Match the following theories with the scenarios where they are most applicable:  
1. Theoretical Framework Scenario  
I. Agenda-setting (McCombs and Shaw) A. A viral dance challenge spreads across social media platforms, engaging millions globally.  
II. Moral panics and media amplification (Stanley Cohen) B. A news outlet consistently highlights the dangers of a new street drug, leading to widespread public concern.  
III. Memes, virality, and participatory culture C. New government policies are frequently the lead stories in the news, shaping public opinion on political priorities.  
Choose the correct answer from the options given below:  
(1) I-C, II-B, III-A  
(2) I-A, II-C, III-B  
(3) I-B, II-A, III-C  
(4) I-C, II-A, III-B  
Answer Key: 1   
Solution:   
• Agenda-setting by McCombs and Shaw emphasizes the power of media to influence the importance placed on topics through their frequency and prominence in news. Scenario C, where government policies become focus points in news, aligns with this theory.  
• Moral panics and media amplification by Stanley Cohen discusses how media portrayal can exaggerate societal concerns, often leading to moral panics. Scenario B, involving media-driven fear over a street drug, fits this framework.  
• Memes, virality, and participatory culture pertains to how cultural items are spread among people in a participatory manner, often becoming viral. Scenario A, featuring a dance challenge that goes viral, exemplifies this phenomenon.  
Hence, Option (1) is the right answer.  
  
Match the following concepts with their most likely impacts on societal perception:  
1. Concept Impact  
I. Agenda-setting (McCombs and Shaw) A. Increases public engagement through shared cultural phenomena.  
II. Memes, virality, and participatory culture B. Shapes public perceptions of what issues are most important.  
III. Moral panics and media amplification (Stanley Cohen) C. Leads to heightened societal anxiety over specific issues.  
Choose the correct answer from the options given below:  
(1) I-B, II-A, III-C  
(2) I-C, II-B, III-A  
(3) I-A, II-C, III-B  
(4) I-B, II-C, III-A  
Answer Key: 1   
Solution:   
• Agenda-setting by McCombs and Shaw illustrates how media can prioritize issues, thereby influencing public perception about what is important, which aligns with Impact B.  
• Memes, virality, and participatory culture drive engagement and sharing among communities, linked to Impact A, showcasing shared cultural dynamics.  
• Moral panics and media amplification by Stanley Cohen describes how media can amplify specific societal issues, causing increased anxiety and concern, fitting Impact C.  
Hence, Option (1) is the right answer.  
  
Match the following media theories with the appropriate research focus areas:  
1. Media Theory Research Focus  
I. Agenda-setting (McCombs and Shaw) A. Exploration of how media representation can escalate societal concerns.  
II. Moral panics and media amplification (Stanley Cohen) B. Study of how news content prioritization influences public agenda.  
III. Memes, virality, and participatory culture C. Analysis of how content becomes viral and the role of community participation.  
Choose the correct answer from the options given below:  
(1) I-B, II-A, III-C  
(2) I-C, II-B, III-A  
(3) I-A, II-C, III-B  
(4) I-B, II-C, III-A  
Answer Key: 1   
Solution:   
• Agenda-setting by McCombs and Shaw focuses on how media prioritizes issues, influencing the public agenda, aligning perfectly with Research Focus B.  
• Moral panics and media amplification by Stanley Cohen centers on how media can exaggerate societal concerns, which corresponds to Research Focus A.  
• Memes, virality, and participatory culture deals with the dynamics of how content spreads and engages communities, which is encapsulated in Research Focus C.  
Hence, Option (1) is the right answer.  
  
