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

Term-End Examination

June, 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. What is the relevance of ethics in Internet research ?

2. What are cross-cultural considerations in Internet research ?

3. Differentiate between narrative and discourse analysis.

4. What is the purpose of literature review in research ?

5. What is meant by mixed-method research ?

6. What is digital data harvesting ?

7. What are the characteristics of online ethnography ?

Section–B

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

8. How does the non-linearity of web content affect Internet research ?

9. Describe the process of selecting a research problem in Internet research. Give suitable examples.

10. Discuss the role of virtual ethnography in exploring online behaviour.

11. How can mixed-methods approaches enhance the depth of Internet research ?

12. Explain the role of data analytics in understanding user behaviour on social media platforms.

13. What are the methodological challenges associated with textual analysis ?

Section–C

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

14. Evaluate the future of Internet research methodologies with the advent of artificial intelligence and machine learning.

15. Analyse the role of Internet research in bridging the gap between developed and developing nations, focusing on digital inequalities.

16. How can social network analysis be used to explore political campaigns and online activism ? Cite relevant examples from Indian contexts.

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