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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020**

COURSE NAME : SPECIAL TOPICS IN MULTIMEDIA
COMPUTING

COURSE CODE : BIM 33603

PROGRAMME CODE : BIM

EXAMINATION DATE : DECEMBER 2019 / JANUARY 2020

DURATION : 3 HOURS

INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF FOUR (4) PAGES

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- Q1**
- (a) Define the term 'privacy'. (2 marks)
 - (b) Describe **TWO (2)** functions of privacy. (4 marks)
 - (c) Justify whether privacy is a negative right or a positive right and give **ONE (1)** example of your justification. (4 marks)
 - (d) Explain **FOUR (4)** Industrial Revolution Slogan names and their focus. (8 marks)

- Q2** We must limit global warming to 1.5 Degree Celsius to minimize the impact of climate change suggests a 2018 Intergovernmental Panel on Climate Change (IPCC) report.
- (a) Discuss **THREE (3)** possibilities of digital transformation can help save our world according to the statement above. (6 marks)
 - (b) Discuss how "Green environmental" is good for business. Support your discussion with appropriate example. (4 marks)

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Q3 Question Q3(a) – Q3(c) are based on statement below:

A researcher wishes to study public interactions on dating platform such as Tinder. Although the posts under scrutiny are public, rather than through private messaging, he or she needs to sign up to Tinder to view them. By signing up, he or she has to fill in the registration form including question such as "I am a man/woman looking for woman/man" etc. It is therefore reasonable to think that users of the platform expect that other people viewing their profile might be doing so for similar (dating) reason. The researchers is also aware that there is a very large number of people using the platform and potentially able to access their profile.

- (a) Can the researcher ethically access and re-publish this data, given that the user of the platform have a reasonable expectation that people seeing their data are like-minded (i.e. using the platform for similar reason)? (3 marks)
- (b) Is there a chance that vulnerable people (such as children) could be using the platform? (3 marks)
- (c) Is the data likely to be sensitive? (3 marks)

Q4 Question Q4(a) – Q4(b) are based on statement below:

A Researcher wishes to explore the dominant themes in the social media posting by Sea Games athletes on their social media profiles. The profiles are public and typically have hundreds of thousands of followers. The platforms under scrutiny include Twitter and Facebook.

- a) Can the researcher consider sharing these postings to the public? (3 marks)
- b) Discuss **TWO (2)** ethical issues if the researcher publish their data verbatim? (6 marks)

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Q5 Question **Q5(a)** – **Q5(b)** are based on statement below:

Many Industries are using digitized technology to perform their business and so is the health industry. With the advancement in the technology, traditional paper-based health records are transformed into the electronic form and are called Electronic Medical Record (EMR). There is no need to carry medical health record file in every visit of patient to the health care providers. The record can be easily be shared among many health practitioners which can increases the risk of information leakages.

- (a) Identify **THREE (3)** current issues occur in the statement above. (3 marks)
- (b) Discuss **ONE (1)** advantage and **ONE (1)** disadvantage of your answer in **Q5 (a)** with appropriate example. (9 marks)
- (c) Identify **FOUR (4)** multimedia data source in medical. (4 marks)
- Q6** (a) Justify **FOUR (4)** advantages and **FOUR (4)** disadvantages of new media communication. (8 marks)
- (b) The new media communication create new job for many people. Discuss **FIVE (5)** new jobs and their scope of works. (10 marks)

-END OF QUESTION-

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