.

LO: 7.5: Describe the business benefits of instant messaging (IM), and identify guidelines for effective IM in the workplace.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

71) As it pertains to instant messaging, \_\_\_\_\_ involves making sure that online correspondents are really who they appear to be.

- A) social encryption
- B) passcode verification
- C) system coordination
- D) user authentication
- E) system log in

Answer: D

Explanation: D) The need for user authentication (making sure that online correspondents are who they appear to be) is a potential downside of instant messaging.

LO: 7.5: Describe the business benefits of instant messaging (IM), and identify guidelines for effective IM in the workplace.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

72) The \_\_\_\_\_ feature of instant messaging enables users to see which people are at their desks and available to IM.

- A) ghost protocol
- B) presence awareness
- C) passcode exemplification
- D) network compatibility
- E) gamification

Answer: B

Explanation: B) The presence awareness feature saves users the time of preparing a message if they know its intended recipient is not available.

LO: 7.5: Describe the business benefits of instant messaging (IM), and identify guidelines for effective IM in the workplace.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

73) In an organization, the use of \_\_\_\_\_ would be most effective when updating employees at remote locations during a time of emergency.

- A) IM
- B) text messages
- C) content management
- D) email
- E) phone calls

Answer: B

Explanation: B) Text messaging has a number of applications in business including marketing, customer service, security, crisis management (such as updating all employees working at a disaster scene), and process monitoring.

LO: 7.5: Describe the business benefits of instant messaging (IM), and identify guidelines for effective IM in the workplace.

AACSB: Information technology

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Explain how to create brief messages for different electronic media

74) What are the characteristics of an effective email subject line?

Answer: An effective subject line is both informative and compelling, and captures the audience's attention. It does more than just describe or classify message content. It also builds interest with key words, quotations, directions, or questions.

LO: 7.5: Describe the business benefits of instant messaging (IM), and identify guidelines for effective IM in the workplace.

AACSB: Information technology

Difficulty: Moderate

Classification: Application

Learning Outcome: Explain how to create brief messages for different electronic media

75) List at least three drawbacks of using instant messaging in business.

Answer: Potential disadvantages of using IM in business include (1) security problems such as computer viruses, network infiltration, and intercepted messages; (2) the need for user authentication; (3) the challenge of logging messages for later review and archiving; and (4) spam (unsolicited commercial messages, similar to email spam).

LO: 7.5: Describe the business benefits of instant messaging (IM), and identify guidelines for effective IM in the workplace.

AACSB: Information technology

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

76) Explain how to apply the three-step writing process to instant messages.

Answer: Although instant messages are often conceived, written, and sent within a matter of seconds, the principles of the three-step process still apply. In planning instant messages, view every IM exchange as a conversation and take a moment to plan the overall exchange. Think through the specific needs of your audience, and try to deliver information in a coherent, complete way that minimizes the number of individual messages required. When writing instant messages, remember that the appropriate writing style for business IM is more formal than the style you may be accustomed to with personal IM or text messaging. Avoid IM acronyms except when communicating with close colleagues. The completing phase is easy when it comes to IM. Once you've selected some basic font settings that apply to all your messages, you generally don't need to do anything in terms of producing each message, and distributing is as simple as clicking the "send" button. However, don't skip over the revising and proofreading tasks, and make sure your message contains all the necessary information.

LO: 7.5: Describe the business benefits of instant messaging (IM), and identify guidelines for effective IM in the workplace.

AACSB: Information technology

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Explain how to create brief messages for different electronic media

77) What opportunities and challenges are associated with the use of instant messaging in the workplace?

Answer: The benefits of using IM in the workplace include rapid response to urgent messages, lower cost than phone calls, ability to mimic conversation more closely than email, and availability on a wide range of devices and systems. In addition, because it resembles one-on-one conversation, IM's harder to misuse as a one-to-many broadcast method. However, IM is not without its drawbacks. IT departments that maintain IM platforms are challenged by security issues, user authentication, logging and archiving messages, incompatible IM platforms, and spam. Finally, because IM is a lean medium, it lacks nonverbal cues, which increases the chances of miscommunication.

LO: 7.5: Describe the business benefits of instant messaging (IM), and identify guidelines for effective IM in the workplace.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

78) The ability to update content quickly and easily makes \_\_\_\_\_ a natural medium when communicators want to get messages out in a hurry.

