

Fully answer all questions **by copying and pasting the questions into a labeled Word document and typing your answers** in paragraph form. Save the Word file with the name **BitsBookCh1JohnDoe** using your name instead of *JohnDoe*. Upload the document as specified by the teacher.

Use references from the book where possible but supplement with outside research where necessary. You will be graded on grammar, completeness, diction, and overall presentation. Your answers must be your own independent work that expresses your personal point of view, reflection, and understanding of the material.

1. How did technology help rescuers find Tanya?
2. Where are digital "bits" being stored according to the author?
3. Give an example of how people willingly give away personal information in exchange for something?
4. What is the difference between non-exclusive and non-rivalrous bits?
5. Why wouldn't Mr. Minich have been prosecuted in 1984 when he dubbed (i.e. copied) his friend's Madonna cassette tape?
6. Fully explain why Kodak cut its work staff to 30,000.
7. Why do supermarkets provide store loyalty cards?
8. How could a hotel room keycard be used in a court case to help solve a crime that occurred in the hotel?
9. Why are customer service calls often outsourced to India?
10. Fully explain Moore's Law.