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COM3704

October/November 2016

NEW MEDIA TECHNOLOGY

Duration 2 Hours

100 Marks

EXAMINERS

FIRST

SECOND

EXTERNAL

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Closed book examination

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This examination question paper consists of 5 pages

IMPORTANT:

- 1 This examination question paper consists of **TEN QUESTIONS**
You have to select and answer **ANY FOUR QUESTIONS**
 - 2 Make sure that you fill in your student number and the code of the paper (**COM3704**) on the examination answer book
 - 3 Please write the numbers of the questions that you have answered (eg Question 1 or 2) on the examination answer book
 - 4 After answering this examination paper you must hand in the following
 - Examination answer book(s)
 - This examination paper
-

[TURN OVER]

YOU HAVE TO SELECT AND ANSWER ANY FOUR QUESTIONS.

QUESTION 1

Write a critical essay on the phenomenon of Web 2.0

In your essay do the following

- | | | |
|-----|--|-------------|
| 1.1 | Define and discuss Web 2.0 | (9) |
| 1.2 | Discuss and explain the four (4) primary forms of platform found in Web 2.0. Provide your own example of each platform as well | (16) |
| | | [25] |

AND/OR

QUESTION 2

Write a critical essay on new media use by individuals and organisations (with a specific focus on women)

Please include the following sections

- | | | |
|-----|---|-------------|
| 2.1 | Teleworking | (2) |
| 2.2 | The digital divide | (5) |
| 2.3 | Discuss ICTs and the development and empowerment of women | (8) |
| 2.4 | Discuss the challenges women face in ICTs | (10) |
| | | [25] |

AND/OR

QUESTION 3

Write an essay on the use of new media in governance

In this essay please include the following

- | | | |
|-----|---|-------------|
| 3.1 | A definition and discussion of E-governance / government | (12) |
| 3.2 | A discussion of the ways in which governments use electronic government | (13) |
| | | [25] |

AND/OR

[TURN OVER]

QUESTION 4

Write an essay that discusses and explains weblogs and the blogosphere; wikis, and, social networking Provide one (1) example for each section

Therefore in this essay please include the following

- 4.1 Define and describe blogging and the blogosphere and provide one (1) example (12)
 - 4.2 Define and describe wikis and provide one (1) example. (5)
 - 4.3 Define and describe social networking and provide one (1) example (8)
- [25]**

AND/OR**QUESTION 5**

Write an essay explaining how the internet has made communication easier

Your essay must include at least one (1) example per section and must cover the following

- 5.1 How the internet makes communication easier (3)
 - 5.2 How the internet allows access to information (4)
 - 5.3 Online entertainment (3)
 - 5.4 Online shopping (4)
 - 5.5 Online chat (4)
 - 5.6 Social networking sites (3)
 - 5.7 Financial transactions via new media and the internet (4)
- [25]**

AND/OR

[TURN OVER]

QUESTION 6

What role can the internet play as a teaching and learning tool? Provide three (3) advantages and disadvantages of using the internet as a teaching and learning tool and your discussion should include the issue of the digital divide.

Your discussion should include

- 6 1 The role of the internet as a teaching and learning tool (10)
- 6 2 Advantages and disadvantages of the internet (6)
- 6 3 A discussion of the issue of the digital divide in relation to using the internet as a teaching and learning tool (9)
- [25]

AND/OR**QUESTION 7**

There are many ways in which internet service can be explained in different governments. However, in accordance to game theory and normative theory, how can service provision be explained in South Africa? Provide examples in your answer

Your discussion should include

- 7 1 A discussion of game theory. (15)
- 7 2 A discussion of normative theory (10)
- [25]

AND/OR**QUESTION 8**

What is an information society and what development indices define an information society? Your answer should include a discussion of the digital divide

[25]

AND/OR

[TURN OVER]

QUESTION 9

This theory purports that with regard to internet addiction the behaviours of the addicts are physical

With the above in mind, critically explain Grohol's model of pathological internet use by focusing on the following

- 9 1 Grohol (2003) developed a model to explain why people use the internet to a great extent Describe the main elements of Grohol's model of pathological internet use (12)
- 9 2 Discuss the three (3) stages of Grohol's model (13)
- [25]**

AND/OR**QUESTION 10**

- 10 1 In not less than one (1) page, critically discuss how cybercriminals exploit increasingly popular platforms such as social networks and mobile devices to commit cybercrime (10)
- 10 2 List and discuss five (5) precautionary measures you would take to curb the crime indicated above. (15)
- [25]**

TOTAL: 4 x 25 = 100