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MNM-031

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

Term-End Examination

December, 2025

MNM-031 : INTERNET RESEARCH METHODS

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all Sections as directed.*

Section—A

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

1. Briefly explain web content analysis.
2. Explain the merits and demerits of online interviews.
3. What is narrative analysis ?
4. Explain the basis of online sampling methods.
5. Discuss the utilisation of online focus group discussions.

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6. What is the significance of visual analysis ?
7. Give a brief account of any *two* softwares used for digital data analysis.

Section—B

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

8. How do ethical concerns influence the collection and interpretation of online data ?
9. Discuss how researchers address the issue of data reliability in asynchronous online communication.
10. What is the role of archival data in internet research and how is it utilised ?
11. What are the steps involved in designing an online research survey ?
12. Explain how the interdisciplinary nature of internet research affects its methodologies.
13. Discuss the ethical considerations of using participant-generated data in social media research.

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Section-C

Note : Answer any **two** questions. $2 \times 10 = 20$

14. Explore the impact of social media platforms on the evolution of internet research methodologies.
15. Discuss the significance of data analysis techniques in interpreting large datasets online. Give suitable examples.
16. Analyse the challenges of researching marginalised communities through internet research, with focus on digital inequalities.

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