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| 1a | 1 mark per bullet   * Online chat * Sharing photos * Email * Reviews * Any other reasonable example |
| 1b | 1 mark per bullet   * Could lead to a loss of privacy. * Privacy settings change and would need to be kept updated. * People may impersonate others. |
| 1c | 1 mark per bullet   * He can discuss with a lot of people at once in a co-ordinated way. * Easy way to make new friends with similar interests. * Easier to share files with a lot of people. * He can know who is online at the same time and chat with them and other friends at the same time. * He can see updates on what other friends have done. * He can add more information for a lot of people to see. * Other examples can be accepted. |
| 1d | 1 mark per bullet   * Different target audiences..one for social purpose and one for work purposes. * Work based content may include features specific to photographers such as list of jobs, photo shoot venues and some of their work. * Social based content may include features such as status updates, post comments, tweets, using features such as a like and follow. |