

MNM037: SOCIAL MEDIA AND SOCIETY

September 2026 / March 2027

(Please check the University website for the latest update on the due date)

Assignment Code: MNM037/Jan&July26

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions. All questions carry equal marks = 20 each. Attempt each question in about 500 words.

1. Observe how you use one social media platform for communication, information, or entertainment. Explain how the platform enables participation while also influencing behaviour through algorithms, advertising, or platform rules. Support your answer with examples from daily use.
2. Select one news story that appeared on social media in multiple formats (text, video, reels, threads, or posts). Analyse how the story was adapted across formats and explain how such storytelling affects audience attention and understanding.
3. Reflect on your own or others' social media profiles. Analyse how users balance visibility, self-presentation, and privacy. Identify one ethical concern related to data use, surveillance, or consent and explain how users respond to these challenges.
4. Identify one recent social or civic issue discussed widely on social media in India. Examine how hashtags, shares, or online discussions helped spread awareness or mobilisation. Briefly relate your observations to ideas of networks, participation, or collective action.
5. Observe how recommendations, likes, views, or analytics shape what content you see on social media. Analyse how such data-driven features influence learning, opinions, or consumption habits. Reflect on one positive and one negative impact of this process.