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



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Course  
outline

How does an  
NPTEL online  
course work?  
( )

Prerequisite  
Assignment ( )

Welcome to  
PSOSM class  
( )

Introduction  
to Social  
Media API ( )

Misinformation  
and Privacy

## Week 11 : Assignment 11

The due date for submitting this assignment has passed.

Due on 2023-10-11, 23:59 IST.

### Assignment submitted on 2023-10-11, 23:00 IST

1) Given below the statement. The statement is "An API is a set of rules and protocols that allows different software applications to communicate with each other, while a programming language is a formal language used to write instructions for a computer to perform specific tasks." **1 point**

- ☒ True  
☐ False  
☐ Can't say

Yes, the answer is correct.

Score: 1

Accepted Answers:

True

2) Which of the following features is supposed to be a part of tweet content on Twitter? **1 point**

- ☒ Presence of pronouns  
☐ No. of followers  
☐ No. of retweets  
☒ Mention of self words (I;my;mine)



()

### Privacy and Pictures on Online Social Media ()

### Policing and Social Media ()

### E-crime and social media ()

### Social media and ecrime ()

### Identity resolution and social media ()

### Research papers: Location based Privacy ()

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### Week 11: Summary ()

● Week 11: Summary (unit? unit=73&lesson=74)

● Quiz: Week 11 : Assignment 11 (assessment? name=141)

● Week 11 Feedback Form : Privacy and Security in

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Presence of pronouns*

*Mention of self words (I;my;mine)*

3) Who among the following are most likely to engage in link farming?

1 point

- ☒ Highly active users
- ☒ Legitimate users
- ☒ Popular users
- ☒ Bloggers and experts

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Highly active users*

*Legitimate users*

*Popular users*

*Bloggers and experts*

4) Which of the following is username creation behaviour?

1 point

- ☒ Static behavior patterns
- ☐ Occasional reuse patterns
- ☒ Temporal behavior patterns
- ☐ Frequent reuse patterns

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Static behavior patterns*

*Temporal behavior patterns*

5) Which of the following is a username reuse behaviour?

1 point

- ☐ Static behavior patterns
- ☒ Occasional reuse patterns
- ☐ Temporal behavior patterns
- ☒ Frequent reuse patterns

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Occasional reuse patterns*

*Frequent reuse patterns*

6) Why is it called a "Graph" API?

- ☐ it allows users to draw and create graphs and charts.



Online Social Media (unit? unit=73&lesson=75)

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- ☒ it represents social connections and relationships as a graph data structure.
- ☐ it primarily deals with geographical mapping and location-based services.
- ☐ it is used exclusively for graph theory and mathematical computations.

Yes, the answer is correct.

Score: 1

Accepted Answers:

*it represents social connections and relationships as a graph data structure.*

7) Latanya Sweeney's research highlighted how two seemingly unrelated pieces of information can be linked to reidentify an individual. Which term best describes this concept? **1 point**

- ☐ Data Anonymization
- ☐ Data Aggregation
- ☒ Reidentification
- ☐ All of the above

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Reidentification*

8) What is the primary purpose of an API key on Twitter? **1 point**

- ☐ To limit the number of characters in a tweet.
- ☐ To verify a user's identity on the platform.
- ☒ To authenticate and access Twitter's APIs for development purposes.
- ☐ To encrypt and secure direct messages on Twitter.

Yes, the answer is correct.

Score: 1

Accepted Answers:

*To authenticate and access Twitter's APIs for development purposes.*

9) What is the primary purpose of link farming in the context of SEO (Search Engine Optimization)? **1 point**

- ☐ To create high-quality, relevant backlinks to improve a website's search engine ranking.
- ☐ To increase organic traffic by optimising on-page content and meta tags.
- ☒ To manipulate search engine algorithms by generating a large number of low-quality backlinks.
- ☐ To enhance the user experience by improving website navigation and design.

Yes, the answer is correct.

Score: 1

Accepted Answers:

*To manipulate search engine algorithms by generating a large number of low-quality backlinks.*

10) Which V of social media represents "Viral trends that spread rapidly across social media platforms."



- ☐ Value
- ☒ Velocity
- ☐ Volume
- ☐ Veracity

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Velocity*

