Quiz #3 Study Guide

The quiz is multiple-choice and will contain from 20-30 questions. Please bring a #2 pencil. Questions will be drawn from topics on this list. This list is drawn from lectures, required readings, and lab assignments.

Side Channel Rule: Quizzes are closed-book, **EXCEPT** that you are allowed to bring **ONE** 8.5 x 11" sheet that you personally write by hand, has your name on it, is entirely your own work, and must be turned in at the end of the quiz. Both sides of the sheet can be used.

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1. Ads, separation from content
2. Ads, shift from averages to individuals
3. API, examples of
4. API, role in business strategy
5. Array, in Processing
6. Array, index in Processing vs. Scratch
7. Clickstream
8. Cookie
9. DNS, definition of (*)
10. DNS, domain structure of (*)
11. DNS, importance of (*)
12. DNS, political/economic aspects (*)
13. Feed
14. Feed, examples of
15. Feed, Social
16. Feed, Web
17. Feedback Effects
18. Feedback Effects, examples of
19. File
20. Fingerprinting, in Ad Tech
21. "For" loops, in Processing
22. JSON
23. JSON, uses for
24. Lock-In
25. Lock-In, examples of
26. Lock-In, role in business strategy
27. Mashup
28. Metadata
29. Method, in Processing
30. Network Effects
31. Network Effects, examples of
32. Network Effects, in business strategy
33. Open Web, The
34. Open Web, vs. "Web 2.0"
35. Open Web, debates
36. Path
37. Path, full vs. relative
38. Platformization
39. Platformization, examples of
40. RSS
41. Scope, in Processing
42. Scope, local vs. global
43. Standards, public vs. restricted
44. Standards, public vs. proprietary
45. Statelessness
46. Statelessness, benefits/costs
47. Switching Cost
48. Switching Cost, examples of
49. Typing, variables
50. Typing, in Processing
51. Walled Garden
52. Walled Garden, examples of

(*) = repeated topic from last quiz

OUR NO-TRICK-QUESTION GUARANTEE: It's hard to write good test questions. We will statistically analyze the results of this exam and automatically discard any questions found to be unfair. If a question seems terrible, we're sorry. We will throw it out. Don't worry.

THE #FTFY RULE: FTFY is Internet slang for "fixed that for you." If you are prepared to answer a question we don't ask (or if you don't like one of our questions), you will be allowed to write and answer ONE of your own multiple-choice questions for credit.