**Chapter 9**

**Multiple choice questions**

Digital media can be defined as

Communications content which is shared

Communications content which is viewed on a screen

Communications content which has been digitally encoded

Communications content which is interactive

**2** An important characteristic of digital media is interactivity which has three dimensions these are:

Passive control, three-way communication, empowerment

Active control, two-way communication, synchronicity

Consumer control, brand communication, reactivity

Touch-screen control, dialogue, fragmentation

**3** Digital developments have resulted in the one-to-many communications model evolving to become a many-to-many communications model, which is defined as:

One source sends each recipient with a different personalised message and the customers can each respond to the source through the same medium

One source contacts many receivers with one message, the medium does not allow the customers to respond to the brand

One source sends a different message to each participant, customers can each send a message to each other, response to each sender-receiver can be made through the same medium

One sources sends each recipient many different messages and the customers respond through many different channels

**4** A conative marketing objective is one that aims to generate:

Attitude change

Behavioural change

Knowledge change

Awareness change

Simple seeding is a technique where

Content is initiated within paid media

Content is initiated within owned media

Content is initiated within earned media

Content is initiated within all media

**6** According to Corcoran (2009), digital media can be classified into:

Paid and free media

Paid, earned and owned media

Online and offline media

One-to-one, one-to-many and many-to-many media

**7** What are the negative aspects of owned media?

Low credibility and limited reach

Low credibility and limited market intelligence information

Low control and limited reach

Low control and limited market intelligence information

**8** Which of the following is NOT an example of electronic word-of-mouth:

A book review on Amazon

A tweet about a negative experience at a restaurant

An email recommending a restaurant to a friend

A YouTube video added to the user’s private library

**9** Which of the following is NOT a characteristic of electronic word-of-mouth:

Platform

Valence

Focus

Solicitation

**10** Which of the following is NOT a motivation for consumers to engage in eWOM?

To reduce anxiety

To fill in spare time

To help other customers

To help the organisation

**Answers**

c) Digital media is communication content (which can be audio, video, written or image based material which has been digitally compressed (encoded).

**b)** According to Liu and Shrum (2002) there are three dimensions of interactivity, active control, two-way communication and synchronicity.

c) A many-to-many model is where customers can interact with other customers and with the brand (Hoffman and Novak 1996).

b) Conative objectives aim to result in a particular form of behaviour such as purchase or user engagement such as liking and sharing

b) Simple seeding where the content is initiated within owned media

b) Paid, earned and owned media is a categorisation of media used by several authors including Corcoran (2009).

a) The main limitations of owned media is that it has low credibility as it is fully controlled by the organisation and therefore many consumers consider it bias information. There is also a more limited reach than other forms of media, especially in low traffic websites.

d) Part of the definition of eWOM is that statement regarding a product or service is made available to a multitude of people and institutions via the Internet. A video that no one can see it was saved by the user cannot be considered as a form of eWOM.

a) The characteristic of eWOM identified in the literature are valence, focus, timing, solicitation, and intervention. Platform in the context of eWOM refers to the channel used to express the online recommendation.

b) According to Sundaram et al. (1998) anxiety reduction, altruism towards consumers and the organisation are some motivations behind the generation of eWOM. To fill in spare time is not considered a motivation in this particular study.