

# TEST YOURSELF

## HOW WIRED ARE YOU?

*Sure, you can surf the Web, send e-mails and shoot snapshots with your cell phone — but really, how technically savvy are you? Can you create useful and effective online content? To survive in the digital age, journalists will need new vocabularies.*

*New tools. New skills. So let's test whether you're plugged in and ready to publish (or still stuck in the Stone Age) by answering these 10 questions.*

1

### Could you create a Web page?

Are you able to use Web-authoring software like Dreamweaver — or better yet, write your own HTML code — to produce a Web page that includes text, headlines, images and links?

YES     SORT OF/  
MAYBE     NO

2

### Have you written a blog?

Some of us create a blog, post an entry or two, then abandon the whole thing. But have you blogged more consistently than that? Have you tried building a loyal following by posting several times a day?

YES     SORT OF/  
MAYBE     NO

3

### Are you an avid consumer of digital content?

Do you watch YouTube videos? Download podcasts? Shop online? Stream TV shows and movies? Is your music library digitized? In other words, is your daily life plugged into cyberspace?

YES     SORT OF/  
MAYBE     NO

4

### Do you comment, chat and tweet?

Are you active in online social networks like Facebook, MySpace or Twitter? Do you participate in discussion groups, post comments and even get into arguments in response to online stories, blogs, wikis, etc.?

YES     SORT OF/  
MAYBE     NO

5

### Are you familiar with different online platforms?

Are you comfortable using a wireless laptop to send and receive text and images? Using a cellular phone to send long text messages and photos? Surfing the Web with a smartphone?

YES     SORT OF/  
MAYBE     NO



6

### Can you shoot a video, edit it and post it online?

Online editors expect all their staffers to provide visuals as well as words. Can you be trusted to shoot, edit and upload video that meets basic journalistic standards?

YES     SORT OF/  
MAYBE     NO

7

### Can you record audio, edit it and post it online?

Could you interview someone, then turn the highlights of your conversation into a podcast?

YES     SORT OF/  
MAYBE     NO



8

### Could you create an interactive graphic?

Have you tried turning a database into a Google map mashup (like this one, pinpointing local gang-related crimes)? Or could you produce a clickable chart or diagram using software like Flash?

YES     SORT OF/  
MAYBE     NO

9

### Is the Web now your primary news source?

Are you a loyal reader of news sites and blogs? ("Loyal" means you visit these sites at least twice a day or get updates via RSS feeds.)

YES     SORT OF/  
MAYBE     NO

10

### Could you cover an event at 9 a.m. where you shoot photos and video for your narrated slide show, then post a 6-inch story (complete with links and images) by noon?

That might sound unrealistic — OK, *crazy* — but it's exactly what some online editors will expect. Not every day. But often enough.

YES     SORT OF/  
MAYBE     NO

## SCORING

For each YES answer, give yourself **2 points**.

For each SORT OF/MAYBE, give yourself **1 point**.

YOUR TOTAL:

## HOW YOU RATE

**16-20 pts.**

Congratulations! You've got the new-media skills editors are looking for.

**11-15 pts.**

You're plenty plugged in, but keep upgrading.

**6-10 pts.**

Time to reboot and install lots of new brainware.

**0-5 pts.**

Ever feel like the world is passing you by?