

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES (NEW SYLLABUS)
LEVEL 4 SEMESTER II (2018/2019)
SSU2126/DSU4326 – SOCIAL MEDIA
FINAL EXAMINATION



DURATION: THREE HOURS (03 HOURS)

Date: 04th August 2019

Time: 01.30 p.m. to 04.30 p.m.

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

1. (a) Define social media and briefly outline how social media came into being.
(b) Discuss some of the prominent examples of social media.
2. "Social networking has opened up new avenues for enhancing civic engagement."
Elaborate with examples.
3. (a) Explain the concept of media convergence.
(b) The concept of convergence offers novel opportunities for the media owners to transform their media products. Discuss with suitable examples.
4. "For all its advantages, social media is a double edged sword." Based on the statement above, discuss the pros and cons of social media.
5. Social media is important for the political candidates to connect with their voter base. Discuss the power of social media as a campaigning tool during elections.
6. "There are no private lives anymore. Everything is public in our networked social life." Critically analyse this statement in relation to digital surveillance and diminution of the private life.
7. Social media can be a powerful tool to listen, engage with and gain access to customers that you would otherwise not be able to connect. Based on the statement above, elaborate on the uses of social media marketing.
8. "Social media is addictive precisely because it gives us something that the real world lacks: it gives us immediacy, direction and value as an individual." Critically examine the above statement giving suitable examples.

9. Write short notes on any **two (02)** of the following:
- (a) Facebook
 - (b) The difference between social media and traditional media
 - (c) Trust related problems in social media
 - (d) Cyberbullying

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