

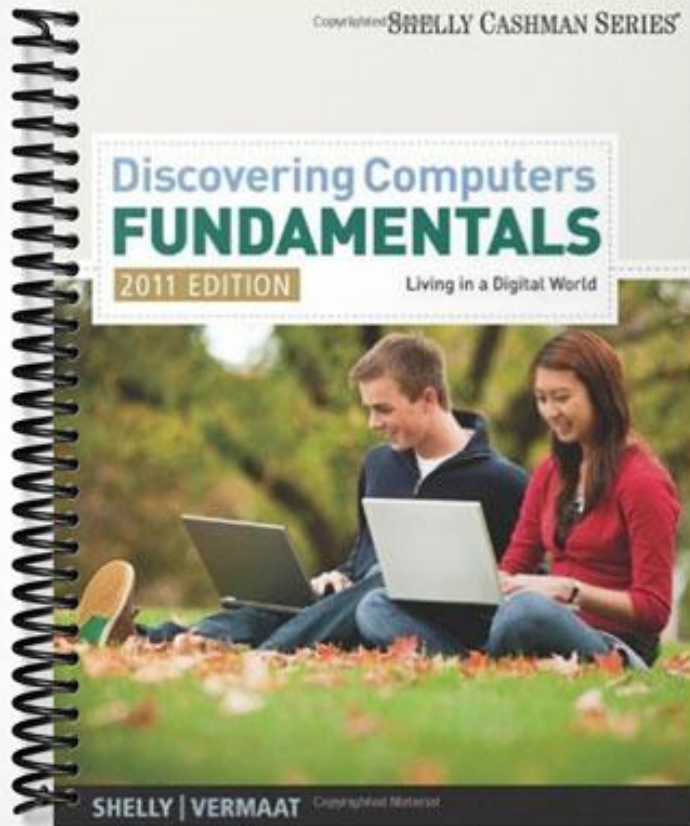
TEST BANK

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Discovering Computers **FUNDAMENTALS**

2011 EDITION

Living in a Digital World



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Chapter 2: The Internet and World Wide Web

MULTIPLE CHOICE

1. The ____ is a worldwide collection of networks that links millions of businesses, government agencies, educational institutions, and individuals.

a. Internet
b. microblog
c. Web
d. NSFNet

ANS: A PTS: 1 REF: 56

2. A(n) ____ address is a number that uniquely identifies each computer or device connected to the Internet.

a. TCP
b. IP
c. NSF
d. DNS

ANS: B PTS: 1 REF: 60

3. The ____, a widely used service on the Internet, consists of a worldwide collection of electronic documents.

a. ARPA
b. NSFNet
c. Web
d. VoIP

ANS: C PTS: 1 REF: 61

4. Each document on the Web, called a Web ____, can contain text, graphics, audio, and video.

a. host
b. net
c. reader
d. page

ANS: D PTS: 1 REF: 61



5. The purpose of a(n) ____ Web site as shown in the accompanying figure is to promote or sell a product or service.
- a. entertainment
 - b. business/marketing
 - c. advocacy
 - d. informational

ANS: B PTS: 1 REF: 68

6. A(n) ____ Web site as shown in the accompanying figure uses a diary or journal format to reflect the interests, opinions, and personalities of the author and sometimes site visitors.
- a. news
 - b. blog
 - c. advocacy
 - d. business/marketing

ANS: B PTS: 1 REF: 68

7. Most ____ as shown in the accompanying figure are open to modification by the general public.
- a. blogs
 - b. content aggregators
 - c. portals
 - d. wikis

ANS: D PTS: 1 REF: 68

8. Many Web page addresses begin with ____, which stands for Hypertext Transfer Protocol, a set of rules that defines how pages transfer on the Internet.
- a. htm://
 - b. http://
 - c. html://
 - d. Either A or C

ANS: B PTS: 1 REF: 63

9. A Web page may contain a(n) ____, which is a built-in connection to another Web page or part of a Web page.
- a. portal
 - b. directory
 - c. link
 - d. index

ANS: C PTS: 1 REF: 64

10. On the Web, a subject ____ classifies Web pages into an organized set of categories and related subcategories.
- a. glossary
 - b. dictionary
 - c. directory
 - d. roster

ANS: C PTS: 1 REF: 65

11. A(n) ____ is a Web site that offers a variety of Internet services from a single, convenient location.
- a. portal
 - b. blog
 - c. wiki
 - d. plug-in

ANS: A PTS: 1 REF: 67

12. A(n) ____ is a collaborative Web site that allows users to add to, modify, or delete the Web site content via their Web browser.
- a. portal
 - b. wiki
 - c. blog
 - d. content aggregator

ANS: B PTS: 1 REF: 68

13. A content ____ is a business that gathers and organizes Web content and then distributes, or feeds, the content to subscribers for free or a fee.
- a. collector
 - b. navigator
 - c. aggregator
 - d. browser

ANS: C PTS: 1 REF: 70

14. The term ____ refers to any application that combines text with graphics, animation, audio, video, and/or virtual reality.
- a. portal
 - b. Web app
 - c. multimedia
 - d. Java applet

ANS: C PTS: 1 REF: 70



15. As shown in the accompanying figure, a(n) ____ is a digital representation of nontext information such as a drawing, chart, or photograph.

