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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

# Thank you for taking the Week 6: Assignment 6.

## Week 6: Assignment 6

Your last recorded submission was on 2023-09-05, 22:28 IST Due date: 2023-09-06, 23:59 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

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.

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Assessment submitted.

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### 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 ()

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

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

5) Spamming the index of search engines is called

1 point

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

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

1 point

Number of retweets: 50

Number of likes: 150

Number of comments: 100

Number of followers: 500

Number of mentions: 30

- ☐ 230
- ☒ 330
- ☐ 430
- ☐ 530

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

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

1 point

Assessment Submitted.  
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Lecture materials/Notes ()

Text Transcripts ()

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Problem Solving Session - July 2023 ()

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

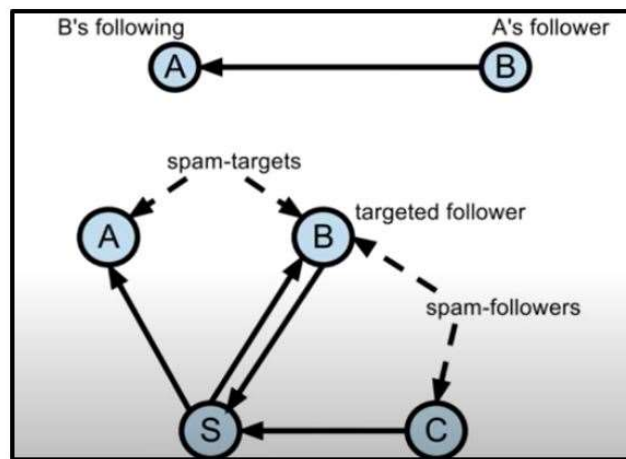
9) Which of the following is/are graph centrality measures?

1 point

- ☒ Eigen centrality
- ☒ Node degree
- ☒ Betweenness centrality
- ☒ Closeness centrality

10) Which of the following are spam targets?

1 point



- ☒ A
- ☒ B
- ☐ C
- ☐ S

You may submit any number of times before the due date. The final submission will be considered for grading.

**Submit Answers**