

Winter Examinations, 2007/2008

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

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	<u>2hrs</u>
No. of Answer books	<u>1</u>

Requirements:

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

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

1.

- (a) What is the difference between the Semantic Web and the current (mainly HTML-based) web?
- (b) Explain what RDF is, and show how these two statements can be represented in RDF:
 - Sergey Brin is a creator of the resource (web page) <http://www.google.com>
 - Larry Page is a creator of the resource (web page) <http://www.google.com>
- (c) 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 TV actors and shows.
- (d) What common functionality or features do most Web 2.0 sites offer?

2.

- (a) What is a “folksonomy”? Describe how folksonomies and their associated tag clouds can be useful for both individuals and communities.
- (b) Explain why there is a need for structure and semantics to be embedded within blog posts, and describe one usage scenario for such an embedded structure.
- (c) What is a wiki? List some examples of what wikis are being used for. Give one advantage of using a semantic wiki instead of a traditional wiki.

3.

- (a) What is a social networking service (SNS)? Detail some common motivations for using SNSs, and list the corresponding SNS features needed to fulfill these requirements.
- (b) Explain why someone would apply social network analysis to large amounts of SNS data. What is FOAF, and how can it be used to connect SNSs?
- (c) Describe how virtual worlds and video gaming environments are being used for both social networking and filmmaking. List some advantages or disadvantages in using these environments for video production as opposed to traditional filmmaking.

4.

- (a) What is a podcast? What are the legal issues related to podcasts, and how can these be addressed?
- (b) List some of the technologies that have converged recently to produce a surge in the area of podcasting. What are some of the advantages and disadvantages of podcasting in comparison to traditional broadcasting methods?
- (c) Detail the stages in the creation and consumption of an audio or video podcast. How does this contrast with a simple download of an MP3 or AVI file?

5.

- (a) Detail some typical content items that are being shared on Web 2.0 community sites, and explain how syndication and readers can be used to help keep track of aggregated content.
- (b) Give an example of how content information from a Web 2.0 site can be mashed up with an external service (e.g., the Google Maps API) to yield something more than the sum of its parts.
- (c) What is RSS? List the main concepts and properties in an RSS feed. How can RSS be auto-detected on a web page?