Answer Key for In-Text Questions
Chapter 14

Title: Chapter 14 Questions for Review

Question/Prompt: 1. What is fake news? How have new media changed the influence of fake news?

Correct Answer Example(s):
Fake news refers to hoaxes or the deliberate use of misinformation in the traditional news media or social media. While new media provides a means to acquire news in real time from a range of sources, it also makes it more difficult to identify fake news.

Question/Prompt: 2. What do conflict theorists see as the role of mass media in relationship to state power?

Correct Answer Example(s):
Conflict theorists study the role of mass media in disseminating and influencing the dominant ideology. They note that mass media play an important role in informing the public, shaping public opinion, and keeping governments and other institutions in check.

Question/Prompt: 3. How have new media changed consumer culture?

Correct Answer Example(s):
Your answer should include or relate to the following points:
- New media largely depend on revenues from advertisers; this motivates the media to broadcast simple and light-hearted topics of broad appeal that elicit a consumer mood in audiences and entices them to purchase goods and services.
- Much of society today revolves around consumption—that is, the exchange of goods and services, including digital services made available via apps. Indeed, much of consumer culture has moved online, and e-commerce has grown rapidly.
- The mass media, by encoding messages about acceptable consumption practices, reinforces the sense that these behaviours are normalized and expected. Even for Valentine's Day, for example, a day when love is celebrated, consumption patterns— flowers, gifts, and chocolates—dominate social relations.
- The last 50 years have seen many structural differences in production and consumption, particularly the move toward Web 2.0, which coincided with the rise in participatory culture: consumers can purchase products, services, and information as easily as they can produce them.

Question/Prompt: 4. What is the public sphere? How have digital media changed the public sphere?

Correct Answer Example(s):
The public sphere refers to spaces where society deliberates important matters that shape society. Today, digital media are an alternative means of engaging in public discourse, one that is more open to a plurality of opinions. Not only can debate arise online, but community can form around political, social, and economic issues of concern to the public.

Question/Prompt: 5. Differentiate between media literacy and digital literacy.

Correct Answer Example(s):
Media literacy refers to the ability to find, access, analyze, evaluate, and communicate messages in a wide range of formats including print, audio, video, and digital. In contrast, digital literacy refers to the ability to access, understand, and use a wide range of digital services including but not limited to email, social media, search engines, and devices such as laptops, tablets, and smartphones.

Title: Chapter 14 Questions for Critical Thought

Question/Prompt: 1. Reading the morning newspaper used to be a ritual for many Canadians. How have new media influenced the way you and your friends access news? What kinds of rituals do you take part in daily, weekly, or monthly? Do you still use traditional, large media organizations? If so, how do you engage with them?

Correct Answer Example(s):
Your answer should include or relate to the following points:
- With the massive popularity of new media, traditional definitions of the mass media have expanded to include these decentralized forms of content production and distribution by a networked, global user base. New media comprise a wide range of tools and applications such as websites, social media, and mobile technology.
- This not only has created different types of mass communication, but also has provided traditional media with distinct forms of production, distribution, and engagement with a fragmented, networked, and global audience.
- In a digital society, the news is acquired from multiple sources (CBC in Canada, BBC in the UK, Al Jazeera in the Middle East) and through multiple devices (desktops, laptops, smartphones) often in real time with push notifications.
- One type of new media that has taken off among younger age groups is podcasts, which are digital audio files downloadable to a device for flexible listening.

- Social media provide excellent means to engage with content, as users can comment on posts, retweet posts, or even disprove points with alternative perspectives.
- Many people engage with citizen journalism, which undermines the position of power held by the elites and the mass media.

Question/Prompt: 2. Technological convergence allows us to reduce the number of devices we need by packaging cameras, scheduling software, messaging, and email—to name but a few—into a smartphone. This makes the phone an incredibly important device, with our personal, financial, and social details available at the click of a button. What unintended consequences have arisen through this technologically converged device?

