End of Semester Exam Paper

Academic Year: 2015/2016  Semester: Summer repeat
Module Title: Introduction to Digital Media  Module Code: CS4031

Duration of Exam: 2 Hours  % of Total Marks: 50
Lecturer: Gabriela Avram  Marked out of 100

Instructions to Candidates:

Answer any 5 of the 8 questions.
All questions carry equal marks.
The submission of the exam paper will be made via SULIS.
Q1 Construct a parallel between Vannevar Bush’s idea of “memex” and today’s personal desktop computer. Discuss Bush’s vision in the context of today’s interaction and storage mechanisms. (20 marks)

Q2 Marshall McLuhan stated back in 1964 in his book “Understanding Media: The Extensions of Man” that “the medium is the message”. Discuss McLuhan’s statement by using illustrations (screen captures) from your own conversations on Twitter. Explain how these conversations are influenced and afforded by the particular communication channel (or medium) you are using. (20 marks)

Q3 Imagine you are planning a trip abroad. Explain how would you make use of social media to prepare for your trip. What websites, services and apps would you use? Choose a place and a date. What kind of information did you find? How reliable and up-to-date is it? Take screenshots to illustrate your findings. (20 marks)

Q4 Draw a comparison between the CSIS wiki (which was used for this class) and Wikipedia. Some of the characteristics you could assess are: content, supporting software, degree of openness, audience, language and so on.

Q5 Name three applications where mobile technologies and the Internet enable the so-called “sharing economy”. Discuss pros and cons. (20 marks)

Q6 Give three examples of applications/platforms/technologies that could support citizens to get involved in making their city a better place to live in. Discuss the implications. (20 marks)

Q7 Go and check the #limerick hashtag on Twitter. By reading associated links, try to make sense of what is the discussion about, and why is Limerick trending in the news today. Choose 3 Twitter accounts and follow up to see how are they connected to Limerick. Illustrate the 3 accounts with screen captures of their Twitter profiles. (20 marks)

Q8 Describe how digital technologies are having an impact on the ways we learn today. Discuss the matter by comparing the supporting technologies you used in secondary school (or previous work environment) with those you are using in college.