

## 2010 Paper 8 Question 8

### E-Commerce

- (a) Discuss possible business models for a social networking site. [5 marks]
- (b) Explain what is meant by “network externality” for such a site. [5 marks]
- (c) A music publisher complains to you as owner of a social networking site that a user has posted copyright material to your site, and threatens to take an action against you as effective publisher unless you reveal the name and address of the user. What is your defence, if any? [5 marks]
- (d) The police contact you concerning a post on your site and demand the name and address of the originator. Under what conditions must you reveal the information? [5 marks]