MAY 2024 **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. Collective Intelligence
2. Algorithmic Bias
3. O'Hyperlink
4. Search Engine
5. Networked content
6. Big data
7. User Experience (UX)
8. Real-time News Monitoring
9. News Corpus
10. Controlled Vocabulary
11. Predictive Analytics
12. Deep Learning

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What is the significance of Net Neutrality?

14. What is a VUCA world and how do journalists navigate uncertainty?

15. Explain free and open data.

16. What is GIS and how can journalists use it for location-based storytelling?

17. Explain the concept of news aggregation and how it works.

18. What are the potential benefits and risks of automated journalism?

19. How does immersive journalism utilize technologies like virtual reality and IoT to enhance storytelling experiences?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Discuss the impact of Big Data on journalism and the knowledge society

21. Evaluate the importance of Social Media Analytics, Hashtag Analytics, and Video Analytics in understanding digital media trends and patterns.

22. Explain how Google can be used for tracking Search Trends and User Intention, and its applications in research.

23. Elaborate on the basics of Web Scraping and the use of Application Program Interfaces (APIs) in data collection.

24. Evaluate the ethical considerations and challenges surrounding AI, including AI Ethics, Explainable AI and the need for regulation.

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