

## **MAJDM/MAJDMOL (2<sup>nd</sup> Year) ASSIGNMENTS**

Dear Learner,

As the Programme Guide explains, you must submit one assignment for each theory course. Before attempting the assignments, please read the detailed instructions in the Programme Guide.

The submission deadline is provided for each assignment. Please note that you have to submit these assignments to the **Coordinator of your Study Centre** within the stipulated time to be eligible to appear in the term-end examination. ***The MAJDMOL students need to submit their assignments through LMS.***

You must mention your **Enrolment Number, Name, Address, Assignment Code and Study Centre Code** on the first page of the Assignment. You must obtain and retain a **Study Centre** receipt for the submitted assignments. It would be advisable to maintain a photocopy of the assignments with you.

After evaluation, the assignments have to be returned to you by the Study Centre. Please insist on this and **keep a record of it**. The Centre will send your marks to SED at IGNOU, New Delhi.

### **Guidelines for doing Assignments**

Attempt all questions given in each of the assignments as instructed. You will find it helpful to keep the following points in mind:

**Planning:** First, read the study material carefully, attend teleconferencing sessions and interactive radio counselling sessions conducted for the programme; if required, you can obtain details from the Study Centre/Regional Centre, and then read the assignments carefully. Go through the units on which they are based. Make points for each question, then rearrange them logically.

**Organisation:** Draw a rough outline of your answer. Be analytical in selecting the information for your answer. Give adequate attention to the introduction and the conclusion. Make sure that the answer:

1. is logical and coherent;
2. has a proper flow of information in sentences and paragraphs; and
3. is written correctly, giving adequate consideration to your expression, style and presentation.

**Presentation:** Once you are satisfied with your answer, you can write down the final version for submission, neatly separating each answer.

With best wishes,

Prof. K. S. Arul Selvan  
Programme Coordinator,  
MAJDM/MAJDMOL  
[ksarul@ignou.ac.in](mailto:ksarul@ignou.ac.in)

## **MNM031: INTERNET RESEARCH METHODS**

**September 2026 / March 2027**

**(Due Date: Please check the University website for the latest update on the due date)**

**Assignment Code: MNM031**

**January 2026 / July 2026**

**Maximum Marks: 100**

**Weightage: 30%**

***Note: Answer all the questions. All questions carry equal marks = 20 each***

***Attempt each question in about 500 words***

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1. Identify one media or journalism study that used online sources or digital methods. Explain how internet-mediated research helped the study and briefly note one methodological advantage and one challenge faced by researchers.
  
2. Select one research topic and identify one primary and one secondary online data source. Analyse the reliability and validity of these sources.
  
3. Choose one social media platform or online community. Explain how Social Network Analysis can be used to study interactions, connections, or information flow on this platform. Briefly discuss the scope of social media analysis in internet research.
  
4. Identify any website, online news portal, or digital content that has changed or disappeared over time. Explain why web archiving is important for research and discuss one ethical concern related to preserving online content.
  
5. Consider research using social media posts, online comments, or forum discussions. Identify key ethical issues related to consent, privacy, or representation. Explain one ethical strategy researchers should follow during data collection, analysis, or reporting.