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1. In the context of media influence studies, the \_\_\_\_\_ model asserts that media effects are indirectly mediated by opinion leaders who filter and amplify messages to their less active peers, thus shaping public perception more potently than direct media exposure alone.

- (1) Aggregation
- (2) Two-step flow
- (3) Multi-tier
- (4) Direct transmission

Answer Key: (2)

Solution:

Option (2) is correct. The two-step flow model, developed by Katz and Lazarsfeld, posits that media effects are first received by opinion leaders and then passed on to a wider audience, which relies on these leaders for cues on how to interpret media content.

Option (1) is incorrect. Aggregation refers to the collection of data or information, not a process of media influence.

Option (3) is incorrect. The multi-tier model is not a recognized model in the context of Katz and Lazarsfeld's studies on media influence.

Option (4) is incorrect. Direct transmission suggests a direct effect of media on the public without the mediation of opinion leaders, which contradicts the premise of the two-step flow model.

Thus, the correct answer is Option (2).

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2. The \_\_\_\_\_ theory posits that individuals may choose to remain silent if they perceive their opinions are in the minority or out of fear of isolation from the majority, which can lead to a skewed public perception that the majority opinion is more prevalent than it actually is.

- (1) Conformity
- (2) Public sphere
- (3) Spiral of silence
- (4) Minority influence

Answer Key: (3)

Solution:

Option (3) is correct. The spiral of silence theory, developed by Noelle-Neumann, explains how the fear of isolation leads individuals to silence themselves if they believe their views are not supported by the majority, potentially giving disproportionate visibility and perceived agreement to more dominant views.

Option (1) is incorrect. Conformity generally refers to adjusting behaviors or opinions to align with group norms, not specifically the dynamic of silence due to perceived isolation.

Option (2) is incorrect. The public sphere is a conceptual area in social life where individuals can come together to freely discuss and identify societal problems, and does not directly relate to the concept of remaining silent due to fear of isolation.

Option (4) is incorrect. Minority influence refers to the case where a smaller faction within a group influences the larger group to accept the minority's beliefs, which contrasts with the premise of the spiral of silence.

Thus, the correct answer is Option (3).

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3. In the realm of qualitative research focused on online communities, \_\_\_\_\_ employs the techniques of ethnography to study cultures and communities that are emerging through internet interactions rather than physical spaces, providing insights into the norms and behaviors of digital social environments.

- (1) Netnography
- (2) Web analysis
- (3) Virtual reality exploration
- (4) Digital mapping

Answer Key: (1)

Solution:

Option (1) is correct. Netnography, a term coined by Kozinets, is a methodological approach that adapts ethnographic research techniques to study the social interactions and phenomena of online communities and cultures.

Option (2) is incorrect. Web analysis generally involves analyzing web data such as traffic, user behavior on websites, and SEO, which is different from the ethnographic study of online communities.

Option (3) is incorrect. Virtual reality exploration involves the use of virtual reality technology to explore different environments and is not specifically related to the ethnographic study of online communities.

Option (4) is incorrect. Digital mapping refers to the creation of digital maps to represent particular areas; it does not involve the ethnographic or cultural study of online communities.

Thus, the correct answer is Option (1).