- a. applet
- b. pic
- c. keyframe
- d. graphic

ANS: D PTS: 1 REF: 70

16. If any of the images in the accompanying figure could be clicked to display a larger version of the image, they would be ____ images.

- a. keyframe
- b. thumbnail
- c. applet
- d. extraction

ANS: B PTS: 1 REF: 70

17. Many Web pages such as the one shown in the accompanying figure use ____, which is the appearance of motion created by displaying a series of still images in sequence.

- a. multimedia
- b. keyframes
- c. animation
- d. keystoning

ANS: C PTS: 1 REF: 70

18. On the Web, web sites like the one in the accompanying figure can make use of ____, which includes music, speech, or any other sound.

- a. vodcasting
- b. audio
- c. video
- d. digeo

ANS: B PTS: 1 REF: 72

19. The more common usage of the term, ____ page, refers to the first page that a Web site displays, such as that shown in the accompanying figure.

- a. locator
- b. search
- c. home
- d. host

ANS: C PTS: 1 REF: 62

20. MP3 format ____ much of the original quality of the sound.
- a. increases an audio file to about ten times its original size, and destroys
 - b. increases an audio file to about ten times its original size, but preserves
 - c. reduces an audio file to about one-tenth its original size, and preserves
 - d. reduces an audio file to about one-tenth its original size, but destroys

ANS: C PTS: 1 REF: 72

21. To listen to an audio file on your computer, you need special software called a ____.
- a. host
 - b. receiver
 - c. portal
 - d. player

ANS: D PTS: 1 REF: 72

22. ____ is the process of transferring data in a continuous and even flow.
- a. Uploading
 - b. Flowing
 - c. Downloading
 - d. Streaming

ANS: D PTS: 1 REF: 72

23. ____ consists of full-motion images that are played back at various speeds.
- a. Audio
 - b. Vodcasting
 - c. Video
 - d. Digeo

ANS: C PTS: 1 REF: 73

24. ____ is the use of computers to simulate a real or imagined environment that appears as a three-dimensional (3-D) space.
- a. CAD
 - b. CMOS
 - c. CAM
 - d. VR

ANS: D PTS: 1 REF: 73

25. A(n) ____ is a program that extends the capability of a browser.
- a. plug-in
 - b. IrDA
 - c. chat client
 - d. VoIP

