

Review Tips Quiz #1 ADM1370

Socialnomics (Unit 1)

- Review the chapter key points on pages 29-30
- Pay particular attention to the points in lecture slides where I refer to specific pages.
- One of the key points is that information provided at the right time and place makes people more productive. That applies to both business and personal lives
- Pay attention when the chapter introduces specific terms such as “information indigestion,” and what are its implications?
- How can digital media—which actually create *more* information—help here? (pp. 5-64)
- Review Chris Anderson’s the long tail

World is Flat (Unit 2)

- Understand what it means to flatten the world
- Remember that the internet is the basis for all other flatteners
- For the three chapters we reviewed in detail (4,9 and 10) study and the slides and know what the flatteners are and be able to give a specific example of each. Also understand the business implications of the flatteners
- Understand what the triple convergence is

Fundamentals of Web 2.0 (Unit 3)

- Do all the end of section review questions
- Study the section on social media metrics in detail
- Pay attention to the lecture slides where I highlight specific topics (i.e. groundswell, Social Network Analysis)