

Register Number:

Date:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**SEMESTER EXAMINATION: APRIL 2019**

**BCA/BVC- II SEMESTER**

**MCT 214- Media, Culture and Technology (MCT)**

**This paper contains SEVEN printed pages and TWO parts**

**Time: 2 hours Max. marks: 70 marks**

*INSTRUCTIONS TO THE CANDIDATE*

1. ***Answer the questions according to the respective sections you have been assigned***
2. ***Please write your respective section in your answer script.***
3. ***You are allowed to use a dictionary***
4. ***Stick to the word limit***

**MCT - A: ONLINE LIVES- WEB 2.0**

1. **Read the following passage written by Alice G Walton which appeared in the *Forbes* websiteon the 16h of November, 2018.**

**New studies show just how bad Social Media is for Mental Health**

Some people may be starting to come to grips with the fact that social media isn’t so great for mental health. Others may think that getting on it will give them a boost—but especially depending on how you spend your time on it, you may well feel worse after using. Plenty of studies have found correlations between higher social media use and poorer mental health, including depression, anxiety, feelings of loneliness and isolation, lower self-esteem, and even suicidality.

But two new studies underline this reality by showing not just correlation, but causation—in other words, that tweaking your time on social media actually has measurable effects on mental health.

The first [study](https://guilfordjournals.com/doi/10.1521/jscp.2018.37.10.751), carried out at the University of Pennsylvania and published in the Journal of Social and Clinical Psychology, asked 140 undergraduates to either continue their regular use of Facebook, Snapchat, and Instagram, or to limit each one to 10 minutes per day (30 minutes total). The participants also provided data from their phones to show precisely how much time they were actually spending on the apps, rather than relying on memory, which can be unreliable.

Before and after the “intervention,” the participants also filled out questionnaires so the researchers could understand how they were doing psychologically—they were particularly interested in anxiety, depression, loneliness, and the famous “fear of missing out,” or FOMO.

As the researchers expected, people who limited their social media use to 30 minutes felt significantly better after the three-week period, reporting reduced depression and loneliness, especially those who came into the study with higher levels of depression. Interestingly, both groups reported less FOMO and less anxiety in the end, which the team suggests may just be a resulting benefit of increased self-monitoring.

“Here's the bottom line," said study author Melissa G. Hunt in a statement. "Using fewer social media than you normally would leads to significant decreases in both depression and loneliness. These effects are particularly pronounced for folks who were more depressed when they came into the study."

The results confirm what others have suggested, with the added bonus of being one of the few studies to use a real experimental design, which has the power to show causation. Additionally, it seems to suggest that we don’t need to cut out social media use completely, but just to curtail it.

"It is a little ironic that reducing your use of social media actually makes you feel less lonely," said Hunt. "Some of the existing literature on social media suggests there's an enormous amount of social comparison that happens. When you look at other people's lives, particularly on Instagram, it's easy to conclude that everyone else's life is cooler or better than yours."

Indeed, the other new [study](https://www.sciencedirect.com/science/article/pii/S174014451730517X#!), from York University in Canada, found that young women who were asked to interact with a post of someone whom they perceived as more attractive felt worse about themselves afterwards. The 120 undergraduate women were either asked to find on Facebook and Instagram a peer who they felt was more attractive, or a family member who they did not feel was more attractive, and leave a comment. They reported that they felt worse about their own appearances only in the first condition, with peers, but not family.

“The results showed that these young adult women felt more dissatisfied with their bodies,” said study author Jennifer Mills in a statement. “They felt worse about their own appearance after looking at social media pages of someone that they perceived to be more attractive than them. Even if they felt bad about themselves before coming into the study, on an average, they still felt worse after completing the task.”

What’s also important to point out, but was not studied here, is that making any kind of comparison—not just to people who you think are more attractive or smarter, but also people who you think are less attractive or smart (or anything) than you—are linked to poorer well-being. A really neat [study](https://guilfordjournals.com/doi/abs/10.1521/jscp.2014.33.8.701) a few years ago illustrated this, finding that the link between social media and depression was largely mediated by this "social comparison" factor. And again, this was true in either direction, “upward” or “downward.”

The bottom line is again what researchers—and even some of the developers of social media apps themselves—have been saying for a while now. Social media, especially spending long periods of time on it, is just not that good for us. We may not need to quit it completely, but limiting our time on social media considerably, and reconnecting with friends and family in real life, is definitely the way to go.