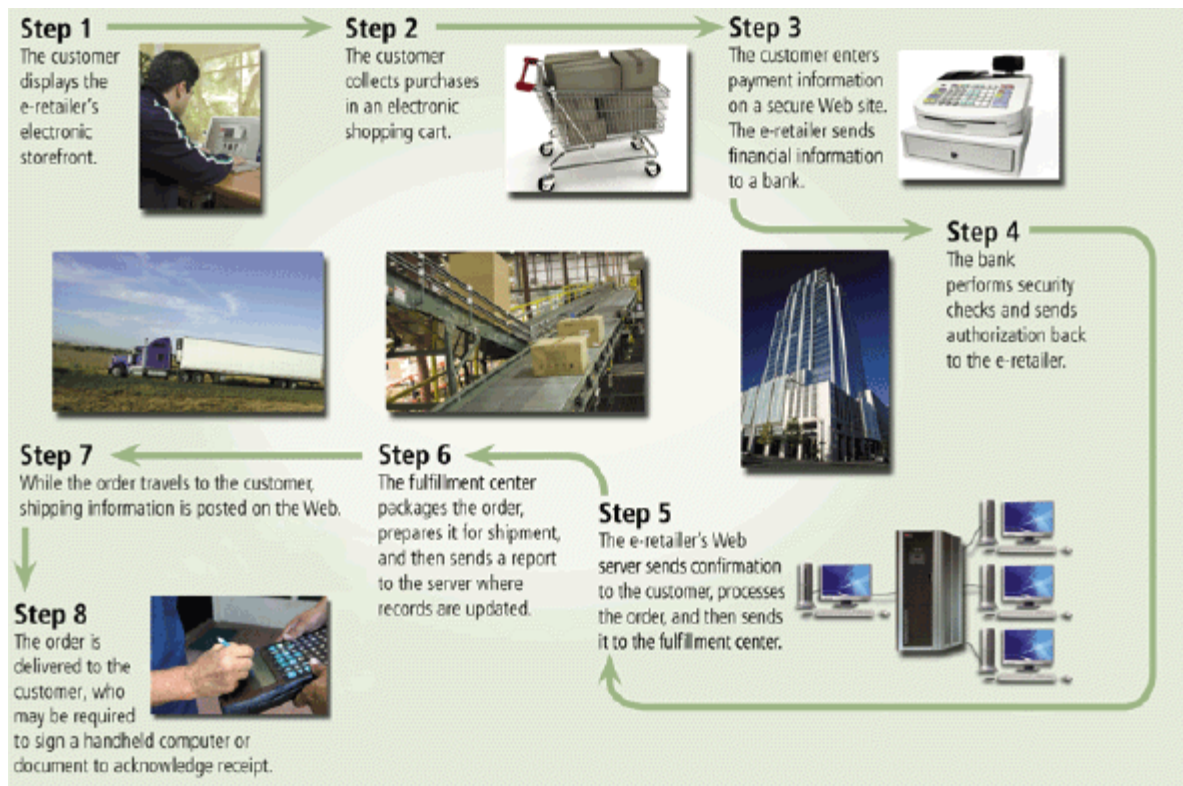
ANS: A PTS: 1 REF: 73

26. Web publishing involves ____.
- a. planning and maintaining the Web site
 - b. analyzing and designing the Web site
 - c. creating and deploying the Web site
 - d. all of the above

ANS: D PTS: 1 REF: 74

27. A customer visits an online business through its ____, which contains product descriptions, graphics, and a shopping cart.
- a. electronic storefront
 - b. data warehouse
 - c. online auction
 - d. chat room

ANS: A PTS: 1 REF: 74



28. As represented in the accompanying figure, ____ is a business transaction that occurs over an electronic network such as the Internet.

- a. e-convergence
- b. e-browsing
- c. e-marketing
- d. e-commerce

ANS: D PTS: 1 REF: 74

29. The accompanying figure illustrates e-retail, which is an example of e-commerce, most of which is ____ e-commerce.

- a. business-to-consumer (B2C)
- b. consumer-to-business (C2B)
- c. consumer-to-consumer (C2C)
- d. business-to-business (B2B)

ANS: D PTS: 1 REF: 75

30. You use a(n) ____ program to create, send, receive, forward, store, print, and delete e-mail messages.

- a. FTP
- b. e-mail
- c. transmission
- d. communication

ANS: B PTS: 1 REF: 75

31. ____, which is the transmission of messages and files via a computer network, is a primary communications method for both personal and business use.

- a. E-mail
- b. FTP
- c. Mailing list
- d. Chat room

ANS: A PTS: 1 REF: 75

32. An e-mail ____ is a combination of a user name and domain name that identifies a user so he or she can receive Internet e-mail.

- a. link
- b. address
- c. reference
- d. user clause

ANS: B PTS: 1 REF: 76

33. In an e-mail address, the ____ is a unique combination of characters, such as letters of the alphabet and/or numbers, that identifies a specific user.
- a. domain name
 - b. address book
 - c. user name
 - d. subject directory

ANS: C PTS: 1 REF: 77

34. A(n) ____ is a real-time typed conversation that takes place on a computer.
- a. confab
 - b. chat
 - c. URL
 - d. VoIP

ANS: B PTS: 1 REF: 79

35. ____ enables users to speak to other users over the Internet (instead of the public switched telephone network).
- a. IrDA
 - b. CAD
 - c. VoIP
 - d. POST

ANS: C PTS: 1 REF: 80

36. A popular Web-based type of discussion group that does not require a newsreader is a(n) ____.
- a. online index
 - b. blog reader
 - c. browser
 - d. message board

ANS: D PTS: 1 REF: 81

37. ____ is the code of acceptable behavior users should follow while on the Internet; that is, it is the conduct expected of individuals while online.
- a. Netiquette
 - b. Web politesse
 - c. Internet behavior
 - d. Web civility

ANS: A PTS: 1 REF: 81

38. In e-mail, newsgroups, and chat rooms, use ____, such as :) and :(, to express emotion.
- a. icons
 - b. OSPs
 - c. emoticons
 - d. spam

ANS: C PTS: 1 REF: 81

39. A Web ____ is a collection of Web pages and associated items, such as documents and pictures, stored on a Web server.
- a. reader
 - b. site
 - c. host
 - d. app

