

X



(<https://swayam.gov.in>)



(https://swayam.gov.in/nc_details/NPTEL)

p22cs013@coed.svnit.ac.in ▾

NPTEL (<https://swayam.gov.in/explorer?ncCode=NPTEL>) » **Privacy And Security In Online Social Media**
(course)



If already
registered, click
to check your
payment status

Course
outline

How does an
NPTEL online
course work?
()

Prerequisite
Assignment ()

Welcome to
PSOSM class
()

Introduction
to Social
Media API ()

Misinformation
and Privacy

Week 6: Assignment 6

The due date for submitting this assignment has passed.

Due on 2023-09-06, 23:59 IST.

Assignment submitted on 2023-09-05, 22:28 IST

1) Consider the following scenario on a social network

1 point

A is friends with B and C.
B is friends with A and D.
C is friends with A and D.
D is friends with B and C.

Calculate the betweenness centrality for A, B, C, and D. Identify the individual having the highest betweenness centrality.

- ☐ A
- ☐ B
- ☐ C
- ☒ All of them have the same betweenness centrality

Yes, the answer is correct.
Score: 1

Accepted Answers:

All of them have the same betweenness centrality

()

Privacy and Pictures on Online Social Media ()

Policing and Social Media ()

E-crime and social media ()

● Week 6.1: eCrime on Online Social Media (unit? unit=47&lesson=48)

● Week 6.2 eCrime on Online Social Media (unit? unit=47&lesson=49)

● Tutorial 4 Social Network Analysis (unit? unit=47&lesson=50)

● Quiz: Week 6: Assignment 6 (assessment? name=130)

● Week 6 Feedback Form : Privacy and Security in Online Social Media (unit? unit=47&lesson=51)

Social media and ecrime ()

2) What does indegree centrality measure in the social media and network analysis context?

1 point

- ☐ The level of activity a user has on the platform.
- ☐ The number of outgoing connections a user has with other users.
- ☒ A user's popularity based on their followers or incoming connections.
- ☐ The diversity of content shared by a user.

Yes, the answer is correct.

Score: 1

Accepted Answers:

A user's popularity based on their followers or incoming connections.

3) What does betweenness centrality depict about the node?

1 point

- ☐ One who is quickly approachable
- ☐ Who is close to everyone
- ☐ One who is most influential
- ☒ All of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

One who is quickly approachable

4) What is link farming?

1 point

- ☐ Agricultural practice that involves cultivating crops in a vertical arrangement.
- ☒ Rapidly growing links on a website through unethical or manipulative means.
- ☐ A strategy for developing social connections by attending networking events.
- ☐ All of the above

Yes, the answer is correct.

Score: 1

Accepted Answers:

Rapidly growing links on a website through unethical or manipulative means.

5) Spamming the index of search engines is called

1 point

- ☒ Spamdexing
- ☒ Spamexing
- ☐ Spamming
- ☐ None of the above

Yes, the answer is correct.

Score: 1

Accepted Answers:

Spamdexing

Spamexing

Identity resolution and social media ()

Research papers: Location based Privacy ()

Research Papers Part - II ()

Week 11: Summary ()

Lecture materials/Notes ()

Text Transcripts ()

Download videos ()

Books ()

Problem Solving Session - July 2023 ()

6) Calculate the Klout score based on the following engagement metrics for a user on online social media. **0 points**

Number of retweets: 50
 Number of likes: 150
 Number of comments: 100
 Number of followers: 500
 Number of mentions: 30

- ☐ 230
☒ 330
☐ 430
☐ 530

Yes, the answer is correct.
 Score: 0
 Accepted Answers:
 330

7) Which of the following is considered as “social etiquette” on online social media such as Twitter? **1 point**

- ☐ Following back
☐ Comment on the post of an influential person
☐ Giving likes to the post of an influential person
☒ Saying “Thank you” to any appreciation by an influential person

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
 Following back

8) A psychological principle where individuals feel compelled to return favours and interactions they receive is called **1 point**

- ☐ Spamming
☒ Reciprocity
☐ Link farming
☐ All of the above

Yes, the answer is correct.
 Score: 1
 Accepted Answers:
 Reciprocity

9) Which of the following is/are graph centrality measures? **1 point**

- ☒ Eigen centrality
☒ Node degree

☒ Betweenness centrality

☒ Closeness centrality

Yes, the answer is correct.

Score: 1

Accepted Answers:

Eigen centrality

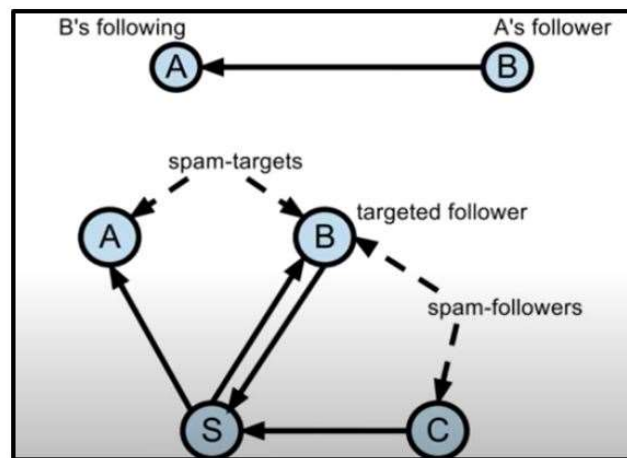
Node degree

Betweenness centrality

Closeness centrality

10) Which of the following are spam targets?

1 point



☒ A

☒ B

☐ C

☐ S

Yes, the answer is correct.

Score: 1

Accepted Answers:

A

B