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**INFORMATION TECHNOLOGY IN A GLOBAL SOCIETY**  
**HIGHER LEVEL**  
**PAPER 3**

Candidate session number

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Monday 19 May 2014 (morning)

Examination code

1 hour 15 minutes

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**INSTRUCTIONS TO CANDIDATES**

- Write your session number in the boxes above.
- Do not open this examination paper until instructed to do so.
- Read the case study carefully.
- Answer all questions in the boxes provided.
- The maximum mark for this examination paper is [30 marks].



08EP01

Answer **all** the questions in the boxes provided.

Refer to the Cobb Publishing and e-books case study **and** to your own related research in responding to the following questions.

1. Cobb Publishing is considering collecting data about the reading of e-books in order to analyse readers' habits.

(a) Identify **two** data items that can be recorded about the reading habits of users. [2]

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(b) E-books have many additional features that are intended to give a better reading experience than a printed book.

Identify **two** features that may be included to make this possible. [2]

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- 3. *Cobb Publishing* wants to use DRM with its e-books. There is a choice between:
  - active methods that prevent any content from being read or copied to unauthorized devices
  - passive methods that allow reading of e-books on a variety of devices with no technical blockages to sharing the books openly; in the case of a copyright infringement the origin of the e-book can be traced to enable prosecution.

Evaluate these methods from the perspectives of *Cobb Publishing*, and the readers of the e-books.

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Your response to question 4 **must** include evidence of independent research linked to the Cobb Publishing and e-books case study.

- 4. *Cobb Publishing* is considering developing its own in-house system for publishing e-books that include interactive content and additional multimedia materials.

Discuss whether *Cobb Publishing* should go ahead with this development. [12]

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