



**INFORMATION TECHNOLOGY IN A GLOBAL SOCIETY
HIGHER LEVEL
PAPER 3**

Thursday 17 May 2007 (morning)

1 hour

INSTRUCTIONS TO CANDIDATES

- Do not turn over this examination paper until instructed to do so.
- Read the case study carefully.
- Answer all the questions.

Answer *all* the questions.

Refer to the Podcasting case study and to your own related research in responding to the following questions.

1. (a) Define *www*. [2 marks]

(b) Explain how a *Markup Language* operates. [4 marks]

2. (a) Describe **two** hardware or software components other than a PC that are required to access podcasts. [4 marks]

(b) Describe **two** possible impacts on the publishing and broadcasting industry of the development of new media channels such as podcasting. [4 marks]

(c) With reference to **one** of the areas of impact in the ITGS course, explain the nature and purpose of a podcast that you have studied as part of your research on the case study. [4 marks]

3. (a) Read the following stimulus material and then answer the question that follows.

Steve is going on a trip around the world and wants to make a podcast about his travels.

Steve's friend Mark has told Steve to take the following steps in order to produce his podcast.

Step 1 – Develop the audio for the podcast

Step 2 – Develop a website or find a space on the Internet where you can host your podcast

Step 3 – Publish the podcast to the Internet

Examine the issues involved in **one** of the steps recommended by Mark. [4 marks]

(b) Evaluate the following quote from the case study with reference to your own research.

“Whilst the development of new media channels like blogs and podcasts can be perceived as positive from many perspectives, it could be argued that there are considerable dangers in exposing our world to the ideas of anyone without any kind of check or balance.”

[8 marks]