

Chapter 2.1-2.3 Quiz (CS 1590, 1/31/2013)

Name:

1. Matching (draw 5 lines across the columns to show the matches)

computer matching	combing through large amounts of data for patterns and information
targeted marketing	advertising based on demographics, purchasing history, or other specific aspects of people
data mining	uses satellite signals and triangulation to determine location
computer profiling	combining and comparing information from different databases using a single identifier
GPS	analyzing data to determine characteristics of people most likely to engage in a certain behavior

2. True/False

_____ In *Olmsted v. United States* (1928), the U.S. Supreme Court interpreted the Fourth Amendment to apply only to physical intrusion.

_____ The USA PATRIOT Act (2001) gives individuals more protection from governmental intrusion.

3. Multiple Choice

1. When a person visits a Web site, his or her IP address and the links he or she clicked on are automatically recorded. This is an example of
 - (a) secondary use
 - (b) invisible information gathering
 - (c) data spillage
 - (d) data mining
2. A cookie is
 - (a) a feature of a Web site designed to attract children
 - (b) an illegal use of information about a customer
 - (c) a file that a Web site stores on each visitor's computer
 - (d) a small reward that can be redeemed on a Web site
3. If a business follows an "opt-in" policy for handling personal data, information about a customer
 - (a) may not be released under any conditions
 - (b) may not be released unless the customer gives permission
 - (c) may be released unless the customer requests that the information be kept private
 - (d) may be released for any legitimate business purpose