a. Social: by being able to download books, bookstores could potentially go out of business as they are not needed anymore. Many people would lose their jobs - not only bookstore salespeople, but also publishers and printers.

Ethical: despite ~~but~~ purchasing the books online, users could obtain pirated, free versions of e-books online simply by downloading. After buying a book, a person could just share it online and other people ~~f~~ would not need to buy it (copyright).

b. The feasibility issues related to the success of the Digibook include technical, economic and operational feasibility.

Technical: is the technology available for the Digibook to be made? Can all the parts fit in, allowing a 15cm display yet also be lightweight. What kind of software will run on it? Is the software already available or does it need to be customised?

Economic: will producing the product including fitting such small smarts be ~~wat~~ costly? Is it affordable enough to make and will the price be one acceptable to customers?.

Operational: will it work as it was intended? Will consumers purchase it to read books or just surf the net?

c. The communication protocols in use during the transmission would include Ethernet, TCP/IP, http, ftp and SSL.

Technically the transmission of the book from the file server to the Digibook would only be ftp but the other protocols are needed to get there.

On the application layer the ~~user~~ customer would be viewing a webpage using http to browse the books. When they want to purchase a book SSL would most likely be used as details would be entered and this would require a secure line. After payment the user would probably be directed to the file server to download the book using ftp.

The communication control and addressing level would utilise TCP/IP to check for errors during transmission and to synchronise the exchange (Digibook & file server clocks and ~~its~~ speed determined).

Ethernet would be used on the transmission level since ~~the network it is~~ wireless is in use.