

New Media

Pre-assessment

1. Have you ever heard of New Media and its types?
 - a. Yes
 - b. No

2. Which do you believe are some of the main types of new media?
 - a. Television, Radio, Print Media
 - b. Facebook, Instagram, Twitter
 - c. Blogs, YouTube, Live streaming

3. Do you trust advertising through new media helps companies to promote or sell their products more easily?
 - a. Yes
 - b. No

4. Do you think that Social Media and New Media have the same use and definition?
 - a. Yes
 - b. No

5. Based on your experience do you accept that Social Media advertising achieves better results than Traditional Media advertising?
 - a. Always
 - b. Never
 - c. Sometimes