ANS: B PTS: 1 REF: 61

40. A(n) ____ is application software that allows users to access and view Web pages.
- a. reader
 - b. host
 - c. browser
 - d. server

ANS: C PTS: 1 REF: 61

MULTIPLE RESPONSE

Modified Multiple Choice

1. A wireless Internet service provider is a company that provides wireless Internet access to users with _____.
a. ISPs
b. OSPs
c. wireless modems
d. Internet-enabled mobile devices
ANS: C, D PTS: 1 REF: 58
2. A Web address can include a _____.
a. protocol
b. path to a specific Web page
c. domain name
d. path to a location on a Web page
ANS: A, B, C, D PTS: 1 REF: 63
3. An advocacy Web site contains content that promotes _____.
a. a cause
b. entertainment options
c. an opinion
d. an idea
ANS: A, C, D PTS: 1 REF: 69
4. An e-mail message can be simple text or can include an attachment such as a(n) _____.
a. FTP site
b. audio clip
c. Graphic
d. video clip
ANS: B, C, D PTS: 1 REF: 76
5. Netiquette includes rules for _____.
a. the Web
b. FTP
c. e-mail
d. Newgroups
ANS: A, B, C, D PTS: 1 REF: 81

MODIFIED TRUE/FALSE

1. Pointing to, or positioning the pointer on, a link on a Web page typically changes the shape of the pointer to a small hand with a pointing index finger. _____
ANS: T PTS: 1 REF: 64
2. A wiki is a business that gathers and organizes Web content and then distributes, or feeds, the content to subscribers for free or a fee. _____
ANS: F, content aggregator
PTS: 1 REF: 70
3. Streaming allows users to access and use a file while it is transmitting. _____
ANS: T PTS: 1 REF: 72
4. In an Internet e-mail address, an & symbol separates the user name from the domain name.

ANS: F, @

PTS: 1 REF: 77

5. Uploading is the process of transferring documents, graphics, and other objects from a server on the Internet to your computer. _____

ANS: F, Downloading

PTS: 1 REF: 80

TRUE/FALSE

1. No single person, company, institution, or government agency controls or owns the Internet.

ANS: T PTS: 1 REF: 57

2. A dial-up Internet connection is high-speed technology.

ANS: F PTS: 1 REF: 58

3. An ISP (Internet service provider) is a regional or national access provider.

ANS: T PTS: 1 REF: 58

4. National ISPs usually offer fewer services and have a smaller technical support staff than regional ISPs.

ANS: F PTS: 1 REF: 58

5. An IP address usually consists of four groups of numbers, each separated by a comma.

ANS: F PTS: 1 REF: 60

6. To browse the Web, you need a computer that is connected to the Internet and that has a Web browser.

ANS: T PTS: 1 REF: 61

7. All current browsers and Web sites require the http:// and www portions of a Web address.

ANS: F PTS: 1 REF: 63

8. Text links may be underlined and/or displayed in a different size from the other text on a Web page.

ANS: F PTS: 1 REF: 64

9. Many current Web browsers support tabbed browsing, where the top of the browser displays a tab for each Web page you open.

ANS: T PTS: 1 REF: 64

10. An entertainment Web site contains factual information.

ANS: F PTS: 1 REF: 69

11. Most Web pages include only formatted text and links.

ANS: F PTS: 1 REF: 70

12. It is legal to download copyrighted music only if the song's copyright holder has granted permission for users to download and play the song.

ANS: T PTS: 1 REF: 72

13. Podcasters register their podcasts with wikis.

ANS: F PTS: 1 REF: 72

14. Video files seldom are compressed because they are quite small in size.

ANS: F PTS: 1 REF: 73

15. The Moving Pictures Experts Group (MPEG) defines a popular video compression standard, the current one being called MPEG-4.

