

Spring Examinations, 2006/2007

Exam Code(s)	1MDM1
	1MDM3
Exam(s)	Masters in Digital Media
	Postgraduate Diploma in Digital Media
Module Code(s)	DM110
Module(s)	Emerging Web Media
Paper No.	1
Repeat Paper	Special Paper
External Examiner(s)	Prof. R. McPherson
Internal Examiner(s)	Mr. R. Stoneman
	Dr. J. Breslin

Instructions:

You will answer **three questions**: Q1 is **compulsory** (40 marks) and you must answer any **two** of the remaining four questions (30 marks each).

Each part of a question (a, b, c, etc.) is worth 10 marks.

Duration	2hrs
No. of Answer books	1

Requirements:

Handout	_____
MCQ	_____
Statistical Tables	_____
Graph Paper	_____
Log Graph Paper	_____
Other Material	_____

No. of Pages	3 (Including Cover Page)
Department(s)	The Huston School of Film and Digital Media

1.

- (a) What common features can be found on most Web 2.0 sites?
- (b) How could the features you identified in part (a) be used in a TV review site?
- (c) Define each of the following five terms in relation to the Web: (i) the Semantic Web; (ii) folksonomy; (iii) RDF; (iv) social software; and (v) ontology concept.
- (d) Give some rationale for publishing metadata about various resources. Provide an example of how an ontology could be developed to augment a collection of metadata about film actors.

2.

- (a) What is a blog? Describe how user contributions on a blog differ from those on a wiki. Detail how “tagging” is used on both blogs and wikis.
- (b) What applications are wikis commonly being used for? What are the advantages and disadvantages of using a wiki to produce web pages as opposed to creating a set of static HTML documents?
- (c) Describe how semantic and structured content published in blogs and wikis could be reused elsewhere.

3.

- (a) What is a social network? What are the practical applications for explicitly defining one’s real-world social ties online?
- (b) List some common features of social networking services. Describe how social networking is converging with online gaming.
- (c) Define “machinima”. Give some advantages and disadvantages of machinima in comparison to traditional filmmaking.

4.

- (a) Discuss the technologies which have contributed to the recent growth in podcasting. Give some advantages and disadvantages of podcasting in comparison to traditional radio and television broadcasting.
- (b) With respect to podcasting, define the following terms: (i) podsafe; (ii) vodcast; (iii) podcatching software; (iv) vlogger; and (v) autocasting.
- (c) Detail the stages in the creation and consumption of a podcast. How does this contrast with a simple download of an audio or video file?

5.

- (a) Explain the terms syndication and RSS. Describe what an aggregator can be used for. What advantages does syndication offer in comparison to traditional methods for accessing web content?
- (b) Describe how an RSS 1.0 feed can be augmented using Semantic Web technologies. Detail what an RSS mash-up might entail. List the main concepts and properties in an RSS feed.
- (c) Give some examples of how multimedia content can be shared with others using syndication or other Web-based publishing methods.