--Question Starting--

Match the following techniques with their most likely use in digital campaign strategies:

1. Technique Usage

I. Microtargeting A. Enhancing user accessibility

II. Computational propaganda B. Targeted political advertising

III. Assistive technology C. Generating synthetic grassroots support

IV. Inclusion strategies D. Improving digital connectivity in rural areas

Choose the correct answer from the options given below:

(1) I-B, II-C, III-A, IV-D

(2) I-C, II-A, III-B, IV-D

(3) I-B, II-C, III-D, IV-A

(4) I-A, II-B, III-C, IV-D

Answer Key: 3

Solution:

? Microtargeting is often used to deliver highly customized messages in political campaigns, directly targeting specific groups.

? Computational propaganda utilizes bots and algorithms to create an illusion of widespread support for particular viewpoints.

? Assistive technology includes tools like screen readers and captions that aid users with disabilities in accessing digital content.

? Inclusion strategies, such as BharatNet and CSCs, aim to expand digital access and literacy, particularly in under-served rural areas.

Hence, Option (3) is the right answer.

--Question Starting--

Match the following tools with their primary function in promoting digital accessibility:

1. Tool Function

I. Screen readers A. Translating speech to text

II. Captions B. Helping visually impaired users navigate digital content

III. UPI 123PAY C. Providing text for audio content

IV. WCAG accessibility D. Setting standards for web content accessibility

Choose the correct answer from the options given below:

(1) I-A, II-B, III-C, IV-D

(2) I-B, II-C, III-A, IV-D

(3) I-C, II-A, III-B, IV-D

(4) I-B, II-C, III-D, IV-A

Answer Key: 2

Solution:

? Screen readers allow visually impaired users to hear and navigate digital content, converting text to speech.

? Captions provide a text version of spoken dialogue and other audio cues in videos, aiding those who are deaf or hard of hearing.

? UPI 123PAY offers a voice-based payment system, enhancing financial accessibility for users without advanced digital devices.

? WCAG (Web Content Accessibility Guidelines) outlines how to make web content more accessible to people with disabilities.

Hence, Option (2) is the right answer.

--Question Starting--

Match the following concepts with their impact on societal divisions:

1. Concept Impact

I. Gender A. Language barriers in communication

II. Rural?urban B. Differences in access to resources and opportunities

III. Disability C. Social and economic exclusions

IV. Language D. Creating inclusive environments

Choose the correct answer from the options given below:

(1) I-C, II-B, III-D, IV-A
(2) I-D, II-C, III-B, IV-A
(3) I-B, II-A, III-C, IV-D
(4) I-A, II-D, III-B, IV-C

Answer Key: 1

Solution:

? Gender disparities often result in social and economic exclusions, impacting various life outcomes.

? Rural-urban divides highlight significant differences in access to educational, medical, and technological resources.

? Disability can lead to a lack of inclusive environments, which are necessary for equal participation in society.

? Language differences can create significant barriers in communication, affecting social integration and access to information.

Hence, Option (1) is the right answer.