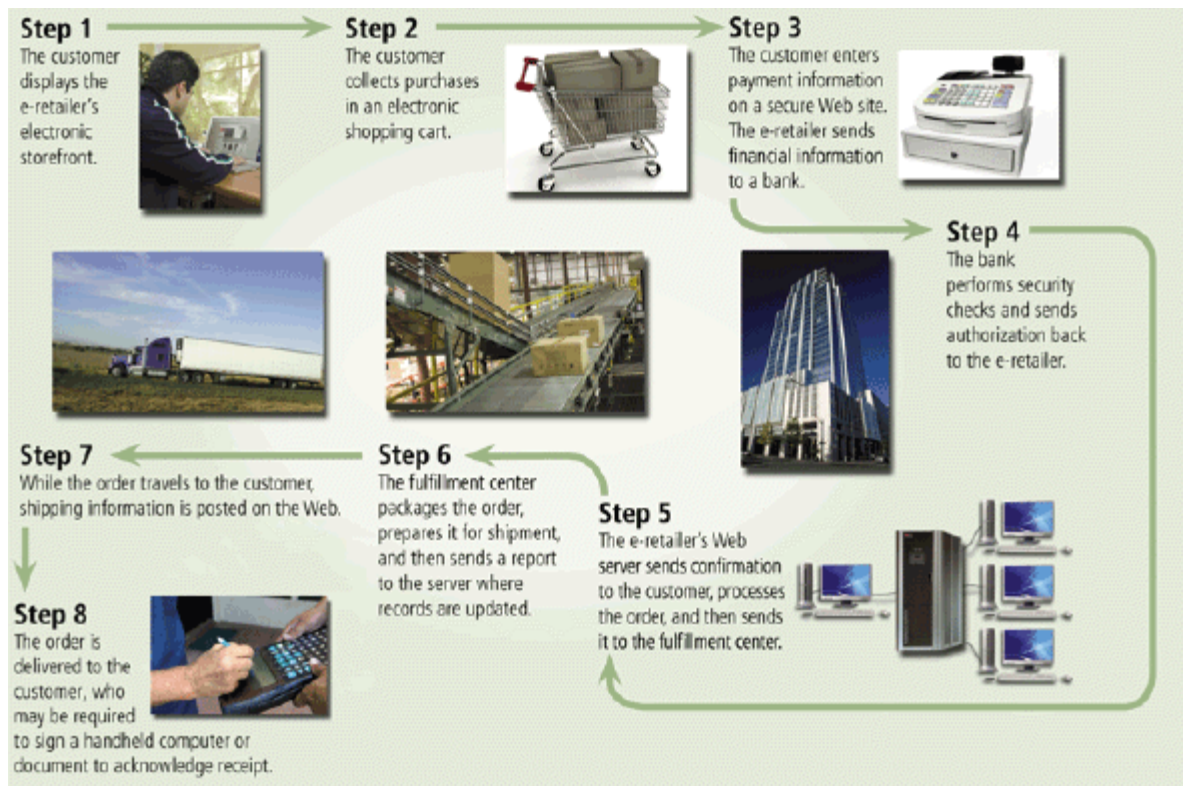
ANS: T PTS: 1 REF: 73

16. To develop a Web page, you must be a computer programmer.

ANS: F PTS: 1 REF: 74

17. The first step in Web publishing is to plan a Web site.

ANS: T PTS: 1 REF: 74



18. B2C e-commerce occurs when one consumer sells directly to another, as illustrated in the accompanying figure.

ANS: F PTS: 1 REF: 74

19. Just as you address a letter when using the postal system, you must address an e-mail message with the e-mail address of your intended recipient.

ANS: T PTS: 1 REF: 76

20. To add your e-mail name and address to a mailing list, you unsubscribe from it.

ANS: F PTS: 1 REF: 78

21. Real time means that you and the people with whom you are conversing must be online at different times.

ANS: F PTS: 1 REF: 78

22. All IM programs follow IM standards.

ANS: F PTS: 1 REF: 79

23. All FTP sites restrict file transfers to those who have authorized accounts.

ANS: F PTS: 1 REF: 80

24. Most Web sites use newsgroups instead of message boards because they are easier to use.

ANS: F PTS: 1 REF: 81

25. A rule of netiquette is to read the FAQ (frequently asked questions), if one exists.

ANS: T PTS: 1 REF: 81

COMPLETION

1. A(n) _____ is any computer that provides services and connections to other computers on a network.

ANS: host

PTS: 1 REF: 56

2. The _____ oversees research and sets standards and guidelines for many areas of the Internet.

ANS:
W3C
World Wide Web Consortium

PTS: 1 REF: 57

3. A cable _____ provides high-speed Internet connections through the cable television network.

ANS: modem

PTS: 1 REF: 57

4. Unlike high-speed connections that always are on, with _____ access, you must establish a connection to the Internet.

ANS: dial-up

PTS: 1 REF: 58

5. In addition to providing Internet access, a(n) _____, such as AOL or MSN, also has many members-only features, including special content and services.

ANS:
online service provider
OSP

PTS: 1 REF: 58

6. A(n) _____ provider is a business that provides individuals and companies access to the Internet free or for a fee.

ANS: access

PTS: 1 REF: 58

7. The major carriers of traffic on the Internet are known collectively as the Internet _____.

ANS: backbone

PTS: 1 REF: 59

8. A(n) _____ is the text version of an IP address.

ANS: domain name

PTS: 1 REF: 60

9. A Web _____ is a computer that delivers requested Web pages to your computer.

ANS: server

PTS: 1 REF: 61

10. _____ is the process of a computer receiving information, such as a Web page, from a server on the Internet.

