ICT332 Self-Study Questions
Week 11
(Ref: Chapter 14, E-Commerce by Laudon & Traver)

End of Chapter Questions

1. What are the three dimensions where the term convergence has been applied? What does each of these areas of convergence entail?

5. What four things must content provider firms do in order to generate meaningful revenues?

7. Identify and explain the four other challenges facing content producers and owners.

8. How has the Internet impacted the content that newspapers can offer?

12. Has technology platform, content design or industry structure convergence occurred in the online magazine industry and in what ways?

13. How has the Internet changed the packaging, distribution, marketing, and sale of traditional music tracks?

15. What would complete content convergence in the entertainment industry look like? Has it occurred?

Projects

1. Research the issue of media convergence in the newspaper industry. Do you believe that convergence will be good for the practice of journalism? Develop a reasoned argument on either side of the issue and write a 3-to-5 page report on the topic. Include in your discussion the barriers to convergence and whether these restrictions should be eased.

4. Examine and report on the progress, if any, made with respect to the delivery of movies on demand over the Internet.