1. In the dynamic landscape of social media, individuals often manipulate their online self-presentation across different platforms such as LinkedIn, Facebook, and Instagram. Given this scenario, how does the concept of context collapse challenge traditional understandings of Goffman’s front stage and back stage self-presentation?  
(1) Context collapse merges various social contexts into one, requiring individuals to navigate potentially conflicting presentations of self, akin to performing on a single stage with multiple audiences.  
(2) Online platforms inherently support the separation of the front stage and back stage, thus simplifying self-presentation by maintaining distinct personal and professional personas.  
(3) Social media eliminates any need for a backstage area as all interactions are curated and controlled by the user, leading to a homogeneous presentation.  
(4) The concept of front stage and back stage is irrelevant in the context of digital interactions, as all online behavior is inherently authentic and transparent.  
Answer Key: 1  
Solution:  
• Option 1 (Correct): Context collapse creates a situation where different social circles converge in a single platform, causing users to present a self that must resonate or be acceptable across varying audiences, challenging Goffman's idea of distinct front and back stages.  
• Option 2 (Incorrect): Online platforms do not inherently support complete separation of front and back stages; rather, they often blur these boundaries due to their public or semi-public nature.  
• Option 3 (Incorrect): Despite control over content, users still manage a backstage where they prepare or curate content before it is made public.  
• Option 4 (Incorrect): Digital interactions still involve a level of performance and curation, indicating the persistence of front and back stage dynamics.  
Hence, Option (1) is the right answer.  
  
2. Considering the uses and gratifications theory which posits that media users actively choose specific media sources to fulfill individual needs, how does this theory explain the sustained popularity of highly interactive platforms like Twitter or Reddit?  
(1) These platforms provide diverse avenues for users to seek information, personal identity, integration and social interaction, or entertainment, thus fulfilling multiple gratifications simultaneously.  
(2) The real-time nature of these platforms restricts users' ability to actively select content that fulfills their specific needs, thereby negating the uses and gratifications approach.  
(3) Users are primarily passive in their media consumption on these platforms, which suggests that uses and gratifications theory may not be applicable in understanding user behavior here.  
(4) The popularity of these platforms is solely attributed to their entertainment value, which is the only gratification sought by users according to the theory.  
Answer Key: 1  
Solution:  
• Option 1 (Correct): Twitter and Reddit allow users to engage in activities like socializing, sharing, and gathering information, which aligns with the multiple gratifications identified in the uses and gratifications theory.  
• Option 2 (Incorrect): Although these platforms are real-time, they still offer choices and tools for users to filter and select what content to consume or interact with, supporting the theory.  
• Option 3 (Incorrect): The interactive nature of these platforms contradicts the notion of passivity, as users actively post, comment, and curate their feeds.  
• Option 4 (Incorrect): While entertainment is a significant aspect, it is not the sole gratification; these platforms also satisfy informational and social needs.  
Hence, Option (1) is the right answer.  
  
3. With the rise of personalized news feeds and algorithmically curated content, how do the concepts of filter bubbles and echo chambers as discussed by Pariser and Sunstein respectively, impact political polarization in digital media environments?  
(1) Filter bubbles and echo chambers amplify political polarization by creating isolated informational environments where users are exposed primarily to conforming views and similar perspectives.  
(2) These phenomena encourage exposure to a diverse range of viewpoints, thus reducing political polarization by broadening user perspectives.  
(3) Echo chambers and filter bubbles are largely myths, as users frequently encounter opposing views due to the interconnected nature of digital platforms.  
(4) The impact of these concepts on political polarization is minimal, as users are inherently inclined to seek out opposing viewpoints to challenge their beliefs.  
Answer Key: 1  
Solution:  
• Option 1 (Correct): Filter bubbles and echo chambers limit exposure to differing viewpoints by algorithmically tailoring content that aligns with user preferences, thereby reinforcing existing biases and contributing to increased political polarization.  
• Option 2 (Incorrect): Rather than encouraging diverse viewpoints, these mechanisms often restrict information flow to what is deemed compatible with the user's existing beliefs.  
• Option 3 (Incorrect): Despite the potential for encountering diverse content, algorithms predominantly optimize for engagement, often at the cost of content diversity.  
• Option 4 (Incorrect): Studies and observations suggest that users generally prefer content that aligns with their existing views, rather than actively seeking challenging or opposing information.  
Hence, Option (1) is the right answer.  
  
