

Cambridge

OL- IGCSE

ICT

CODE: (0417)

Chapter 09

Audiences



9.1 Audience appreciation

When planning and creating ICT solutions, it is important to consider the audience who will either use or take part in the solution. We are going to use two different examples to show what could be meant by audience appreciation:

1. In the first example, we are going to consider using presentation software to make a presentation for an audience.
2. In the second example, we are going to consider the general audience requirements when developing a new website.

9.1.1 Giving a presentation to an audience

In this example, the ICT solution is a presentation aimed at a specific audience, using presentation software. When writing a presentation, you need to consider all of the following factors:

- » The age of the target group
- » The experiences of the audience (a board of company directors would expect a different approach compared to an audience composed of teenage school children).
- » The expectation of the audience
- » Knowledge of the audience

Giving a sample presentation to an audience

Now consider a phone company who market a number of different mobile phones. The company has decided to produce two presentations, using an ICT solution, regarding the sales and features of the four different mobile phones they market and sell:

- » One presentation is to be given to the mobile phone sales team who will receive different bonus payments depending on the phone sold
- » A second presentation is to be given to a potential group of mobile phone customers.

Key factors when writing the presentations include:

- » The language used
- » The need for multimedia
- » The length of the presentation
- » The need for audience participation (an interactive approach)
- » The examples used to illustrate certain points

9.1.2 Audience characteristics (when developing a new ICT solution)

In this example we are setting out to develop a new website. As with the example in Section 9.1.1, you need to consider certain factors regarding the audience:

- » Audience characteristics
- » The needs of the audience
- » Why you need to consider the needs of your audience.

Audience characteristics

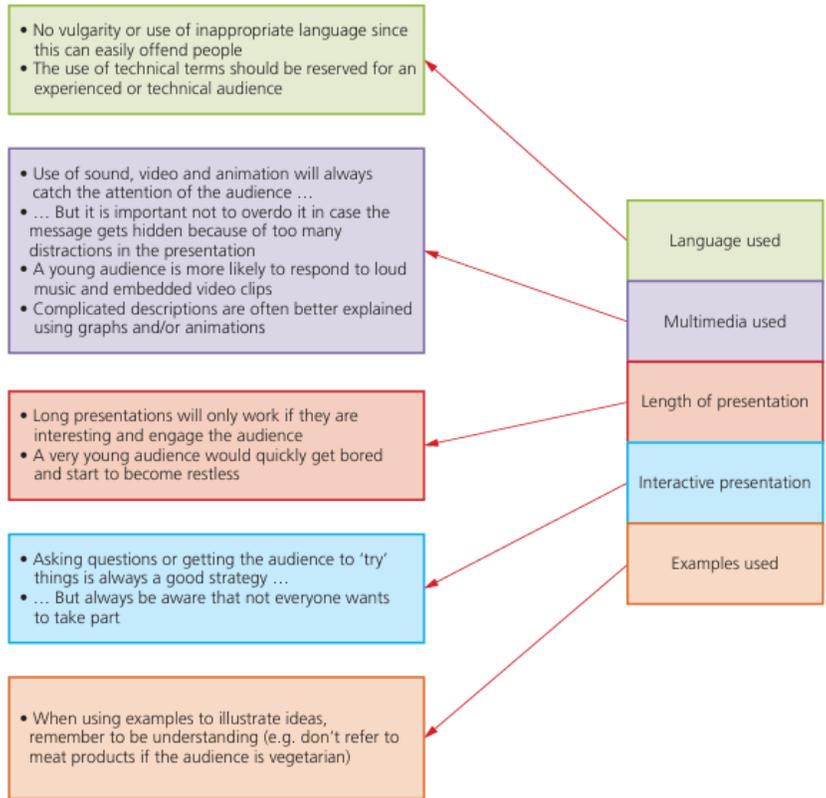
Who will be using the new website?