- A) websites
- B) podcasting channels
- C) blogs and microblogs
- D) user-generated content sites
- E) virtual networks

Answer: C

Explanation: C) Blogs and microblogs are a great resource for sending updates and other messages quickly and easily.

LO: 7.6: Describe the use of blogging and microblogging in business communication, and briefly explain how to adapt the three-step process to blogging.

AACSB: Information technology

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Explain how to create brief messages for different electronic media

79) Which of the following is important when you're completing messages for your blog?

- A) determining the scope and subject of your message
- B) evaluating the content and readability of your message
- C) allow autocorrect functions to find errors and oversights
- D) determining method of transmission
- E) spending more time on the planning step than normal

Answer: B

Explanation: B) Completing a message for a blog is straightforward. Evaluate its content and readability, proofread it for errors, and post it on your blog.

LO: 7.6: Describe the use of blogging and microblogging in business communication, and briefly explain how to adapt the three-step process to blogging.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

80) Many companies are now using \_\_\_\_\_ to replace or supplement some conference calls, training courses, and other communication activities.

- A) blogs
- B) instant messaging
- C) email
- D) text messaging
- E) podcasts

Answer: E

Explanation: E) You may be familiar with podcasts as the online equivalent of recorded radio or video broadcasts (also called vidcasts or vodcasts). Businesses are now using podcasts to replace or supplement some conference calls, newsletters, training courses, and other communication activities. Blogs, instant messaging, email, and text messaging are not easily adaptable to replace conference calls.

LO: 7.6: Describe the use of blogging and microblogging in business communication, and briefly explain how to adapt the three-step process to blogging.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

81) When you're applying the three-step writing process to blogging, the planning step will include

- A) an in-depth blog about the overall goals of the blog.
- B) targeting the audience that you intend to reach.
- C) expanding the scope of subjects that you plan to cover.
- D) a list of potential topics to blog about.
- E) methods to advertise the blog.

Answer: B

Explanation: B) Before you launch a blog, make sure that you understand the purpose of your blog, the audience you want to reach, and the scope of subjects you plan to cover.

LO: 7.6: Describe the use of blogging and microblogging in business communication, and briefly explain how to adapt the three-step process to blogging.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

- 82) Many businesses now use blogs to
- A) keep project teams up to date.
  - B) eliminate the need for email.
  - C) inform employees about confidential information.
  - D) act as a method of communication during a crisis or emergency.
  - E) establish a corporate voice.

Answer: A

Explanation: A) Blogs are a potential solution whenever you have a continuing stream of information to share with an online audience. Here are some ways business use blogs. Blogs are a way to anchor the multiple threads of social media that a company or individual owns and controls. Using blogs is a good way to keep project teams up to date, particularly when team members are geographically dispersed. Blogs are also excellent for internal company news, customer support, public relations, and recruiting.

LO: 7.6: Describe the use of blogging and microblogging in business communication, and briefly explain how to adapt the three-step process to blogging.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

- 83) If you do not have a constant supply of new information to post on a business blog,
- A) your audience will appreciate not having to process information that changes constantly.
  - B) repost old material so your audience will not lose interest.
  - C) you should create a traditional website instead.
  - D) keep readers interested by adding daily comments on current events.
  - E) you should simply add "Nothing new just yet" each day to let readers know that the blog is still viable.

Answer: C

Explanation: C) If you will not have a constant supply of new information or new links, create a traditional website instead. A blog is an easily updatable online journal. Blogs can be updated as frequently as every day. You should not repost old material unless you have a good reason. If current events or news is not the point of your blog, do not post comments about them. If you have nothing new to add, there is no need to say so.

LO: 7.6: Describe the use of blogging and microblogging in business communication, and briefly explain how to adapt the three-step process to blogging.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

84) When you're creating a blog, include one or more \_\_\_\_\_ so that your audience can receive headlines and blog-post summaries automatically.

- A) information portals
- B) newsfeed options
- C) data-retrieval links
- D) email addresses
- E) uniform resource locators

Answer: B

Explanation: B) When you're creating a blog, be sure to include one or more newsfeed options (RSS newsfeeds) so that your audience can automatically receive headlines and summaries of new blog posts.

LO: 7.6: Describe the use of blogging and microblogging in business communication, and briefly explain how to adapt the three-step process to blogging.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

85) If a customer uses the comment feature to criticize the content of your business blog,

- A) you should respond promptly and honestly.
- B) ignore it unless the critic is incorrect.
- C) post it, and follow with a blog entry to show your audience that it will not be tolerated.
- D) you should immediately shut the blog down to avoid potential harm to your reputation.
- E) remove the specific comment.