1. Which of the following are characteristics of a virtual community according to Howard Rheingold?  
I. Shared social protocols  
II. Immediate physical proximity  
III. Reciprocal communication  
IV. Common public space  
Choose the correct answer from the options given below:  
(1) I, II, and III only  
(2) II and III only  
(3) I, III, and IV only  
(4) All of the above  
Answer Key: 3  
Solution:  
Statement I (Correct): Shared social protocols are essential for maintaining order and understanding within virtual communities.  
Statement II (Incorrect): Virtual communities do not require immediate physical proximity; they are defined by their lack of it.  
Statement III (Correct): Reciprocal communication is a key feature of virtual communities, facilitating interaction and community building.  
Statement IV (Correct): A common public space, though virtual, is a central aspect where interactions occur within a virtual community.  
Hence, the correct answer is Option (3).  
  
2. In the context of Communities of Practice (CoP) in online spaces, which of the following statements align with Wenger’s framework?  
I. Shared domain of interest  
II. Members meet regularly offline  
III. Engagement in joint activities  
IV. Development of a shared repertoire  
Choose the correct answer from the options given below:  
(1) I, II, and III only  
(2) II and III only  
(3) I, III, and IV only  
(4) All of the above  
Answer Key: 3  
Solution:  
Statement I (Correct): A shared domain of interest is fundamental for the existence of any CoP.  
Statement II (Incorrect): Regular offline meetings are not necessary within an online CoP; interactions can be purely digital.  
Statement III (Correct): Engagement in joint activities helps members build relationships and learn together, which is crucial in CoPs.  
Statement IV (Correct): The development of a shared repertoire of resources, experiences, and tools is typical of CoPs.  
Hence, the correct answer is Option (3).  
  
3. Regarding the concepts of bonding and bridging social capital online, which of the following are true according to Robert Putnam’s theories?  
I. Bonding social capital excludes external connections  
II. Bridging social capital builds broad inclusive identities  
III. Bonding social capital is exclusive in nature  
IV. Bridging social capital strengthens existing close relationships  
Choose the correct answer from the options given below:  
(1) I, II, and III only  
(2) II and III only  
(3) I, III, and IV only  
(4) All of the above  
Answer Key: 3  
Solution:  
Statement I (Correct): Bonding social capital typically strengthens internal ties, often excluding external groups and connections.  
Statement II (Incorrect): Bridging social capital, not bonding, fosters the creation of broad and inclusive identities.  
Statement III (Correct): Bonding social capital is indeed exclusive, focusing on tight-knit, homogeneous groups.  
Statement IV (Incorrect): It is bridging social capital, not bonding, that reaches out to connect disparate groups, rather than strengthening existing close relationships.  
Hence, the correct answer is Option (3).  
  
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).  
  
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).  
  
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).  
  
1. Consider the following statements related to Networked Publics and Imagined Audiences as described by danah boyd:  
I. Networked publics are spaces constructed through networked technologies, and they allow people to gather for social, cultural, and civic purposes.  
II. Imagined audiences are not merely passive recipients of information but can actively shape the context in which shared content is received and interpreted.  
III. The concept of "invisible audiences" is irrelevant to the dynamics of networked publics as all interactions are visible and traceable.  
IV. Networked publics can alter the spread of information due to the architecture of networks which affects visibility, persistence, spreadability, and searchability.  
V. The perception of audiences in networked publics is static and unaffected by the changes in the digital environment.  
Choose the correct answer from the options given below:  
(1) I, II, and IV only  
(2) I, III, IV, and V only  
(3) II, III, IV, and V only  
(4) I, II, III, and V only  
Answer Key: 1  
Solution:  
• Statement I (Correct): Networked publics indeed represent digital spaces enabled by network technologies that support various types of group interactions, as described by boyd.  
• Statement II (Correct): Imagined audiences involve the content creator’s perception of who will receive their messages, and these audiences can influence the interpretation and context of shared content interactively.  
• Statement IV (Correct): The architecture of digital networks influences multiple aspects of how information is shared and retained within networked publics, affecting its accessibility and longevity.  
• Statement III (Incorrect): The concept of "invisible audiences" is crucial as users often overlook or underestimate the breadth of their actual audience in digital spaces, making not all interactions fully visible or predictable.  
• Statement V (Incorrect): Perceptions of audience can dynamically change in digital environments due to evolving social contexts and technological alterations, making the audience perception non-static.  
Hence, Option (1) is the right answer.  
  
