ALWAYS LEARNING   PEARSON

Chapter 2 Social Media

I. Multiple Choice Questions   (28)

1. Social media engagement involves engaging in
    a.   monologues
    b.   dialogues
    c.   conversations
    d.   debates

    Answ: b   Diff: 1   AACSB: Information technology
2.1 explain how collaborative communication technologies impact on communication in today's workplace

2. Collaboration through social media engagement
    a.   enhances workflow
    b.   can lead to breaches of privacy
    c.   can enhance work product
    d.   a. and c.

    Answ: b   Diff: 1   AACSB: Information technology

2.1 explain how collaborative communication technologies impact on communication in today's workplace

3. Which of the following is an advantage of audience co-creation?
    a.   Enhanced creativity
    b.   Enhanced communication skills
    c.   Enhanced work product
    d.   Enhanced visibility of the organisation

    Answ: d   Diff: 2   AACSB: Information technology

2.1 explain how collaborative communication technologies impact on communication in today's workplace

4. Organisations are increasingly using social networks to
    a.   announce their social responsibility
    b.   improve their workflows
    c.   engage with clients and customers
    d.   improve internal relationships

    Answ: c   Diff: 2   AACSB: Information technology

2.3 identify the purpose of social media strategy and discuss areas to consider when constructing a social media framework

5. Which of the following is NOT one of the six progressive levels of customer participation on social media?
    a. Viewing
    b. Commenting
    c. Consulting
    d. Arbitrating

    Answ: c   Diff: 2   AACSB: Information technology
2.1 explain how collaborative communication technologies impact on communication in today's workplace

6. When consumers are placed in the position of rendering judgement and mediating conflicts, it is referred to as
    a. forwarding
    b. commenting
    c. moderating
    d. arbitrating

    Answ: d   Diff: 2   AACSB: Information technology
2.1 explain how collaborative communication technologies impact on communication in today's workplace

7. Phatic communication
    a. improves the flow of information
    b. is detrimental to relationships
    c. improves sharing and negotiations
    d. is too formal for social media

    Answ: d   Diff: 2   AACSB: Information technology

2.1 explain how collaborative communication technologies impact on communication in today's workplace

8. What is the term for the flow of information about consumption patterns back to the organisation?
    a. Backward flow of information
    b. Inward flow of communication
    c. The media feedback loop
    d. The media channel

    Answ: d   Diff: 1   AACSB: Information technology

2.4 outline the reasons for collecting and reporting quantitative and qualitative social media data

9. What are the characteristics of organisations that establish a successful media presence?
   a. A strategic framework
   b. An operational framework
   c. The media feedback loop
   d. Short-term media initiatives

   Answ: d   Diff: 1   AACSB: Information technology
2.3 identify the purpose of social media strategy and discuss areas to consider when constructing a social media framework

10. Identity, conversations and sharing are examples of
    a. a honeycomb framework
    b. an operational framework
    c. the mosaic framework
    d. the media framework

    Answ: a   Diff: 2   AACSB: Information technology

2.3 identify the purpose of social media strategy and discuss areas to consider when constructing a social media framework

11. Which of the following are blocks in the honeycomb framework?
    a. Identity, credibility, reputation
    b. Communication, convenience, channel
    c. Sharing, presence, relationship
    d. Sharing, caring, relationship

    Answ: c   Diff: 2   AACSB: Information technology

2.3 identify the purpose of social media strategy and discuss areas to consider when constructing a social media framework

12. What is the most basic building block of any social media site?
    a. Credibility
    b. Identity
    c. Presence
    d. Sharing

    Answ: b   Diff: 2   AACSB: Information technology

13. Examples of social media approaches available to an organisation include
    a. automated notifications
    b. chat rooms
    c. mobile phones
    d. a. and b.

    Answ: b Diff: 1   AACSB: Information technology

14. A social media strategy that enables an organisation to focus on its overall strategic goals is referred to as
    a. a strategic framework
    b. a social media plan
    c. a broad media strategy
    d. a narrow media strategy

    Answ: c Diff: 1   AACSB: Information technology

15. The ability of users to interact with an organisation's social media, irrespective of their skill level is referred to as
    a. equal rights
    b. equipotentiality
    c. EEO
    d. computer literacy

    Answ: b Diff: 2   AACSB: Information technology

16. The 6C model of social media engagement distinguishes six interrelated components
    a. company, competitors, community, channels, click-throughs, communicators
    b. communicators, competitors, channels, clients, cases, chat rooms

c.   competitors, conversation drivers, competence, customers, conversations, consumers

d.   company, content, control, community, customers, conversations

Answ: d. Diff: 2   AACSB: Information technology

2.2 discuss the interrelated components of the 6C model of social media engagement

17. The function of a social media strategic plan includes
a.   setting expectations and delivering value
b.   equipotentiality
c.   social media training
d.   assessing interest and demand

Answ: b Diff: 3   AACSB: Information technology

2.3 identify the purpose of social media strategy and discuss areas to consider when constructing a social media framework