Answer: A

Explanation: A) Always be transparent and honest. Honesty is always essential, of course, but a particular issue that has tripped up a few companies in recent years is hiding behind an online blogging persona. Regardless of whether the critic or complaint is correct or incorrect, you should always respond honestly and promptly. Posting a complaint with a blog entry blasting the commenter is not good customer service. Shutting down your blog because of a complaint is not good customer service.

LO: 7.6: Describe the use of blogging and microblogging in business communication, and briefly explain how to adapt the three-step process to blogging.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

86) When you're blogging for business,

- A) don't worry about proofreading because your audience doesn't expect it.
- B) apply the three-step writing process as you would for any other business message.
- C) don't spend a lot of time trying to define your audience: you're writing for everyone.
- D) it is a waste of time unless you are selling high-tech products or services.
- E) you can rely on your HTML editor to correct all errors in spelling and grammar.

Answer: B

Explanation: B) The three-step writing process is easy to adapt to blogging tasks. The planning step is particularly important if you are considering starting a blog, because you are planning an entire communication channel, not just a single message.

LO: 7.6: Describe the use of blogging and microblogging in business communication, and briefly explain how to adapt the three-step process to blogging.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

87) Which of the following would be the most effective headline for a new posting on a business blog?

- A) You Might Already Know It, But...
- B) Random Thoughts From My Addled Brain
- C) Things We Thought You Needed to Know
- D) Seven Reasons To Switch Your Smartphone Carrier
- E) Our New Products: A Brief Overview

Answer: D

Explanation: D) A headline needs to grab the reader's attention in a split second by promising something useful, surprising, challenging, or otherwise different from what the reader already knows. Headlines should be as short as possible and suggest that the information in the post will be easy to read and use. "List" headlines that cut right to the heart of something readers care about, such as "10 Reasons You Didn't Get that Promotion" or "Seven Ways to Save Money with Your Smartphone."

LO: 7.6: Describe the use of blogging and microblogging in business communication, and briefly explain how to adapt the three-step process to blogging.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

88) Twitter users consider \_\_\_\_\_ to be the most valuable kind of tweets.

- A) somebody's random musings about a personal issue
- B) spontaneous messages, such as saying "good morning"
- C) engaging messages, such as asking followers for advice
- D) complaints from someone who's stuck in traffic or having a bad day
- E) conversations between a Twitter account owner and a specific follower

Answer: C

Explanation: C) Twitter followers consider tweets that are entertaining, surprising, informative, or engaging (such as asking followers for advice) to be the most valuable.

LO: 7.6: Describe the use of blogging and microblogging in business communication, and briefly explain how to adapt the three-step process to blogging.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

89) Retweeting is the practice of forwarding messages from other Twitter users. It is the microblogging equivalent of

- A) exchanging emails to discuss a complex situation.
- B) using content curation to share content from other bloggers.
- C) protecting your online footprint from behavioral targeting.
- D) carrying on a real-time conversation via instant messaging.
- E) conducting a keyword search on a general-purpose search engine.

Answer: B

Explanation: B) Retweeting messages from Twitter users is the microblogging equivalent of using content curation to share content from other bloggers.

LO: 7.6: Describe the use of blogging and microblogging in business communication, and briefly explain how to adapt the three-step process to blogging.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

90) Writing "teasers" on microblogging sites can be effective, as long as the payoffs to which they lead are valuable and legitimate.

Answer: TRUE

Explanation: Teasers that entice users to look further are only as effective as your credibility. If you make outlandish promises that don't pay off, your teasers will quickly be ignored. If your pay-offs have value for users, teasers can be successful for you.

LO: 7.6: Describe the use of blogging and microblogging in business communication, and briefly explain how to adapt the three-step process to blogging.

AACSB: Information technology

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

- 91) Compared to blogs, podcasts are
- A) much easier to edit.
  - B) more difficult to edit.
  - C) equally challenging when it comes to editing.
  - D) used only by high-tech companies.
  - E) far less effective for conveying emotion and tone.

Answer: B

Explanation: B) The completing step is where podcasting differs most from written communication, because you are recording and distributing audio or video files. Editing audio or video is more time-consuming than editing text. Today, most personal computers, smartphones, and other devices now have basic audio recording capability, including built-in microphones.

