

Q1: Individual as a content creator (6 marks)

Digital media has also allowed individuals to be much more active in content creation. Anyone with access to computers and the Internet can participate in social media and contribute their own writing, art, videos, photography, and commentary to the Internet, as well as conduct business online. The dramatic reduction in the costs required to create and share content has led to a democratization of content creation as well as the creation of new types of content, like blogs, memes, and video essays. Some of these activities have also been labeled citizen journalism. This spike in user-created content is due to the development of the internet as well as the way in which users interact with media today. The release of technologies such as mobile devices allows for easier and quicker access to all things media. Many media creation tools that were once available to only a few are now free and easy to use. The cost of devices that can access the Internet is steadily falling, and personal ownership of multiple digital devices is now becoming the standard. These elements have significantly affected political participation. Digital media is seen by many scholars as having a role in the Arab Spring, and crackdowns on the use of digital and social media by embattled governments are increasingly common.

Q2: Internet Usage (7 marks)

The Internet allows greater flexibility in working hours and location, especially with the spread of unmetered high-speed connections. The Internet can be accessed almost anywhere by numerous means, including through mobile Internet devices. Mobile phones, data cards, handheld game consoles, and cellular routers allow users to connect to the Internet wirelessly. Within the limitations imposed by small screens and other limited facilities of such pocket-sized devices, the services of the Internet, including email and the web, may be available. Service providers may restrict the services offered and mobile data charges may be significantly higher than other access methods.

Educational material at all levels from pre-school to post-doctoral is available from websites. Examples range from CBēēbies, through school and high-school revision guides and virtual universities, to access to top-end

scholarly literature through the likes of Google Scholar. For distance education, help with homework and other assignments, self-guided learning, while away spare time or just looking up more details on an interesting fact, it has never been easier for people to access educational information at any level from anywhere. The Internet in general and the World Wide Web in particular are important enablers of both formal and informal education. Further, the Internet allows universities, in particular, researchers from the social and behavioral sciences, to conduct research remotely via virtual laboratories, with profound changes in reach and generalizability of findings as well as in communication between scientists and in the publication of results.

Q3: Social Media in Daily Life (7 marks)

Social media use has become increasingly common in daily life, used by billions of people regularly. While all age groups have a percentage of active social media users, not all of these cohorts use social media in the same way or to the same extent.

The Pew Research Center found that in 2021, a rapidly growing 81% of adults in the United States use YouTube on a regular basis, and Facebook continued to remain one of the most widely-used platforms with a usage rate of 69%. Among young adults under the age of 30, Instagram, Snapchat, and TikTok were most widely used.

A 2019 study published in the European Journal of Communication analyzed how various life changes and circumstances could affect social media use in daily life. Researchers discovered that the most significant change in both the course of one's life as well as their social media usage habits came from having children. Interestingly, they also analyzed the impact smartphones have on media use and found that there was an intimate connection between smartphone technology and the cognitive, physical, and emotional processes one experiences during life-disrupting events.

Having a social-media-ready smartphone available within arm's reach every second of the day can have a tremendous impact on social media usage and usage habits. The negative effects of social media may include social isolation, depression, low self-esteem, and lifestyle disruptions that may arise from excessive or unmitigated use.

With my best wishes,,,,,