**I(A) Based on your reading of the above passage answer any THREE of the following questions in 150 words: [3X10=30]**

1. “Some people may be starting to come to grips with the fact that social media isn’t so great for mental health. Others may think that getting on it will give them a boost.” Comment on the contrast in opinion reflected in the opening lines of this passage. Do you agree with the overall opinion of the writer? Justify.
2. Comment on the findings of the studies conducted by the University of Pennsylvania and York University? Drawing from your personal experience with Social Media, what are the various features of these sites that compel us to seek constant gratification or instant response?
3. Look up the word ‘voyeurism’ in your dictionary. How can you connect this word with the behaviour exhibited by people on Social Media? Do you feel people portray an authentic version of their lives on sites like Facebook or Instagram? Justify your response with valid arguments.
4. What according to you are the benefits of using Social Media? Do you feel the concerns expressed by the writer and several other individuals could be perceived as an incapability for accepting change?
5. **Answer any TWO of the following questions in 150 words: [2X10=20]**
6. “Netflix and chill”, is the phrase doing the rounds these days. How have media-service providers like Netflix and Amazon Prime altered our consumption of entertainment? Do you prefer watching a movie or series on Television or on the above-mentioned internet platforms? Give reasons.
7. Apps like Duolingo enables one to learn the basics of several foreign languages. Do you think similar apps should be used as a part of language education in schools? What according to you are the benefits of incorporating modern day learning tools (such as learning apps and educational videos) into traditional classroom teaching methods?
8. What is your opinion on using emoticons while messaging? Do you think it helps in conveying your emotions accurately? Elaborate.
9. **Look at the image given below and answer the questions that follow:**



The text in the image reads: “My teacher isn’t qualified to teach spelling! She spells U ‘y-o-u’. She spells BRB ‘r-e-t-u-r-n’. She spells BFN ‘g-o-o-d-b-y-e’...”

**III(A). Answer the following two questions in 150 words: [2X10=20]**

1. Comment on the underlying message conveyed by the cartoon**.** How does it tie up with your understanding of the digital native and the digital immigrant?
2. Do you feel students should be allowed to use abbreviations/ SMS language in exams or class assignments? Give reasons to justify your response.

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**MCT - B: WRITING A PERSONAL HISTORY OF TECHNOLOGY**

1. **Read the following passage by Paul Villard which was originally published in *The Reader’s Digest* in 1966:**

**The Voice in the box**

When I was quite young, my family had one of the first telephones in our neighbourhood. I remember well the polished oak case fastened to the wall on the lower stair landing. The shiny receiver hung on the side of the box. I even remembered the number - 105. I was too little to reach the telephone, but used to listen with fascination when my mother talked into it. Once she lifted me up to speak to my father, who was away on business. Magic! Then I discovered that somewhere inside that wonderful device lived an amazing person - her name was "Information Please" and there was nothing that she did not know. My mother could ask her for anybody's number and when our clock ran down, Information Please immediately supplied the correct time.

My first personal experience with this genie-in-the-receiver came one day while my mother was visiting a neighbour. Amusing myself at the tool bench in the basement, I whacked my finger with a hammer. The pain was terrible, but there didn't seem to be of much use crying because there was no one home to offer sympathy. I walked around the house sucking my throbbing finger, finally arriving at the stairway. The telephone! Quickly, I ran for the footstool in the parlour and dragged it to the landing. Climbing up, I unhooked the receiver and held it to my ear. "Information Please," I said into the mouthpiece just above my head. A click or two, and a small clear voice spoke into my ear. "Information." "I hurt my fingerrr-" I wailed into the phone. The tears came readily enough now that I had an audience. "Isn't your mother home?" came the question. "Nobody's at home but me," I blubbered. "Are you bleeding?". "No", I replied. "I hit it with the hammer and it hurts". "Can you open your icebox?" she asked. I said I could. "Then chip off a little piece of ice and hold it on your finger. That will stop the hurt. Be careful when you use the ice pick," she admonished. "And don't cry. You'll be alright".