Voice can carry much more emotion and tone than words on paper or a screen.

LO: 7.7: Explain how to adapt the three-step writing process for podcasts.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

- 92) One of the greatest drawbacks to using podcasts in business is
- A) you'll need to purchase costly equipment before you can start.
  - B) the difficulty of finding people with good speaking voices.
  - C) the challenge listeners face when trying to find specific parts of the message.
  - D) the high cost of establishing a distribution network for podcasts.
  - E) the lack of portability.

Answer: C

Explanation: C) As you organize the content for a podcast, pay close attention to previews, transitions, and reviews. These steering devices are especially vital in audio recordings because audio lacks the headings and other elements that audiences rely on in print media. Plus, scanning back and forth to find specific parts of an audio or video message is much more difficult than with textual messages.

LO: 7.7: Explain how to adapt the three-step writing process for podcasts.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

93) When organizing content for a podcast, steering devices such as \_\_\_\_\_ are especially important.

- A) sound
- B) consistency
- C) tone
- D) transitions
- E) media richness

Answer: D

Explanation: D) As you organize the content for a podcast, pay close attention to previews, transitions, and reviews. These steering devices are especially vital in audio recordings because audio lacks the "street signs" (such as headings) that audiences rely on in print media.

LO: 7.7: Explain how to adapt the three-step writing process for podcasts.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

94) In terms of the three-step writing process, podcasts differ mostly from written messages in the \_\_\_\_\_ step.

- A) planning
- B) writing
- C) completing
- D) composing
- E) production

Answer: C

Explanation: C) In the writing process, text can be edited and revised in simple, easy steps using a word processing program. For an audio or video podcast, the editing and revising stage involves rewriting and re-recording the scene that is being changed.

LO: 7.7: Explain how to adapt the three-step writing process for podcasts.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

95) A \_\_\_\_\_ offers regular podcasts on a consistent theme, designed for a public audience.

- A) cyber scheduler
- B) social stratagem
- C) podcasting channel
- D) programming network
- E) blog spot

Answer: C

Explanation: C) A podcasting channel includes regular recordings on a consistent theme, designed to attract an audience of regular listeners.

LO: 7.7: Explain how to adapt the three-step writing process for podcasts.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

96) One of the biggest attractions of podcasting is

- A) the ease of distribution.
- B) the low cost.
- C) improvement in audience engagement.
- D) the ability to create open-ended conversations.
- E) the conversations, person-to-person feel of the recording.

Answer: E

Explanation: E) One of the attractions of podcasting is the conversational, person-to-person feel of the recordings, so unless you need to capture exact wording, speaking from an outline and notes rather than a prepared script is often the best choice.

LO: 7.7: Explain how to adapt the three-step writing process for podcasts.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

97) Always read from a prepared script when creating podcasts for business.

Answer: FALSE

Explanation: One of the attractions of podcasting is the conversational, person-to-person feel of the recordings, so unless you need to capture exact wording, speak from an outline or notes rather than a script.

LO: 7.7: Explain how to adapt the three-step writing process for podcasts.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

98) The completing step is where podcasting differs most dramatically from written communication.

Answer: TRUE

Explanation: For written communication, the completing step involves straightforward evaluation and editing of text. A podcast features the same steps, but because the medium is video or audio, the editing process is much more complicated, requiring the re-recording of parts of the podcast.

LO: 7.7: Explain how to adapt the three-step writing process for podcasts.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media

99) Give at least three examples of how podcasts could replace more traditional message formats in business.

Answer: (Answers may vary.) Real estate agents could record audio podcasts that potential homebuyers could listen to while walking through homes. Marketing departments could replace expensive printed brochures with video podcasts that demonstrate new products in action. Human resource departments could use podcasts to offer video tours of their companies to entice new recruits.

LO: 7.7: Explain how to adapt the three-step writing process for podcasts.

AACSB: Information technology

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Explain how to create brief messages for different electronic media

100) When creating podcasts for business, should you script them entirely and read them word-for-word? Briefly explain your answer.

Answer: In podcasts, it is generally best to speak from an outline and notes rather than from a script. One of the attractions of podcasting is the conversational, person-to-person feel of the recordings. A scripted performance can reduce or eliminate these characteristics.

LO: 7.7: Explain how to adapt the three-step writing process for podcasts.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to create brief messages for different electronic media