ANS: Downloading

PTS: 1 REF: 62

11. A Web page has a unique address, called a(n) _____.

ANS:

URL

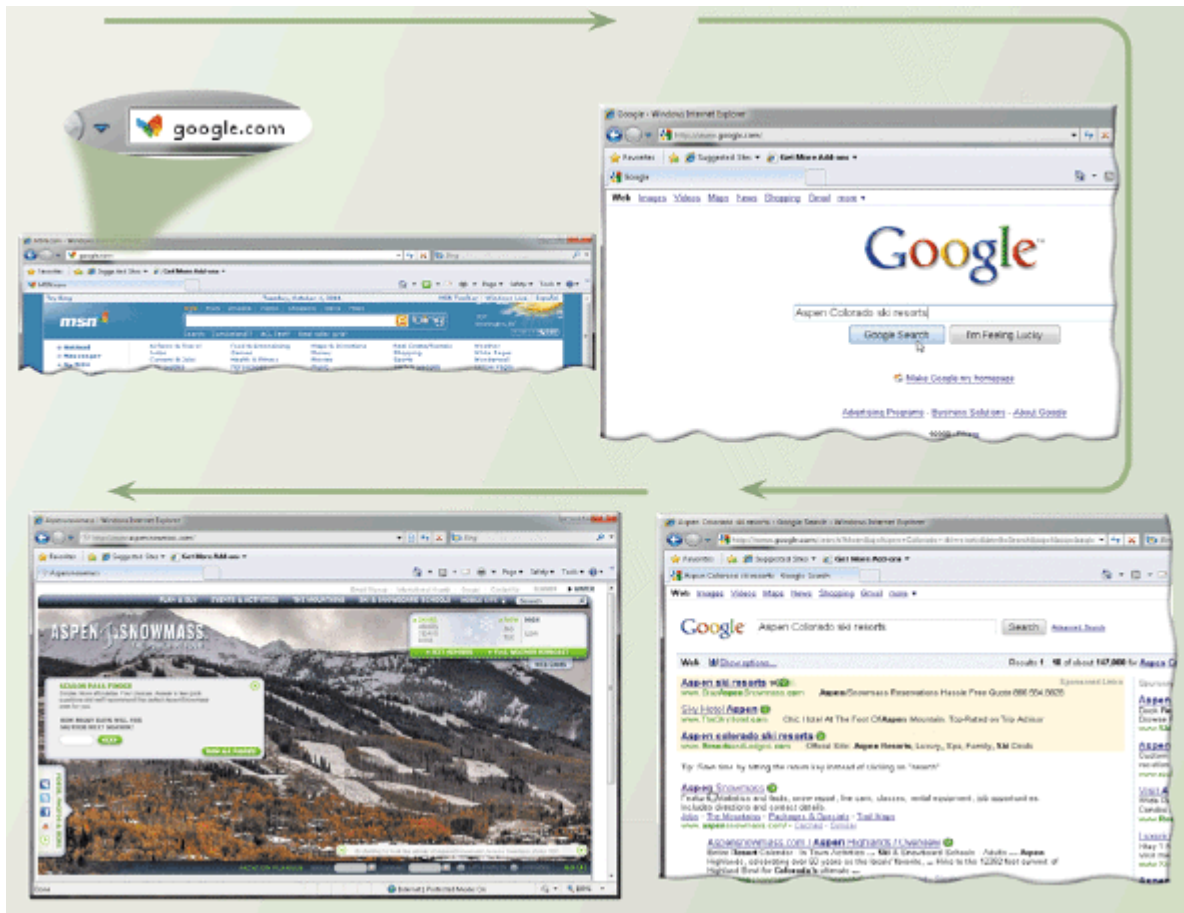
uniform resource locator

PTS: 1 REF: 63

12. Some people use the phrase, _____ the Web, to refer to the activity of using links to explore the Web.

ANS: surfing

PTS: 1 REF: 64



13. A(n) _____, such as that illustrated in the accompanying figure, is a program that finds Web sites and Web pages.

ANS: search engine

PTS: 1 REF: 65

14. To find Web pages easily, simply enter a word or phrase, called _____, in the text box, as shown in the accompanying figure.

ANS: search text

PTS: 1 REF: 66

15. A(n) _____ Web site contains content that promotes or sells products or services.

ANS: business/marketing

PTS: 1 REF: 68

16. A(n) _____ group of e-mail names and addresses given a single name.

ANS: mailing list

PTS: 1 REF: 78

17. A(n) _____ is a location on an Internet server that permits users to have real-time, typed conversations with each other.

