

MA SOCIOLOGY
SECOND SEMESTER (REPEAT)
DIGITAL SOCIOLOGY
MSO-204
[USE OMR SHEET FOR OBJECTIVE PART]

2023/06

**SET
A**

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

Marks: 20

(Objective)

1 × 20 = 20

Choose the correct answer from the following:

- Which one of the following is the example of virtual community?
a. Facebook fan page and group of a film star
b. Internet
c. Messenger
d. Wiki
- How can we consider digital revolution?
a. Expansion of industrial revolution
b. Development of information age
c. A and B both
d. Production revolution
- Which one of the following is not correct?
a. Social media introduced system of communication between audience and content creators
b. Social media is an industry in itself
c. Social media is a professional media
d. Social media is one form of social networking
- Social media contents are also called as:
a. User generated contents
b. Professional contents
c. Social contents
d. All the above
- Health care system in India has become digitalized but there is a problem of:
a. Unequal access to digital facilities
b. Capability Inequality in digital life
c. a and b both
d. Capital investment
- Big data is useful for:
a. Sociological research on consumption trend, income inequality, and digital divide etc.
b. Market research for product promotion
c. Educating the community
d. a and b both
- Digital surveillance covers _____ spheres of society.
a. Economic
b. Political
c. Cultural
d. All the above
- Digital surveillance in the economic domain generates real time data on people's everyday activities, which is used for:
a. Developing big data
b. Data business
c. a and b both
d. National security

9. A new form of activism called digital activism has developed to:
 - a. Influence digital population
 - b. Digitalize political socialization
 - c. Digitalize the society
 - d. a and b both
10. Which one of the following is the determining factor of digital divide in Indian society?
 - a. Lack of technology
 - b. Lack of infrastructure
 - c. Socio-economic disparity
 - d. Cultural divide
11. Digital Sociology deals with:
 - a. Digitalization of social structure
 - b. Digital relations in the society
 - c. Science and society
 - d. a and b both
12. Determinant factor/factors of the globalization of technological growth?
 - a. Fordism
 - b. Capitalism of scientific research
 - c. a and b both
 - d. Skill development
13. Information in the era of digitalization is/are:
 - a. Facts in the knowledge system
 - b. Data or big data for business
 - c. News contents
 - d. All the above
14. Which one of the following is not true about visual media?
 - a. Visual media commonly used social media
 - b. Visual media depicts social reality or social phenomena
 - c. Visual media promotes capitalism
 - d. Any individual can participate in visual media as creator
15. What is/are the main function/functions of blog?
 - a. Blog provides detailed news
 - b. Blog may present detailed description of an event, place, situation or condition
 - c. Blog gives us an easy description of anything
 - d. All the above
16. Digital consumerism has promoted by social media through:
 - a. Digital technology
 - b. ICT
 - c. Advertisement
 - d. Social media algorithm
17. Empirical reality in the digital era has redefined due to the:
 - a. Emergence of digital realities
 - b. Development of digital life
 - c. Development of virtual society
 - d. All the above
18. Economic purpose of digital surveillance is/are:
 - a. Creating consumption trend
 - b. Engaging masses to the popular culture
 - c. a and b both
 - d. Security of market
19. Power relations in network society is determined by:
 - a. Economic position
 - b. Control over information
 - c. Ideological status
 - d. All the above
20. When there is difference among population in access to digital facilities, it is called:
 - a. Social inequality
 - b. Digital inequality
 - c. Digital space
 - d. All the above

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(Descriptive)

Time : 2 hr. 30 mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

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| 1. Discuss the history of the development of digital sociology as a sub-discipline in the Sociology. | 10 |
| 2. Discuss the role of the digital revolution in the beginning of an era of advanced industrial society. | 10 |
| 3. Explain the four Technology Vectors with reference to the digital era. | 10 |
| 4. What is sociological interpretation of media? Explain various types of media that developed over the period of time. | 3+7=10 |
| 5. Discuss the role of technology and changing health systems. | 10 |
| 6. What do you understand by Identity theft? Illustrate with suitable examples. | 10 |
| 7. Explain how digital surveillance is challenging individual freedom. Discuss in detail with suitable examples. | 3+7=10 |
| 8. Discuss the characteristics of Culture in Network Society according to Van Dijk with reference to India. | 10 |

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