Audience

- 9.1 Audience Appreciation

- 9.2 Legal, Moral, Ethical and Cultural Appreciation

Audience

Audience Appreciation

It is very important to **tailor an ICT solution** to the **proposed audience**. A number of factors need to be taken into consideration to ensure the ICT solution is suitable for its target audience.

Chapter 9: Audience

The following methods can be used to find out more about the potential target audience.

- Interviews
- Questionnaires
- Market Research

Based on the research the ICT team will have a clearer idea about the following factors:

Target Audience Age	Audience Experience
Audience Expectations	Audience Knowledge

Once the ICT team are aware of the customer needs then they can take the following into consideration:

Use of Language

Use of colours

Usability

Level of complexity

Use of multimedia and interactive content

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Audience

Legal, Moral, Ethical and Cultural Appreciation

Copyright laws protect software in very much the same way as music CDs, Video etc. Software Piracy is a continuous issue for software developers and measures have been put in place to make it more difficult to use illegal copies of software.

It is illegal to:

- Make a **software copy** to **sell** or **give away**.
- **Rent** out software.
- Use a software on a **network on multiple computers**.
- Use **name or branding** of copyrighted software on another software without permission.
- Using **code** from copyright software without permission and then passing the software on as your own to sell.

Measures from software developers to prevent the use of illegal software:

Use of a Product Key when installing software.

Product Key:
AAAAA - 12345 - AAAAA - 12345 - AAAAA
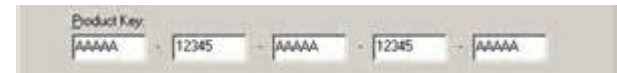
Online Activation to ensure legitimate product key has been used.

Software CD/DVD must be in the drive whilst software is being used.

Making users agree to terms of conditions before installation of software.

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Audience

Legal, Moral, Ethical and Cultural Appreciation

When creating an ICT solution consideration also has to be taken regarding **legal**, **morality**, **ethics** and **cultural issues**.

Legal: Ensure copyright laws are abided by including not using any coding or branding from existing copyrighted software.

Morality: To distinguish from right or wrong. Sometimes it may not be illegal to carry out an act however it could be against your morals. For example setting up a fake website to deceive is not illegal but questions your level of morality.

Ethics: Is to break a code of conduct. One example could be to leak information to a rival software publisher or to the press about new software ideas.

Culture: When software is released in different cultures then care must be taken so that people are not offended. For example certain use of words could be offence to one culture and not to another. If certain computer games mock religion or cultural beliefs then again this could cause offence.

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Audience

Should the internet be policed?

The debate continues on to whether the internet should be policed. The following are some reasons why some users of the internet believes the internet needs policing:

- Recent hacks on major co-operations (Sony/QNB)
- Sharing of terrorist material.
- Abuse in chat rooms, social media including Twitter.
- Grooming social media platforms.

Should the internet be policed?	Advantages	Disadvantages
	• To protect **vulnerable users gaining access to undesirable websites**. • To prevent **illegal material** (software, videos) be openly posted and shared by web users. • To bring to **justice** those users who continually **misuse the internet** for their personal gain.	• It would be extremely **difficult and expensive to police the internet**. • Infrastructure including **staff** and **offices** would have to be required. • Would be difficult to **enforce different rules in different countries**. • Could go against **freedom of speech**.