DECEMBER 2023 **P/ID 36814/PJO3P**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Networked Journalism
2. Big Data
3. Net Neutrality
4. Data analytics
5. The webs
6. Culturetronics
7. GIS
8. Information Trapping
9. Web Scraping
10. Machine Learning
11. Deep Fakes
12. Immersive Journalism

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Explain the concept of "collective intelligence" and its potential for journalism.

14. What are some key digital research methods used to study online content?

15. What is Social Network Analysis?

16. How can journalists use Google Search Trends to understand user interests?

17. What are Really Simple Syndication (RSS) news feeds, and what features do feed readers offer?

18. How are deepfakes used to spread misinformation and how can journalists combat it?

19. How do recommender systems personalize content for users, and what are their implications for media consumption?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Explain the concept of Creative Destruction in the context of digital media.

21. Discuss the coevolution of technology, theory, and research in digital media studies.

22. Discuss the importance of Web Traffic Metrics and Analytics in understanding online behavior and trends

23. What are some key techniques used in news analytics, such as TF-IDF and document clustering? How can these methods help journalists identify patterns and trends in large amounts of news data?

24. Discuss the overview of Machine Learning and its applications in journalism.

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