ANS: chat room

PTS: 1 REF: 79

18. _____ is an Internet standard that permits the process of file uploading and downloading (transferring) with other computers on the Internet.

ANS:
File transfer protocol
FTP

PTS: 1 REF: 80

19. A(n) _____ is an online area in which users have written discussions about a particular subject.

ANS: newsgroup

PTS: 1 REF: 80

20. According to the rules of netiquette, in e-mail, newsgroups, and chat rooms you should avoid sending or posting _____.

ANS: flames

PTS: 1 REF: 81

MATCHING

Identify the letter of the choice that best matches the phrase or definition.

- | | |
|--------------------|------------------|
| a. Web application | f. search engine |
| b. real time | g. player |
| c. VR | h. TLD |
| d. portal | i. link |
| e. plug-in | j. DSL |

1. Provides high-speed Internet connections using regular telephone lines.
2. To activate one of these on a Web page, you point to it and then press the left mouse button
3. Special software used to listen to music on a computer
4. This identifies the type of organization associated with a domain
5. Displays a list of hits that contain the text for which you are looking
6. Web site that offers a variety of Internet services from a single location
7. A Web site that allows users to access and interact with software through a Web browser, for example
8. Means that you and the people with whom you are conversing are online at the same time
9. The use of computers to simulate a real or imagined environment that appears as a 3-D space
10. Extends the capability of a browser

1. ANS: J PTS: 1 REF: 57

2. ANS: I PTS: 1 REF: 64

- | | | |
|------------|--------|---------|
| 3. ANS: G | PTS: 1 | REF: 72 |
| 4. ANS: H | PTS: 1 | REF: 60 |
| 5. ANS: F | PTS: 1 | REF: 65 |
| 6. ANS: D | PTS: 1 | REF: 67 |
| 7. ANS: A | PTS: 1 | REF: 69 |
| 8. ANS: B | PTS: 1 | REF: 78 |
| 9. ANS: C | PTS: 1 | REF: 73 |
| 10. ANS: E | PTS: 1 | REF: 73 |

CASE

Critical Thinking Questions
Case 2-1

You are taking an economics class, as part of which you are studying the various types of e-commerce.

1. As part of your research, you've learned about the flourishing business in online auctions, in which an individual user bids on something being sold by another person. Which of the following types of commerce does this exemplify?

a. C2C	b. m-commerce
c. B2B	d. C2B

ANS:
A.

PTS: 1 REF: 75

2. A major search engine is preparing to provide Web-based purchasing, tracking, and transaction downloading capabilities to corporations. What kind of commerce is this an example of?

a. B2B	b. m-commerce
c. B2C	d. C2C

ANS:
A.

PTS: 1 REF: 74

Critical Thinking Questions
Case 2-2

You've just moved to a new community and are investigating options in terms of access providers where you are now living.

3. Which of the following is NOT true?

a. Access providers often charge about \$5 to \$24 per month for dial-up access.	b. Due to their larger size, national ISPs usually offer more services and have a larger technical support staff than regional ISPs.
c. Access providers often charge about \$13 to \$120 per month for high-speed access.	d. Examples of regional ISPs are AT&T and EarthLink.

ANS:

D.

PTS: 1

REF: 58

4. You have decided you would like an access provider than offers a number of members-only features in addition to just e-mail access. Which of the following is your best option?

a. AOL	b. EarthLink
c. AT&T	d. Both B and C

ANS:

C.

PTS: 1

REF: 58

ESSAY

1. Discuss what netiquette is and list the rules of netiquette.

ANS:

Netiquette, which is short for Internet etiquette, is the code of acceptable behaviors user should follow while on the Internet; that is, the conduct expected of individuals while online. Netiquette includes rules for all aspects of the Internet.

In e-mail, newsgroups, and chat rooms:

Keep messages brief

Use proper grammar, spelling, and punctuation

Be careful when using sarcasm and humor, as it might be misinterpreted

Be polite, avoiding offensive language

Read the message before you send it

Use meaningful subject lines

Avoid sending or posting flames, which are abusive or insulting messages

Do not participate in flame wares, which are exchanges of flames

Avoid sending spam

Do not use all capital letters, which is the equivalent of SHOUTING!

Use emoticons to express emotion.

Use abbreviations and acronyms for phrases

Read the FAQ, if one exists. Many newsgroups and Web pages have FAQs.

Do not assume material is accurate or up-to-date. Be forgiving of other's mistakes.

Never read someone's private e-mail.

PTS: 1

REF: 81

2. Define at least seven of the different types of Web sites.

ANS:

Thirteen types of Web sites are portal, news, informational, business/marketing, educational, entertainment, advocacy, blog, wiki, online social network, content aggregator, and personal. Many Web sites fall in more than one of these categories.