First, consider the characteristics of your target audience when using the new website:

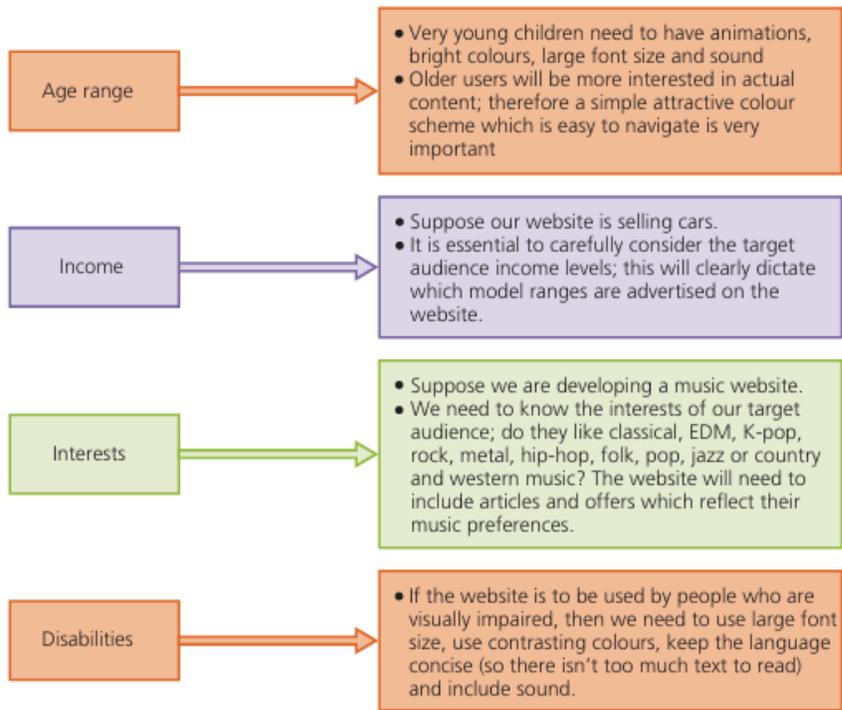
- » age range
- » income levels
- » interests
- » disabilities or impairments.

Needs of the audience

Once you have established the characteristics of the audience that the website is aimed at, it is necessary to understand their specific needs in a bit more depth, to ensure the final product is fit for purpose. Figure 9.3 considers the needs of three different age groups who would use the new website.



▲ **Figure 9.1** Key factors when making a presentation



▲ **Figure 9.2** Audience characteristics

Why we need to consider the needs of our audience Why is it important to respectfully consider these needs?

» If the audience is made up of older people, or people with disabilities, who have sight problems, then it is important to make sure the website has clear-to-read fonts.

» Complex language can be a real turn off to children or for people who have English as their second language; the text needs to be clear and easy to read for these reasons.

» It is necessary to hold the attention of the users, otherwise they will give up using the website.

» Good, attractive screen designs will attract users to the website.

» Keeping interfaces clear and easy to use keeps people engaged.

» Lots of typing can be very frustrating, as can badly designed websites where the user seems to go 'round in a big circle'.

9.2 Copyright

9.2.1 Software copyright and piracy

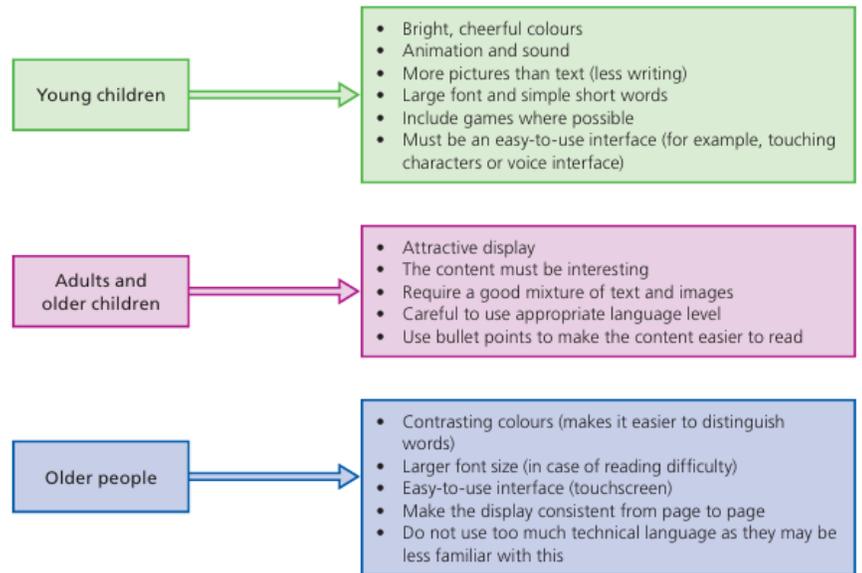
Software is protected by copyright laws in much the same way as music CDs, movies, and articles from magazines and books are protected.