2. Consider the following statements regarding the concept of Framing as explored by Goffman and later by Entman:  
I. Framing essentially involves the selection and salience of certain aspects of a reality to make them more noticeable, meaningful, or memorable to audiences.  
II. Frames are static structures and do not evolve or adapt in response to changes in discourse or societal norms.  
III. Both Goffman's and Entman's interpretations of framing emphasize the power of media to manipulate audience perception and discourse.  
IV. Entman’s model of framing goes beyond mere presentation and includes the processes of problem definition, causal interpretation, moral evaluation, and treatment recommendation.  
V. Framing is only applicable to media communications and has no relevance in interpersonal or group communications.  
Choose the correct answer from the options given below:  
(1) I, III, and IV only  
(2) I, II, IV, and V only  
(3) II, III, IV, and V only  
(4) I, II, III, and V only  
Answer Key: 1  
Solution:  
• Statement I (Correct): Both Goffman and Entman describe framing as a way to organize everyday reality, highlighting certain elements to make them more salient in a communicative text, thus shaping perception and discussion.  
• Statement III (Correct): The theories by both scholars suggest that media framing significantly influences how audiences understand news and events, guiding interpretation and behavioral response.  
• Statement IV (Correct): Entman elaborates that framing involves defining problems, diagnosing causes, making moral judgments, and suggesting remedies, thus providing a comprehensive view of how media frames can guide audience understanding.  
• Statement II (Incorrect): Frames are dynamic and can change as the context, audience expectations, and societal norms evolve, contrary to the statement presented.  
• Statement V (Incorrect): Framing theory also applies to how individuals and groups perceive and communicate in personal and social contexts, not just in media.  
Hence, Option (1) is the right answer.  
  
3. Consider the following complex statements regarding Stuart Hall's Encoding/Decoding model:  
I. The encoding process is entirely determined by the institutional power structures, leaving no room for individual creativity or resistance.  
II. Decoding involves not only understanding the message but also interpreting and potentially resisting it based on the viewer's social position and cultural background.  
III. The dominant-hegemonic position entails a full acceptance of the encoded message, where the viewer fully shares the code and the message's intended meaning.  
IV. The negotiated position in decoding suggests some acceptance of the dominant code, but with modifications reflecting oppositional elements based on personal experiences or social contexts.  
V. Encoding and decoding processes are independent mechanisms, where the encoder's intention always directly aligns with the decoder’s interpretation.  
Choose the correct answer from the options given below:  
(1) II, III, and IV only  
(2) I, II, III, and V only  
(3) II, IV, and V only  
(4) III, IV, and V only  
Answer Key: 1  
Solution:  
• Statement II (Correct): Decoding, according to Hall, involves complex processes where audiences decode messages not only based on the content but also through the lens of their cultural practices and social backgrounds, allowing for varied interpretations and resistance.  
• Statement III (Correct): The dominant-hegemonic reading is where the audience decodes the message as intended by the encoder, fully aligning with the preconceived encoding strategy and ideology.  
• Statement IV (Correct): Negotiated reading acknowledges the dominant ideology but allows for personal and contextual adaptations, reflecting a more nuanced acceptance and resistance interplay.  
• Statement I (Incorrect): While institutional power structures significantly influence encoding, Hall acknowledges the scope for negotiation and resistance at the encoding stage as well, allowing for individual or subcultural influences.  
• Statement V (Incorrect): Hall's model explicitly states that encoding and decoding are interdependent yet often misaligned processes, highlighting the potential for different readings and interpretations due to varying cultural codes and social contexts.  
Hence, Option (1) is the right answer.