PORTAL A portal is a Web site that offers a variety of Internet services from a single, convenient location. Most portals offer the following free services: search engine and/or subject directory; news; sports and weather; Web publishing; reference tools such as yellow pages, stock quotes, and maps; shopping; and e-mail and other forms of online communications.

NEWS A news Web site contains newsworthy material including stories and articles relating to current events, life, money, sports, and the weather. Many magazines and newspapers sponsor these Web sites. Newspapers and television and radio stations are some of the media that maintain news Web sites.

INFORMATIONAL An informational Web site contains factual information. Many United States government agencies have informational Web sites providing information such as census data, tax codes, and the congressional budget. Other organizations provide information such as public transportation schedules and published research findings.

BUSINESS/MARKETING A business/marketing Web site contains content that promotes or sells products or services. Nearly every business has a business/marketing Web site. Many of these companies also allow you to purchase their products or services online.

BLOG A blog, short for Weblog, is an informal Web site consisting of time-stamped articles, or posts, in a diary or journal format, usually listed in reverse chronological order. A blog that contains video clips is called a video blog, or vlog. A microblog allows users to publish short messages, usually between 100 and 200 characters, for others to read. Twitter is a popular microblog. The term blogosphere refers to the worldwide collection of blogs, and the vlogosphere refers to all vlogs worldwide. Blogs reflect the interests, opinions, and personalities of the author, called the blogger or vlogger (for vlog author), and sometimes site visitors. Blogs have become an important means of worldwide communication.

WIKI A wiki is a collaborative Web site that allows users to create, add to, modify, or delete the Web site content via their Web browser. Most wikis are open to modification by the general public. Wikis usually collect recent edits on a Web page so someone can review them for accuracy. The difference between a wiki and a blog is that users cannot modify original posts made by the blogger. A popular wiki is Wikipedia, a free Web encyclopedia.

ONLINE SOCIAL NETWORKS An online social network, also called a social networking Web site, is a Web site that encourages members in its online community to share their interests, ideas, stories, photos, music, and videos with other registered users. Most include chat rooms, newsgroups, and other communications services. Popular social networking Web sites include MySpace and Facebook, with Facebook alone boasting more than 250 million visitors active users. A media sharing Web site is a specific type of online social network that enables members to share media such as photos, music, and videos. Flickr, Fotki, and Webshots are popular photo sharing communities; PixelFish and YouTube are popular video sharing communities.

EDUCATIONAL An educational Web site offers exciting, challenging avenues for formal and informal teaching and learning. For a more structured learning experience, companies provide online training to employees; and colleges offer online classes and degrees. Instructors often use the Web to enhance classroom teaching by publishing course materials, grades, and other pertinent class information.

ENTERTAINMENT An entertainment Web site offers an interactive and engaging environment. Popular entertainment Web sites offer music, videos, sports, games, ongoing Web episodes, sweepstakes, chats, and more.

ADVOCACY An advocacy Web site contains content that describes a cause, opinion, or idea. These Web sites usually present views of a particular group or association.

WEB APPLICATION A Web application, or Web app, is a Web site that allows users to interact with software through a Web browser or any computer or device that is connected to the Internet. Some Web applications provide free access to their software. Others offer part of their software free and charge for access to more comprehensive features or when a particular action is requested. Examples of Web applications include Google Docs, TurboTax Online, and Windows Live Hotmail.

CONTENT AGGREGATOR A content aggregator is a business that gathers and organizes Web content and then distributes, or feeds, the content to subscribers for free or a fee. Examples of distributed content include news, music, video, and pictures. Subscribers select content in which they are interested. Whenever this content changes, it is downloaded automatically (pushed) to the subscriber's computer or mobile device. RSS 2.0, which stands for Really Simple Syndication, is a specification that content aggregators use to distribute content to subscribers.

PERSONAL A private individual or family not usually associated with any organization may maintain a personal Web site or just a single Web page. People publish personal Web pages for a variety of reasons. Some are job hunting. Others simply want to share life experiences with the world.

PTS: 1 REF: 67-70

3. Discuss FTP, including all relevant terms in your explanation.

ANS:

FTP (File Transfer Protocol) is an Internet standard that permits file uploading and downloading (transferring) with other computers on the Internet. Uploading is the opposite of downloading; that is, uploading is the process of transferring documents, graphics, and other objects from your computer to a server on the Internet. Web page authors, for example, often use FTP to upload their Web pages to a Web server. Some FTP sites restrict file transfers to those who have authorized accounts (user names and passwords) on the FTP server.

PTS: 1 REF: 80