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MNM-031

**M. A. (JOURNALISM AND DIGITAL
MEDIA) (MAJDM)**

Term-End Examination

December, 2024

MNM-031 : INTERNET RESEARCH METHODS

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all Section as directed.*

Section—A

Note : Answer any *five* questions. 5×2=10

1. What is the difference between qualitative and quantitative research methods ?
2. Explain the concept of digital ethnography.
3. What are primary and secondary sources of data in Internet research ?
4. Give a brief account of the challenges faced in Internet-based sampling.

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5. What is prosumerism in the context of Internet research ?
6. State *one* ethical concern in online surveys.
7. Explain web archiving as a tool for media research.

Section—B

Note : Answer any *four* questions. 4×5=20

8. Differentiate between synchronous and asynchronous online interviews.
9. How does web content analysis differ from textual analysis ?
10. What role does social media play in data collection for media-related research ?
11. What are the key differences between online and traditional surveys ?
12. How is social network analysis used to study digital interactions ?
13. Discuss the role of online ethnography in understanding digital communities.

Section—C

Note : Answer any *two* questions. 2×10=20

14. Examine the evolution of Internet research from the 1990s to the present day, highlighting key milestones.
15. Critically assess the role of online surveys in gathering data, especially about sampling and reliability.
16. Discuss the opportunities and challenges of digital research in developing countries, considering infrastructure and accessibility issues.

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