After that, I called Information Please for everything. I asked for help with my Geography and she told me where Philadelphia was, and the Orinoco--the romantic river I was going to explore when I grew up. She helped me with my Arithmetic, and she told me that a pet chipmunk--I had caught him in the park just that day before--would eat fruits and nuts. And there was the time that Petey, our pet canary, died. I called Information Please and told her the sad story. She listened, then said the usual things grown-up say to soothe a child. But I was unconsoled. Why was it that birds should sing so beautifully and bring joy to whole families, only to end as a heap of feathers feet up, on the bottom of a cage? She must have sensed my deep concern, for she quietly said, "Paul, always remember that there are other worlds to sing in." Somehow, I felt better. […]

All this took place in a small town in the Pacific Northwest. Then, when I was nine years old, we moved across the country to Boston-and I missed my mentor acutely. Information Please belonged in that old wooden box back at home, and I somehow never thought if trying the tall, skinny new phone that sat on the small table in the hall. Yet, as I grew into my teens, the memories of those childhood conversation never really left me; often in moments of doubt and perplexity I would recall the serene sense of security I had when I know that I could call Information Please and get the right answer. I appreciated now how very patient, understanding and kind she was to have wasted her time on a little boy.

A few years later, on my way back to college, my plane put down in Seattle. I had about half an hour between plane connections, and I spent 15 minutes or so on the phone with my sister who lived there now, happily mellowed by marriage and motherhood. Then, really without thinking what I was doing, I dialled my hometown operator and said, "Information Please." Miraculously, I heard again the small, clear voice that I know so well: "Information." I hadn't planned this, but I heard myself saying, "Could you tell me, please, how to spell the word 'fix'?" There was a long pause. Then came the softly spoken answer. "I guess," said Information Please, "that your finger must have healed by now." I laughed. "So, it's really still you. I wonder if you have any idea how much you meant to me during all that time...." "I wonder," she replied, "if you know how much you meant to me? I never had any children, and I used to look forward to your calls. Silly, wasn't it?" It didn't seem silly, but I didn't say so. Instead I told her how often I had thought of her over the years, and I asked if I could call her again when I come back to visit my sister when the semester was over. "Please do. Just ask for Sally." "Goodbye Sally." It sounded strange for Information Please to have a name. "If I run into any chipmunks, I'll tell them to eat fruits and nuts." "Do that," she said. "And I expect one of these days you'll be off for the Orinoco. Well, good-bye."

Just three months later, I was back again at the Seattle airport. A different voice answered, "Information," and I asked for Sally. "Are you a friend?" "Yes," I said. "An old friend." "Then I'm sorry to have to tell you. Sally had only been working part-time in the last few years because she was ill. She died five weeks ago." But before I could hang up, she said, "Wait a minute. Did you say your name was Villard?" "Yes." "Well, Sally left a message for you. She wrote it down." "What was it?" I asked, almost knowing in advance what it would be. "Here it is, I'll read it-'Tell him I still say there are other worlds to sing in. He'll know what I mean'"

I thanked her and hung up. I did know what Sally meant.

**I(A). Answer any THREE of the following questions in 150 words: [3X10=30]**

1. “Then I discovered that somewhere inside that wonderful device lived an amazing person - her name was "Information Please" and there was nothing that she did not know.” Is there an equivalent of the “Information Please” mechanism in the devices we use these days? Write about any three services that we use these days which serves as an equivalent of the ‘information please’ discussed by the writer.
2. What is the likelihood of you striking a conversation with a stranger and forming a bond as deep as the narrator and Sally? Do you feel we have become more mechanical and less social these days due to the easy and instant access to information?
3. Based on your reading of the above passage how do you see an inanimate gadget, such as the telephone, invoking nostalgia? Is there a gadget or a device that you own, which helps you recall old memories?
4. The above article was written in the year 1966. Based on your reading, what insights do you gain about people’s usage of technology back then? Answer by focusing specifically on the type of words used by the writer.
5. **Answer the following questions in 150 words: [3x10=30]**
6. Do you feel there is a difference between the way men and women use the same gadget? Comment by drawing upon the various apps downloaded and used by your parents.
7. Radio was previously a device used by people to receive important news. Comment on how the utility of this device has altered over the past decade. Write about two other devices, whose functions you feel, have evolved over the years.
8. Software such as MS word and apps such as Grammarly enables their users to instantly rectify spelling and grammar errors. According to you, how do you feel such aids enhance an individual’s language usage. Justify.
9. **Examine the cartoon given below:**



**The text in the image reads: “We’re looking for someone with your exact qualifications, but a mechanical version.”**

**III(A). Answer the following question: [1x10=10]**

1. What is the above cartoon trying to satirise? Elaborate. According to you what are the professions that can never be replaced by machines. Justify your response.