Name: Class: Mark:

1. One view of social networking is that:

“It is an excellent way to keep in touch with friends, read about the latest news or watch humorous or interesting videos”.

Another view is that:

“Social networking sites are a disrupting force across the globe, used by unscrupulous people to make huge amounts of money, spreading fake news and influencing people to think and behave in anti-social or unethical ways.”

a) Discuss the validity of each of these points of view. [8]

2. Freedom of speech may be defined as ‘the right to seek, receive and impart information and ideas of all kinds, by any means’. In the UK, the Human Rights Act guarantees the rights to freedom of speech and expression.

Oscar suggests that this freedom does not apply in all cases.

Discuss, with examples, why freedom of speech does not apply to all Internet posts. [6]

3. Jason runs a landscape gardening business, which he wishes to advertise on social media. He wonders if he can pay a social media site to sell him a list of email addresses of all house-owners living within 5 miles of his home, who have ‘liked’ images of gardens.

a) Explain why a social media site will not do this. [2]

b) Describe how Jason can use social media to advertise his services to householders   
in his area without overspending his budget. [4]

[Total 20 marks]