Software **piracy** is the illegal copying of software. It is a big issue among software companies. They take many steps to stop the illegal copying and to stop any illegal copies being used once they have been sold.

There are a number of ways software is protected – either by making the installer agree to certain conditions or by methods which require the original software to be present for it to work:

» When software is being installed, the user may be asked to key in a unique reference number or **product key** (a string of letters and numbers) which was supplied with the original copy of the software

» The user will be asked to click 'OK'/'I AGREE' or put a cross in a box to agree to the licence agreement before the software continues to install.



▲ Figure 9.3 Audience needs

» If supplied as a hard copy, the original software packaging often comes with a sticker informing the purchaser that it is illegal to make copies of the software; the label is often in the form of a **hologram** indicating that this is a genuine copy.

» Some software will only run if the CD, DVD or memory stick is actually in the drive; this stops illegal multiple use and network use of the software.

» Some software will only run if a **dongle** is plugged into one of the USB ports.

<i>TRADERS FINED \$100,000</i>	
Two eBay traders (from the US) agreed this week to pay a total of \$100,000 in damages after they were caught selling illegal copies of Norton security software.	The SIIA settled the case against the two traders who also agreed to stop selling illegal software and provided SIIA with records identifying their customers and suppliers.

▲ Figure 9.4 Example of copyright infringement

Revision questions

1. March/2023/Paper_0417/12/No.12(a)

A tennis coach is creating a presentation to explain to teenagers the basics of playing tennis.

(a) Describe the design features that must be included to make the presentation appeal to the teenagers.

2. June/2023/Paper_0417/12/No.14(b)

software is used to create an ePublication to display a school's yearly magazine.

(b) The ePublishing software is subject to software copyright legislation.

Give two methods that could be used to prevent software copyright legislation being broken.

3. June/2023/Paper_0417/13/No.3(d)

A group of students are producing a class newsletter which they will email to parents of students in the class. They are deciding whether to use a laptop computer or a smartphone to type the newsletter.

(d) Describe the features that the students must include to make the newsletter appeal to the parents.

4. Nov/2023/Paper_0417/12/No.4

A headteacher is considering setting up a card system for students to buy food in the school canteen.

The headteacher is trying to decide whether to install a system that uses magnetic stripe card readers or one that uses chip and PIN card readers.

Compare the use of magnetic stripe card readers with the use of chip and PIN card readers. Your answer must include similarities and differences.

5. Nov/2023/Paper_0417/13/No.9(a)

The secretary of Tawara University has created web pages for former students. The former students are adults.

(a) State the design features of the web pages that would meet the needs of this target audience.

6. March/2024/Paper_0417/12/No.15

The audience needs to be considered when creating an ICT solution.

- (a) Describe what factors need to be considered for the age of the audience.
- (b) Describe what factors need to be considered for the interests of the audience.

7. June/2022/Paper_13/No.7(b)

(b) Tawara Stores are also aware that many current websites do not cater for older people. They intend to create a version of their website for this audience.

Describe the features of this website to meet the needs of an older audience, giving reasons for your choice of features.

8. Nov/2022/Paper_11/No.10

A group of students in a school are planning to publicise a school concert. They can either produce a web page which will be sent to the company that runs the school website or create a multimedia presentation and show this to students and visitors.

- (a) Give two types of content which could be used in a multimedia presentation that cannot be used in a printed leaflet.
- (b) Describe the advantages and disadvantages of using a multimedia presentation rather than a web page on the school website.

The students need to test their multimedia presentation before it can be used.

- (c) Name two output devices they can use and for each one, write down a reason for its use.

9. June/2021/Paper_13/No.11

Tawara College is setting up a new website for its older students. The website will publicise the events in the college, as well as revision and sporting activities. The headteacher wants the website to be attractive to the older students and it must meet their needs.

Before the website can be produced the needs of the audience have to be taken into account. Analyse the needs of this audience.

10. Nov/2020/Paper_12/No.9

When software is bought, the purchaser is subject to copyright legislation. Give four actions that would breach copyright legislation.

11. June/2020/Paper_11/No.11

Most data protection acts include the principle that data should be accurate and, where necessary, kept up to date. List four other principles of a typical data protection act.

	Cultural (✓)	Ethical (✓)	Moral (✓)
A student has changed the contents of a company website without permission			
Writing computer games that make fun of a country's religion			
Using pictures in a document without acknowledging copyright			
Passing information to a rival company			