

No. of Printed Pages : 3

MNM-031

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

Term-End Examination

June, 2026

MNM-031 : INTERNET RESEARCH METHODS

Time : 2 Hours

Maximum Marks : 50

Note : (i) *Attempt all Sections.*

(ii) *Section A : Answer any **five** questions*

(iii) *Section B : Answer any **four** questions*

(iv) *Section C : Answer any **two** questions*

Section—A

1. What is online experiment method ? 2
2. What are the key sources of data in internet research ? 2
3. Explain the importance of online sampling methods. 2

4. Differentiate between internet research methods and traditional research methods. 2
5. What are some common ethical concerns internet research ? 2
6. Define visual analysis and its significance. 2
7. Explain the concept of variables. 2

Section—B

8. Describe interview as research method. 5
9. Explain social networks analysis and its application. 5
10. Discuss the scope of enquiry in visual analysis. Explain its key modality. 5
11. Discuss the ethical consideration involved in internet research. 5
12. Explain the process of digital data analysis and its significance in research. 5
13. Discuss the importance of report writing in internet research. 5
14. Write a note on different phases of internet research. 5

Section—C

15. Compare and contrast online ethnography and narrative analysis as research methods. 10
16. Explain the process of web archiving, its historical context and its tools. Discuss its relevance, for media research. 10
17. Discuss in detail the various methods of handling qualitative data and testing hypothesis in internet research. 10

× × × × ×