

Midterm [September 2022]

Your score has been released for BACS3033 Social and Professional Issues Mid-Term Test.

BACS3033 Social and Professional Issues Mid-Term Test

49 / 50

Notes :

1 mark has been added on after approaching the tutor. Latest mark: 50/50

Question 1

Online games have become more and more popular especially among youngsters. Some studies related to Internet gaming addiction emerged, outlining the negative consequences of its prevalence, and risk factors for excessive gaming. The establishment of specialized treatment centers in the world reflects the growing need for professional help.

Using Lessig's Four Modalities Analysis to analyze the impacts of excessive online gaming. (16 marks)

Social Norm

- Negatively influence people to become addicted to online gaming. For example, they are playing games for a long time without sleeping which can lead to mental and physical health issues such as obesity, sudden death, headache, aggression, etc. Parents should control their children from excessive online gaming.
- Negatively influence people to become addicted to online gambling games. The online computer games such as token wagering, real-money gaming, and social casino spending help to develop gambling behavior as they can gamble at home. Some people are competitive to win the money but end up losing all the money.

Market

- Create a new market for specialized treatment centers for video game addiction treatment. At the same time, it causes the demand for the treatment consultant to increase to provide counseling sessions to the game-addicted person to quit online gaming.
- Creating demand for more gaming companies which expand the market for the gaming market industry. Many of the gaming companies have been established to develop more games for online gamers to access.

Law

- Create new law and policy to limit online video game time playing for young people to five hours a week. To illustrate, these new rules restrict online gaming for those under the age of 18 to 5 hours per week. This is to prevent them from becoming addicted to online gaming and encourage them to do physical activities such as exercising which can lead to a healthy lifestyle.
- Video game censorship policy has been established to limit access, censor content, or regulate video games due to the nature of their content. For example, the video game might contain inappropriate content such as violence, realistic sexual scene. Hence, the law is established to protect younger gamers from accessing these content and influenced by the inappropriate content negatively.

Architecture

- Generate computer code that meets the new law and policy. To explain, the developer has to make an effort to alter the code and use the power of code to regulate and keep the young online gamer under surveillance.
- Software such as native gaming mobile applications are developed using Kotlin, Java for Android while Swift or Objective-C for iOS. It will be available in Google play store (Android platform) or apple store (iOS platform) to be downloaded by others in order to access and start to play.

Question 2

Provide **THREE (3)** examples on how the advancement in IT has accelerated the process of globalization. **(9 marks)**

1. Telecommunication facilities have helped people to connect to different countries instantly. It builds the ability for humans to communicate with others regardless of the time and location which facilitate the process of globalization. With information technology, companies can expand their business by making quick decision-making as the information can be obtained online in a very short time.
2. The Internet has transformed the way in which businesses conduct themselves nowadays. All of the sellers are switching to online business to expand their business to another area (access to new market) by utilizing technology such as mobile applications, websites, wifi, etc
3. With the advancement in IT, it allows companies to find new talent that is not available in their current market. In another word, they can find new talent without being limited by geographical location. For instance, they can utilize job-finding websites to post job advertisements and use video conferencing tools as well as instant messaging applications (ie WhatsApp) to interview talent outside of their country.

In conclusion, we can see that the advancement in IT has accelerated the process of globalization which establishes global economies and creates a free movement of product, and services, and even provides global jobs.

Question 3

Assuming that the two leading game console makers, Sony and Microsoft, were to merge their game console business.

- a) Identify this type of integration (vertical integration or horizontal integration) by referring to the context above. Justify your answer. **(4 marks)**
 - b) Discuss **THREE (3)** benefits that can be resulted from this integration. **(9 marks)**
- a. Horizontal integration.
- Horizontal integration refers to merging 2 or more related companies in the same business vertical, in another word, the same industry. By referring to the context above, we can see that the two leading game console makers, Sony and Microsoft, which are in the same industry (game industry) are going to merge their game console business. Hence, it can be considered as horizontal integration.
- b.
- Reduce competitors by removing key rivals. For instance, Sony merged with Microsoft to become a major video game company. This can reduce the competition among major video game companies and result in a larger customer base (both of the company's customer bases will be merged into one major base).
 - Expand market and business. By merging the two related companies, they increased market share or market power in which they combined the product base, technology, and services that are available on the market. Thus, it enhances the competitive advantages and the market can be expanded into a larger area.
 - Offer more products or services. For example, Microsoft has 3 main famous game services while Sony has 2 main game services. By merging the two gaming companies, the new gaming organization (Sony and Microsoft) now has access to more services and they can cross-sell each other and increase revenue.

Question 4

Disney could soon lose exclusive rights to its most iconic cartoon character as Mickey Mouse's 95-year copyright is set to expire in two years.

Mickey will become available for the public domain in 2024 under U.S. copyright law that states intellectual property on artistic work expires 95 years after first publication.

Mickey Mouse first appeared in the 1920s and has become both the symbol for media conglomerate Disney and one of the most recognizable animated characters.

When he first appeared in 1928, Disney's copyright was protected for 56 years but as the beloved cartoon character approached the end of its copyright, Disney successfully lobbied for the Copyright Act of 1976 which extended protections to 75 years.

And then in 1998, Disney lobbied for a further extension, giving it protection for 95 years.

(Extracted from: <https://www.dailymail.co.uk/news/article-10978235/Mickey-Mouse-soon-leave-Disney-95-year-copyright-expiry-nears.html>)

- a) Can Mickey Mouse character be protected under patent instead of copyright? Explain your answer. **(4 marks)**
 - b) Disney have registered the trademark over Mickey Mouse. Will Disney lose its Mickey Mouse trademark after the Mickey Mouse copyright expiration? Explain your answer. **(4 marks)**
 - c) If Disney did not register to the US Copyright Office for the copyright of Mickey Mouse character, can Disney hold the copyright of Mickey Mouse character after it has been created by Disney? Explain your answer. **(4 marks)**
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- a. No, a fictional character cannot be patented. This is because one of the requirements to obtain a patent is that the product/services must be a patentable subject matter such as new inventions and processes. One good patentable example will be Michael Jackson shoes with a detailed explanation and implementation. The Mickey Mouse character is not an invention but more like a creative work (design), that should be protected under copyright law.
 - b. No, the Mickey Mouse trademark can be used as long as Disney can, as long as it can prove that they are continuously using it in commerce. Even after the Mickey Mouse copyright expiration, it is still protected under the trademark law. This is because the copyright is time-limited (Last for +50 years after the author's death), but trademarks are not. Trademarks can be renewed indefinitely on payment of additional fees after every 10 years to keep them active.

- c. Yes, Disney can hold the copyright of the Mickey Mouse character after it has been created by Disney. This is because creative work such as Mickey Mouse character design is automatically copyrighted under international law. Whoever created it will have the copyright in which it does not require applying for anything or filling anything for that to be protected under copyright law.

However, Disney can officially register the copyright for the Mickey Mouse character with the U.S. Copyright Office and the Library of Congress to give them more legal protection in case someone tries to steal their Mickey Mouse character design or use the character design without permission.