**CJN 721 – eCommunities and the Digital Divide**

**Final Examination Questions**

Please note that the following 7 questions will appear on the actual final examination. Of those 7, you will select 4 to discuss. One question will be obligatory for everyone.

1. To what extent is the digital divide driven by poverty, rather than any other issue? What are some of the ways that various governments and NGOs have attempted to ameliorate this issue? How effective are these practices? What do you see as the long-term (+50 years or so) implication and outlook for the poverty divide?
2. Based on our discussion of political issues online, do you believe that the internet is making it easier or harder for minority political groups to have a seat at the table of politics? Explain and provide examples. Be sure to look at both sides of the question.
3. Next to the question of financial resources, what do you believe is the largest factor in separating the internet “haves” from the “have nots”? Explore this issue, discussing how significant it is both in the United States and in the global internet world, and discuss what you believe is being done and can be done to remove this barrier to full participation in the internet.
4. We’ve discussed the blogosphere and even dipped our collective feet into the practice of blogging. One of the growing concerns with some blogs relates to the issue of “citizen journalism.” This issue has particular intensity in the current geopolitical climate, given the WikiLeaks release of US diplomatic documents. Now, the hard part: is blogging journalism? If yes, why? If no, why not? What separates the blogosphere from the more mainstream media? What do you see as the major issues surrounding blogging as journalism? And where do you believe the blogosphere is going?
5. Viral marketing is a facet of the entire viral concept online. What is being viral all about? Why are social media so important in feeding the viral web content? What must a marketer do in order to create content with a good chance of “going viral”? Is viral marketing a viable advertising model for the internet? Why or why not?
6. Is the Internet a blessing or a bane for those with physical disabilities? Discuss the “divide” based on able-bodied status of the user, and look at the good and bad of how those with physical disabilities deal with the internet. Evaluate how the internet makes life easier for the disabled…and how it makes it tougher.
7. Look at how the internet is used by gay/lesbian/bisexual/transgender surfers. What are the advantages of the internet for those with different-than-mainstream sexual preferences? How do these people use the web – and are those uses different than those by heterosexual users? Is the gay online community shrinking or just changing?