18. The benefit of monitoring social media initiatives is that it enables an organisation to
a.   evaluate its performance against targets
b.   evaluate its competitors performance against targets
c.   assess its employee performance
d.   determine its operational goals

Answ: b Diff: 2   AACSB: Information technology

2.4 outline the reasons for collecting and reporting quantitative and qualitative social media data

19. The 4C guidelines include
a.   cognise, congruity, communicate
b.   congruity, curate, communicate
c.   cognise, congruity, curate
d.   connect, congruity, curate

Answ: c Diff: 3   AACSB: Information technology

2.4 outline the reasons for collecting and reporting quantitative and qualitative social media data

20. In the 4C guidelines, cognise refers to
   a. a match between the company's objectives and honeycomb platform
   b. an understanding of how often and when a firm should engage in conversations on a social media
   c. the inclusion of content from other sources
   d. monitoring of social media landscape

   Answ: d   Diff: 3   AACSB: Information technology

2.4 outline the reasons for collecting and reporting quantitative and qualitative social media data

21. Data collected to show how many users there are on a particular social media site is called
   a. quantity data
   b. quantitative data
   c. quality data
   d. qualitative data

   Answ: b. Diff: 2   AACSB: Information technology

2.4 outline the reasons for collecting and reporting quantitative and qualitative social media data

22. Sources of qualitative data include
   a. conversation drivers
   b. engagement
   c. timing
   d. click-through rates

   Answ: a. Diff: 2   AACSB: Information technology

2.4 outline the reasons for collecting and reporting quantitative and qualitative social media data

23. Sources of quantitative data include
   a. influence
   b. sentiment
   c. click-through rates
   d. conversation drivers

Answ: c. Diff: 2   AACSB: Information technology

2.4 outline the reasons for collecting and reporting quantitative and qualitative social media data

24. Some ethical implications of social networking in the professions include behaving in ways that prevent
   a. breaches of codes of conduct
   b. racism
   c. misleading promotions
   d. all of the above

Answ: c. Diff: 2   AACSB: Ethical understanding and reasoning

2.4 outline the reasons for collecting and reporting quantitative and qualitative social media data

25. Employees who merge their professional and personal lives can give rise to which of the following threats?
   a. Personal data may appear on the professional website
   b. Customers with complaints against the organisation could target the individual
   c. Personal data could be misused or sold on
   d. Brands could become personalised

Answ: c. Diff: 2   AACSB: Ethical understanding and reasoning

2.5 discuss the advantages and disadvantages of social media, making particular reference to ethical challenges created by social media technology.

26. Spending time on social media that is not related to work is an example of
   a. the inappropriate use of social media
   b. common use of social media
   c. appropriate use of social media
   d. unusual use of social media

Answ: a. Diff: 2   AACSB: Ethical understanding and reasoning

2.5 discuss the advantages and disadvantages of social media, making particular reference to ethical challenges created by social media technology.

27. Reasonable use of social media includes
   a. providing brief personal comments on non-work related

fora
b.   doing banking online in personal time
c.   spending time on non-work related social media sites
d.   posting a personal blog

Answ: b. Diff: 2   AACSB: Ethical understanding and reasoning

2.5 discuss the advantages and disadvantages of social media, making particular reference to ethical challenges created by social media technology.

28. Reasonable use of social media includes
a.   posting brief comments on a work-related social media page
b.   doing banking online
c.   spending time on non-work related social media sites
d.   posting a personal blog

Answ: a Diff: 2   AACSB: Ethical understanding and reasoning

2.5 discuss the advantages and disadvantages of social media, making particular reference to ethical challenges created by social media technology.

II. True/False Questions   (19)

(   ) 1. SNS stands for Social Network Systems.

   Answ: F (Social Network Service)
   Diff: 1   AACSB: Information technology

   2.1 explain how collaborative communication technologies impact on communication in today's workplace

(   ) 2. A webinar is a live or delayed video broadcast.

   Answ: F (a web-based seminar)
   Diff: 1   AACSB: Information technology
2.1 explain how collaborative communication technologies impact on communication in today's workplace

(   ) 3. Collaboration and knowledge sharing through social media can improve workflow by enabling formal and informal teams to collaborate.

   Answ: T
   Diff: 2   AACSB: Information technology

2.1 explain how collaborative communication technologies impact on communication in today's workplace

(   ) 4. It is estimated that by implementing social technologies effectively, companies can raise the productivity of knowledge workers by 20-25%.

   Answ: T
   Diff: 2   AACSB: Information technology
2.5 discuss the advantages and disadvantages of social media, making particular reference to ethical challenges created by social media technology.

(   ) 5. Audience co-creation and contextualisation is not welcomed by most companies as they lose control over the content.

   Answ: F (welcomed because it raises the organisation's presence and visibility)
   Diff: 2   AACSB: Information technology
   2.1 explain how collaborative communication technologies impact on communication in today's workplace

(   ) 6. Egocentric sites allow users with similar values and interests to form virtual groups.

