Match the following strategies and tools with their impact on electoral processes:
1. Tool/Strategy Impact
I. Microtargeting A. Allows for personalized communication directly to voters
II. Political Advertising B. Provides broad messaging aimed at demographic groups
III. Bots and Astroturfing C. Creates an illusion of widespread support or opposition
IV. Screen Readers D. Enhances accessibility for users with visual impairments
Choose the correct answer from the options given below:
(1) I-B, II-A, III-C, IV-D
(2) I-A, II-B, III-D, IV-C
(3) I-A, II-B, III-C, IV-D
(4) I-B, II-D, III-A, IV-C
Answer Key: 3
Solution:
? Microtargeting allows campaigns to tailor messages based on individual voter profiles, impacting the electoral process by enabling personalized communication.
? Political Advertising generally targets broader demographic groups with messages that resonate on a wider scale.
? Bots and Astroturfing are used to simulate grassroots support or opposition, influencing perceptions and discussions online.
? Screen Readers do not directly impact electoral processes; they provide accessibility support for visually impaired users.
Hence, Option (3) is the right answer.

Match the following technologies and tools with their primary purpose in enhancing digital inclusion:
1. Technology/Tool Purpose
I. Assistive Technology A. Enhances the usability of digital platforms for all users
II. BharatNet B. Provides rural broadband connectivity
III. PMGDISHA C. Digital literacy program for rural citizens
IV. UPI 123PAY D. Facilitates voice-based digital payments
Choose the correct answer from the options given below:
(1) I-B, II-A, III-C, IV-D
(2) I-D, II-C, III-B, IV-A
(3) I-A, II-B, III-C, IV-D
(4) I-C, II-D, III-A, IV-B
Answer Key: 2
Solution:
? Assistive Technology such as screen readers, braille displays, and speech recognition software, primarily serves users with disabilities, enhancing their access to digital content.
? BharatNet aims to provide high-speed broadband to all panchayats in rural and remote areas, enhancing digital connectivity.
? PMGDISHA is targeted at increasing digital literacy among rural citizens, particularly the digitally illiterate.
? UPI 123PAY is designed to enable voice-based transactions, making digital payments accessible to users who are unfamiliar with traditional digital payment methods.
Hence, Option (2) is the right answer.

Match the following socio-demographic factors with their typical barriers to technology access:
1. Factor Barrier
I. Gender A. Limited exposure to technology in rural settings
II. Rural?Urban B. Cultural norms that may restrict access to technology
III. Disability C. Physical and software barriers hindering technology use
IV. Language D. Language-specific interfaces that limit usability
Choose the correct answer from the options given below:
(1) I-B, II-A, III-C, IV-D

(2) I-C, II-D, III-A, IV-B
(3) I-A, II-C, III-B, IV-D
(4) I-B, II-A, III-D, IV-C
Answer Key: 1
Solution:
? Gender issues can include cultural norms and expectations that might restrict access to technology for certain genders in some communities.
? Rural?Urban divides often manifest as limited technological infrastructure and exposure in rural areas compared to urban settings.
? Disability can introduce specific physical and software barriers that make accessing and using technology challenging.
? Language barriers occur when technology is not available in the user's primary language, limiting its usability and accessibility.
Hence, Option (1) is the right answer.

Match the following digital inclusion initiatives with their respective focuses:
1. Initiative Focus
I. BharatNet A. Enhancing accessibility for users with disabilities
II. CSCs B. Providing digital services at local levels
III. PMGDISHA C. Educating rural populations on digital tools
IV. WCAG Accessibility D. Setting standards for web content accessibility
Choose the correct answer from the options given below:
(1) I-B, II-A, III-C, IV-D
(2) I-C, II-D, III-A, IV-B
(3) I-A, II-B, III-C, IV-D
(4) I-C, II-B, III-D, IV-A
Answer Key: 2
Solution:
? BharatNet's focus is primarily on providing broadband connectivity across rural India, not directly on accessibility for disabled users.
? CSCs (Common Service Centers) aim to provide various digital services at local levels, facilitating government and private services.
? PMGDISHA focuses on educating rural populations about digital tools, enhancing their digital literacy.
? WCAG (Web Content Accessibility Guidelines) sets international standards for making web content more accessible to people with disabilities.
Hence, Option (2) is the right answer.

Match the following aspects of digital communication with their implications on public discourse:
1. Aspect Implication
I. Computational Propaganda A. Manipulation of public opinion through automated means
II. Bots B. Creation of artificial engagement and consensus
III. Screen Readers C. Accessibility enhancement for visually impaired users
IV. Microtargeting D. Tailored communication that can polarize or unify
Choose the correct answer from the options given below:
(1) I-A, II-B, III-C, IV-D
(2) I-D, II-A, III-B, IV-C
(3) I-B, II-C, III-A, IV-D
(4) I-C, II-D, III-B, IV-A
Answer Key: 1
Solution:
? Computational Propaganda involves using digital technologies to manipulate public opinion, often through the dissemination of misleading information.
? Bots can be used to create fake engagement and consensus, influencing the perceived popularity or

unpopularity of specific viewpoints.
? Screen Readers are tools that aid users with visual impairments, improving their access to digital content but not directly impacting public discourse.
? Microtargeting in political advertising allows for messages to be tailored to individual preferences, potentially polarizing or unifying different groups.
Hence, Option (1) is the right answer.