INTERNATIONAL UNIVERSITY OF JAPAN
Public Management and Policy Analysis Program
Graduate School of International Relations

DCC 5381 (2 Credits)
Public Information Policy and Management
Fall 2017

Midterm Exam (100 points)

Instruction: This take-home exam accounts for 25 percent of the final grade. Download the template file and then write down your answers there. Try to write your own sentences as opposed to those copied from textbook or papers. Be concise and hit the highlight. Submit your answer to kucc625@iuj.ac.jp by 23:00 Monday, November 6.

Caution: (1) You may NOT communicate (including written, verbal, gestural, and other forms of communication) with anyone else other than the instructor about this exam. (2) DO NOT ASK your classmates to show their work. DO NOT SHOW your work to other classmates. (3) When coping or paraphrasing some parts of a book, paper, report, or Internet resources, you MUST cite the source or give credit to authors in order to avoid plagiarism. In-text citation is sufficient if sources are listed in the syllabus; otherwise, you must provide the sources in the reference section. The failure to comply with these rules will be considered academic dishonesty and misconduct. I trust each of you implicitly, but you should be aware IUJ's policy on plagiarism and cheating. The penalties include sanctions from immediate F in this course and up to expulsion from the university.

Question 1 (40 points) May (2007) states, "the utilization of DRM does not, as its supporters suggest, merely return the protection of IPRs to what it was in the past, but rather radically extends and strengthens the rights of owners" (p. 4) and "[T]he rights being protected are neither performers' or author's rights, but rather the rights of industrial 'owners', … the legal regime around DRM is explicitly a response to a threat to large scale commercial interests" (p. 100). (1) What are bad things (problems) of DRM for users who consume intellectual properties? (2) What is circumvention described in the Digital Millennium Copyright Act of 1998? How does this regulation influence the fair use doctrine? (3) What is the implication of the Psy's Kangnam Style for necessity of intellectual property rights (copyright)? Do you think artists will not produce intellectual properties (e.g., music and movies) if no copyright is defined and protected?

Question 2 (30 points) Reddick and Norris (2013: 506) conclude as "most local governments use social media passively and unidimensionally (from government to citizen)." Explain why. You may describe main features of social media, stakeholders' motivation (willingness) to use social media, risks and disadvantages of use of social media in the public sector, and capacity and ability to use social media, for example.

Question 3 (30 points) Suppose that a nationwide scientific survey shows (1) "home" Internet penetration rates (actual usage) are 30% for old generation (older than 65) and 70% for young generation (age of 10-19), (2) actual need for productivity (demand): 50% for the old generation and 40% for the young generation, (3) willingness: 60 % for the old generation and 90% for the young generation, (4) ability (knowledge and skills): 30 percent

for the old generation and 80% for the young generation, and (5) (parents') capacity (time and money): 90% for the old generation and 70% for the young generation. Answer the following questions. (1) Measure *digital inequality*, if any, in the society. You may have your own focus, aspect, and formula. See DiMaggio et al. (2004: 363-368). You'd better draw bar charts as shown in the class note. Justify your calculation. (2) Is the digital inequality you measured significant and valuable for government intervention? (3) If yes, what is the goal (e.g., desired Internet use rate) of your digital equality project (government policy to alleviate digital inequality)? Explain your rationale of the policy goal that you set.

The end of midterm exam