> Answ: F (allow users to build profiles and connections, e.g. Bebo, Facebook)
> Diff: 2   AACSB: Information technology

2.1 explain how collaborative communication technologies impact on communication in today's workplace

(   ) 7. LinkedIn is an example of an opportunistic site.

> Answ: T
> Diff: 1   AACSB: Information technology

2.1 explain how collaborative communication technologies impact on communication in today's workplace

(   ) 8. Phatic communication shares feelings and creates social bonds.

> Answ: T
> Diff: 2   AACSB: Information technology

2.1 explain how collaborative communication technologies impact on communication in today's workplace

(   ) 9. Homophily is the tendency of individuals to predominantly communicate information to each other rather than form bonds.

> Answ: F (tendency to form associations and bonds with similar others)
> Diff: 3   AACSB: Information technology

2.1 explain how collaborative communication technologies impact on communication in today's workplace

(   ) 10. The 6C model of social engagement distinguishes six unrelated components that operate to create and sustain consumer engagement.

> Answ: F (related components)
> Diff: 2   AACSB: Information technology

2.2 discuss the interrelated components of the 6C model of social media engagement

(   ) 11. The elements of the 6C model include: company, content,
         control, community, customer and convenience.

         Answ: F (and conversations, not convenience)
         Diff: 2   AACSB: Information technology
2.2 discuss the interrelated components of the 6C model of social media
engagement

(   ) 12. A social media strategy sets forth measurable objectives
         supported by a framework.

         Answ: T
         Diff: 2   AACSB: Information technology
2.1 explain how collaborative communication technologies impact on
communication in today's workplace

(   ) 13. Equipotentiality is the assumption that each user can make a
         valuable contribution irrespective of their skill level.

         Answ: T
         Diff: 2   AACSB: Information technology

2.3 identify the purpose of social media strategy and discuss areas to
consider when constructing a social media framework

(   ) 14. A honeycomb framework defines how social media services focus
         on seven functional building blocks.

         Answ: T
         Diff: 2   AACSB: Information technology

2.1 explain how collaborative communication technologies impact on
communication in today's workplace

(   ) 15. Media tactics such as talking through chat rooms and forging
         relationships through posts are seen as threats to organisations.

         Answ: F (are seen as positive engagement strategies)
         Diff: 3   AACSB: Information technology

2.3 identify the purpose of social media strategy and discuss areas to
consider when constructing a social media framework

(   ) 16. Effective social media tactics can create value by offering real-time service responses.

     Answ: T
     Diff: 2   AACSB: Information technology

2.5 discuss the advantages and disadvantages of social media, making particular reference to ethical challenges created by social media technology.

(   ) 17. The amplification rate is an example of qualitative data that indicates the number of pins, retweets and reshares of a particular post.

     Answ: F (quantitative)
     Diff: 2   AACSB: Information technology
2.4 outline the reasons for collecting and reporting quantitative and qualitative social media data

(   ) 18. Relative engagement rates are a comparison of conversion rates between different kinds of social media, e.g. Facebook and Instagram.

     Answ: T
     Diff: 2   AACSB: Information technology
2.4 outline the reasons for collecting and reporting quantitative and qualitative social media data

(   ) 19. Disclosing any confidential information obtained as an employee is unethical behaviour.

     Answ: T
     Diff: 2   AACSB: Information technology

2.5 discuss the advantages and disadvantages of social media, making particular reference to ethical challenges created by social media technology.

III. Short Answer/Problem/Essay Questions   (14)

1. Discuss the benefits for an organisation of using collaborative communication technologies.

2. How does knowledge sharing improve work product and workflow? Provide examples to support your main ideas.

3. Discuss the pros and cons of audience co-creation and contextualisation.

4. Find an example of each of the following: an egocentric site, a community site, an opportunistic site, a passion-centric site and a media-sharing site. Analyse the differences and similarities between them.

5. Without looking back at the chapter material, try and reconstruct the 6C model of social media engagement, labelling each component and showing the relationships between them. When you have finished, compare your model with a fellow classmate's model. Finally, try to explain the model to a friend or colleague who may not be familiar with it.

6. Explain the six levels of customer participation within a company's virtual community. Provide examples.

7. Describe the 'honeycomb framework' and discuss how this framework can assist organisational decision-makers to consider media engagement.

8. Discuss the concept of equipotentiality and provide examples.

9. Discuss the relative importance and roles of a social media strategy and a social media strategic framework.

10. Identify and describe six social media tactics that allow an organisation to engage with customers in different ways.

11. Differentiate qualitative and quantitative data. Give two examples of each and discuss their purpose and how they assist the organisation.

12. Discuss the advantages and disadvantages of social media.

13. How has the increasing use of social networking created ethical challenges? Give examples of some of these challenges and discuss how they can be prevented.

14. The text provides a list of reasonable and unreasonable uses of social media. Do you agree or disagree with the information provided? Give reasons for your views.