



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2019 TRIMESTER

FACULTY OF SCIENCE

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

REGULAR PROGRAMME

CLIS 130: SOCIAL MEDIA FOR INFORMATION PROFESSIONALS

Date: APRIL 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Define social media **(2 Marks)**
- b) Define social media policy and explain its main goal **(4 Marks)**
- c) Define the term world wide web and list THREE things it depends on. **(4 Marks)**
- d) Social media services allow you to do several things. Discuss FIVE professional related things you can do with social media tools. **(10 Marks)**
- e) Discuss FIVE Benefits of WEB 3.0 in relation to social media **(10 Marks)**
- Q2. a) As librarians widely use social media platforms, they experience several challenges. Discuss any six of these challenges. **(12 Marks)**
- b) Briefly discuss FOUR Characteristics of Social Media **(8 Marks)**
- Q3. a) “Students’ can use different social media platforms in their studies. Using FIVE examples, support this statement **(10Marks)**
- b) Discuss FIVE advantages of using social media in libraries: **(10 Marks)**
- Q4. There are a variety of social media tools to choose from. Briefly list and discuss FIVE of these tools explaining their application, advantages and disadvantages

(20 Marks)

- Q5. a) When planning on the social media tool to use, there are several things to be aware of. Discuss FIVE of this considerations **(10 Marks)**
- b) State TWO examples of academic social media platforms and briefly describe their features. **(10 Marks)**

END