



COMS 465 – Computer Mediated Communication

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Final Examination Study Guide

The final examination is scheduled for 90 minutes and will consist of four parts.

I. TALK THE TALK (10 x 1 point each)

Define the following acronyms and technical terms. For the acronyms, you can either explain what they mean or spell-out their elements. (i.e. NSF = "A national organization that funds scientific research and education" or "National Science Foundation").

- MUD, MOO, MMORPG, RPG, VW, EULA, NTIA, ToS, FCC, CRT, NPC, SDS, ICT, TTS, ASR, CASA, DM, CMC
- Mashup, Avatar, Digital Divide, LambdaMOO, Bootleg, Gamification, Norrath, Spacewar, Algorithm, The Grey Album, Bot, Anthropomorphism, Technological Determinism, Net Neutrality, Chatterbot, Social Contract, Instrumental Theory of Technology, Sample, Axiology, Loebner Prize, Artificial Intelligence, Social Robot, Collage, Copyright, Social Contract, Flash Crash, Voodoo Doll, Remix, Other Minds Problem, Chinese Room

II. IT'S WHO YOU KNOW (10 x 2 points each)

Briefly identify each person(s) listed below by indicating the contribution(s) s/he has made to the development of or debate concerning communication technology.

Edward Castronova, Tim Wu, Kevin Slavin, Mr. Bungle, DJ Danger Mouse, Julian Dibbell, Tay.ai, Alan Turing, James Carey, Tomohiro Nishikado, ELIZA, Hitchbot, Brett Gaylor, A.L.I.C.E., Eugene Goostman, Greg Gillis, Alessandro Acquisti, Rollo Carpenter, Sherry Turkle, John Locke, Thomas Hobbes, Robert Epstein, Joseph Weizenbaum, Cleverbot, John McCarthy, AlphaGo, Kirby Ferguson, Kate Darling, Roy Trubshaw and Richard Bartle, Club Bootie, Ralph A. Baer

III. SHORT ANSWER (5 x 8 point each)

Provide short responses (4-6 sentences) to the following questions:

1. According to Edward Castronova, a virtual world is a computer program with three defining characteristics. List and briefly explain the three defining characteristics of any virtual world.
2. The video *Rip: A Remix Manifesto* distinguishes between copyright and copyleft. Briefly define and characterize these two different ways of dealing with intellectual property.
3. Obviously the "rape" that Julian Dibbell describes as having taken place in cyberspace was not a physical event but a virtual occurrence. How did this violation take place? How can something like "rape" occur in cyberspace?
4. Online privacy involves balancing of two competing interests. Identify the two interests and describe how they are in conflict.
5. The concept of Net Neutrality has emerged, because of the FCC's inconsistent classification of the Internet as either Title I or Title II. Define these two classifications and indicate how each one affects the way the FCC regulates the Internet?
6. James Carey argues that there are two different ways by which one can perceive the process of communication. What are these two views of communication, and how do they differ from each other?

7. In computer mediated interactions, access to the "real" person behind the avatar can be provided in two different ways, each identified by a Latin term. Name and briefly characterize the two ways by which we gain access to the "real."
8. According to Slavoj Žižek, when a discipline is in crisis, there are two modes of making a response: *Ptolemization* and *Copernican Revolution*. How have these two different modes of response been mobilized to deal with the challenges and opportunities of remix?
9. What is the Imitation Game? Brief describe how the game works and what it is meant to illustrate?
10. The study of video games and gaming typically employs one of two methods: Ludology or Narratology. Define or briefly explain each of these two ways of studying video games.

IV. ESSAY (1 x 30 points)

The final part of the exam will provoke critical reflection on or assessment of a particular issue previously discussed in seminar meetings. You will be provided with four options. You are to select one question and write an essay response to the question or problem described. Please remember that this is an essay response. You must have a clearly stated thesis, evidence and support to prove your thesis, and a conclusive ending. Unlike the other three sections, there is not necessarily a right answer in this section. There are only well devised and argued responses.

Exam Procedure: The first three parts of the exam will be written on the examination sheet. Students will write responses to these questions WITHOUT any support material (i.e. notes, books, online resources, etc.). The essay will be written on the computer and will be assessed for both content and mechanics (grammar, punctuation, spelling, etc.). Since the essay is not about a "right answer" but about a well-crafted argument, students may use support materials (i.e. class notes, books, online resources, word processing tools, etc.). The essay will be emailed to the instructor at the end of the exam period.