

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES PROGRAMME & BA IN SPECIAL
NEEDS EDUCATION PROGRAMME – (2015/2016)
FINAL EXAMINATION – LEVEL 4 (SEMESTER 2)
SSU2126 – SOCIAL MEDIA



DURATION: THREE HOURS (03 HOURS)

Date: 27th March 2016

Time: 01.30 p.m. – 04.30 p.m.

Answer only five (05) questions. All questions carry equal marks.

1. Trace the different phases of the internet, and explain the significant developments.
2. Is it right to say that social network sites are primarily organized around people, not interests. Explain.
3. “Social media promotes more active and critical audiences in society”. Discuss how this would strengthen democracy?
4. What is Cyber Bullying? What strategies can be used to discourage cyber bullying? Discuss.
5. “Digital surveillance is needed to prevent crimes and anti-social behaviour in Sri Lanka”. Discuss arguments for and against this statement.
6. “The Constructivist Approach Model is effective for the use of social media for education”. Explain giving relevant examples.
7. “Phubbing” is the newly coined term for ignoring people while you play with your phone. Write an essay on its impact on the socialization process of the younger generation.
8. What is meant by digital divide? What are the consequences of this divide? Explain.
9. Write short notes on any **TWO (02)** the following:
 - (a) Effects of social networking
 - (b) Educational benefits of social media
 - (c) Technological convergence
 - (d) Problems related to purchasing through the Net