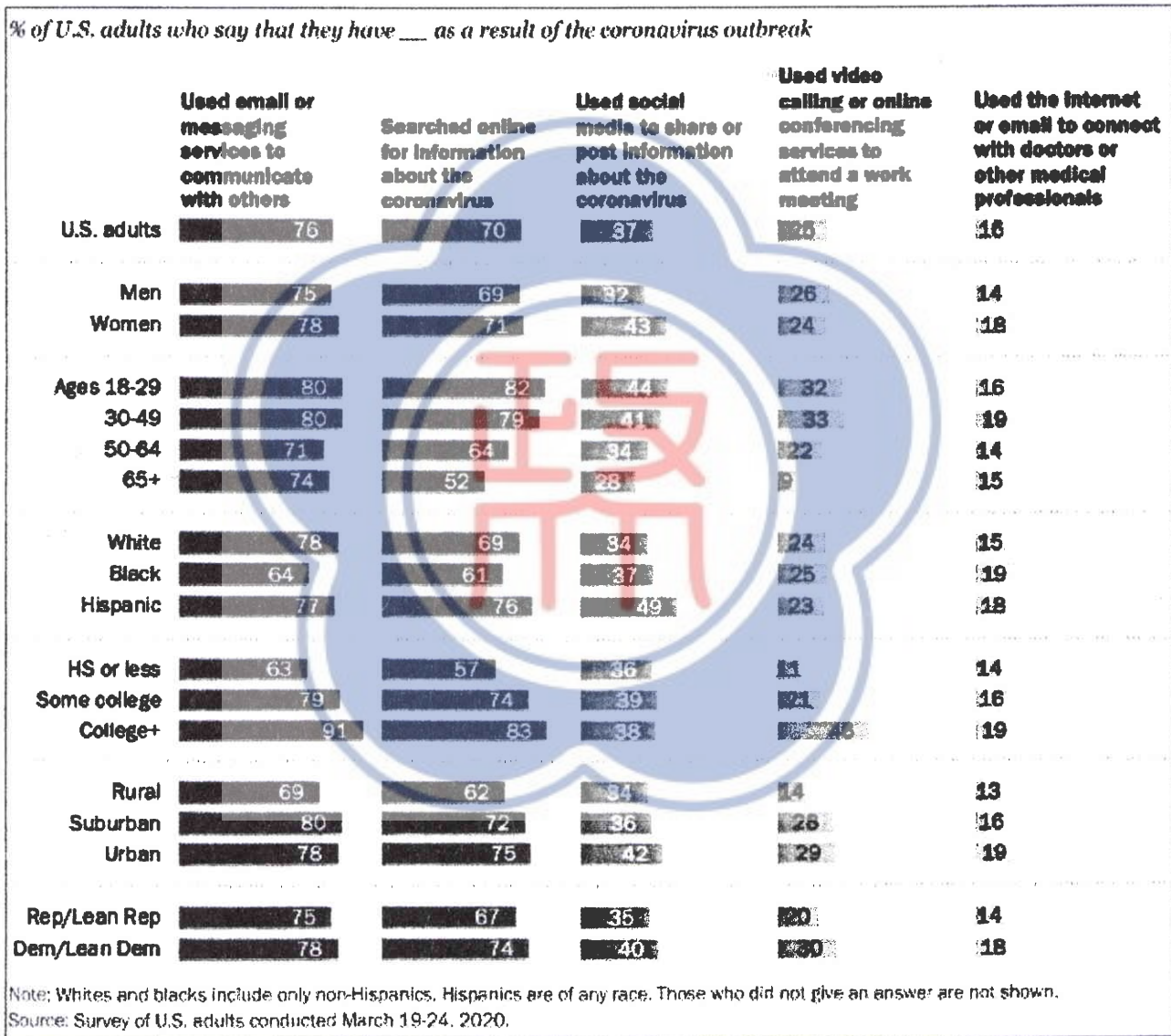


考試科目	管理資訊系統	系所別	資訊管理系/資管組	考試時間	2月 5日(五) 第 4 節
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**Short Essay Questions**

1. The COVID-19 outbreak has led many countries to issue stay-at-home orders. The Pew Research Center has investigated how Americans are using the Internet to stay connected and track information during the outbreak. The figure below shows part of the survey conducted in March 2020. Please identify and explain the key findings from the information below. (20%)



Source: Pew Research Center

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<p>2. Digital technologies have unleashed a new era of smart, connected products, which combine hardware, software, data, sensors, and connectivity in myriad ways. The Apple Watch NikePlus is one of such products. Please illustrate how the Apple Watch NikePlus operates to link a variety of devices, networks, data, and services together. (10%) Take Nike, please describe how this product has influenced the company's competitive forces and competitive advantage. (10%)</p> <p>3. Sharing economy is highlighted by Time Magazine as one of the 10 ideas that will change the world. Firms and entrepreneurs are having great interests in placing assessment of the sharing economy applications and forming new business models. What exactly is sharing economy? Please explain your answer, and provide one case exemplar. (10%) How does this exemplar manage to map the economics, social, and technological attributes in its sharing economy application? (10%)</p> <p>4. Sundar Pichai, Google's boss, has described the developments in Artificial Intelligence (AI) as "more profound than fire or electricity". However, it has been found that AI's progress has lagged in many companies. For example, the self-driving lorry firm Starsky Robotics based in San Francisco, closed down in March 2020. Its founder, Stefan Seltz-Axmacher, stated that the driverless cars show the limits of today's AI. To effectively develop AI-based driverless cars, what people, organization, and technology issues need to be addressed? (15%) Considering the driverless cars, what trends do you see pushing or hindering innovation in AI technologies? (5%)</p> <p>5. Fake news has long been a problem, but it becomes increasingly critical when it spreads on social media. Can you identify what do consuming news on social media differ from other media providing news (e.g. TV news, newspapers, and news websites)? Please describe three main characteristics of social media fake news. (15%) Which one of these three do you think is the most critical? Why? (5%) (To add depth to your answer, please provide cases or events.)</p>					
備 註	<p>一、作答於試題上者，不予計分。 二、試題請隨卷繳交。</p>				