Correct Answer Example(s):
Your answer should include or relate to the following points:
- There are privacy risks related to the amount of personal data on smartphones.
- Smartphones can be used for surveillance by hackers, the government, or service providers.
- Smartphones make it more difficult to socialize face-to-face.
- Using a personal smartphone for professional reasons (especially email) makes it difficult to separate work life from personal time.
- Smartphones decrease our attention spans and make it difficult to stay concentrated.
- Smartphones can lead to an increase in cyberbullying and online harassment.

Question/Prompt: 3. How has technological change influenced citizen journalism? For example, the smartphone is a tool for easy photo and video journalism and allows people to post content from virtually anywhere. Is wielding a smartphone with the ability to speak to the world (in theory) a democratic tool?

Correct Answer Example(s):
Your answer should include or relate to the following points:
- Citizen journalism refers to original reporting and news coverage by people who are not professional journalists, who commonly use the internet, blogs, and social media to voice their opinions and to counter the "messaging" present in the dominant ideology.
- Now, average citizens with internet access have various means at their disposal to voice their opinions and to counter the "messaging" present in the dominant ideology. Developments in digital media have contributed to putting these voices in contact with one another for the amateur expression of opinions and discussion among people from all walks of life. Sometimes citizens are by chance in a place where events occur and can make a social impact by video-recording events as they unfold.
- While it accomplishes its primary purpose of undermining the role of traditional media, citizen journalism also brings with it new challenges for journalism more generally. First, it is difficult to verify the information provided and to identify a possible hidden agenda

behind citizen journalists' accounts. Second, all narratives have biases. While the narratives of citizen journalism may be more authentic, they might not convey the full story and may leave out critical information. Finally, citizen journalists are not trained in journalistic practice and hence may not cover a story comprehensively or over long periods of time.

Question/Prompt: 4. Does media concentration influence popular thought? Explain your position. If so, how can we overcome this influence?

Correct Answer Example(s):
Your answer should include or relate to the following points:
- Media concentration refers to the ownership of many industries, products, or content by one company or organization.
- Private media in Canada, as well as globally, are often owned and controlled by a few wealthy and influential individuals and families. The high concentration of media ownership restricts the public's sources of information and types of content available. Further, media ownership gives private companies the opportunity to manipulate or suppress any news that negatively affects the company's activities across those media.
- The media present the elites' views of society in subtle ways, primarily through conservative views that reinforce the status quo and suggest how society should function.
- To overcome the influence of media concentration on popular thought, regulatory bodies exist to oversee their operations and guarantee that they take into account the public's interests.

Question/Prompt: 5. What is the role of regulatory bodies in regulating content production and distribution in Canada? In your opinion, what are the most important functions of the CRTC?

Correct Answer Example(s):
Your answer should include or relate to the following points:
- Regulatory bodies play an important role in helping Canadian content remain relevant in the mass media. Given the prevalence of influential media originating from the United States, Canadian content (also referred to as "Can-Con") quotas guarantee that media by Canadian artists, producers, and companies are sufficiently represented in the mass media.
- These regulations, however, can also create a burden on mass media corporations, as they must constantly monitor their content and be accountable to the CRTC for their broadcasting decisions.
- The economic and structural changes occurring in mass media organizations are closely influenced by regulations introduced and reinforced by governments. Because of the importance of the mass media as a core institution in society, regulatory bodies exist to oversee their operations and guarantee that they take into account the public's interests.

Question/Prompt: 6. What is the importance of media literacy in today's society? What institutions in society should be responsible for teaching media literacy to the public?

Correct Answer Example(s):
Your answer should include or relate to the following points:

- Media literacy refers to the ability to find, access, analyze, evaluate, and communicate messages in a wide range of formats including print, audio, video, and digital.
- It is important for people to not only have the skills to find relevant information through searches, but they must equally be able to evaluate the reliability of digital resources. The spread of misinformation and disinformation can have real harms to health. It is equally important to teach skills for producing content. This is often referred to as user-generated content. Further, it is important to teach skills to take on twenty-first-century jobs.
- The education system is an important institution that should be responsible for teaching media literacy to the public. Indeed, media literacy skills have been central to the education system since the mid-1970s but have gained greater relevance recently with the move toward a digital society.