

1. Which of the following properties hold true for link farmers on Twitter, as discussed in the course?
  - a. Top link farmers have lower outdegree compared to spammers
  - b. Top link farmers have high indegree compared to spammers**
  - c. The indegree to outdegree ratio for top link farmers is always 0.5
  - d. All of the above
  
2. Given a Facebook username and a Twitter username, which of these techniques can help in linking identities of these two profiles?
  - a. User name**
  - b. Content**
  - c. Profile image**
  - d. No. of posts on each account
  - e. All of the above
  
3. Which of the following observations were recorded from the phishing experiment conducted at Indiana University
  - a. Males were more vulnerable to phishing attacks
  - b. Young targets were more vulnerable to phishing attacks**
  - c. The success of phishing attacks increased if the mail was received from same gender
  - d. Targets majoring in technology department were the most vulnerable to phishing attacks
  
4. What kind of changes were observed when nudges like sentiment, time, and picture were shown to participants on Facebook?
  - a. Participants started putting all the posts set as public instead of private
  - b. Participants thought about the content well before posting the content**
  - c. With the help of sentiment nudge, participants were able to post a lot of posts having sensitive content
  - d. All of the above
  
5. Which of the following statements is true?
  - a. Launching phishing attacks against victims using social context is called spear phishing
  - b. Launching phishing attacks against highly influential / high net-worth victims is called whaling**
  - c. Launching phishing attacks by calling victims is called social phishing
  - d. Launching phishing attacks by gathering victim's friends information is called vishing

6. Which of the following statement is / are true, based on the data collected using scraping in 2014?
- Average degree is lower in Whisper than Facebook
  - Content deletion is higher in Whisper than Twitter**
  - Majority of the whispers stay longer, i.e., usually a month before deletion
  - Generally whisper interactions happen within individuals that are separated by large geographical areas
7. Which of the following is true?
- Heterogeneous nature of OSNs in terms of information available about an individual makes it challenging to link individuals across OSNs
  - Personal attributes related to an individual evolve over time and are difficult to track, making it challenging to link individuals across OSNs
- Only i
  - Only ii
  - Both i and ii**
  - Neither i nor ii
8. Which of the following properties about Whisper network is / are true?
- It stores only location of the person along with the User ID
  - It supports persistent social links between users
  - It does not archive any user history**
  - All of the above
9. How does technology like Facemail help in e-mail interactions?
- It shows personal information like phone number of the e-mail recipient
  - It shows the Facebook profile of the e-mail recipient
  - It gives you an idea about the person with whom you have interacted the most during e-mail conversations**
  - It helps in scheduling e-mails at certain time for some e-mail recipients with whom we have interacted a lot
10. What is the logic of reciprocity?
- The probability of B following A, if A follows B**
  - The probability of B following C, if B follows A and A follows C
  - If A follows B, the probability that B will never follow A is 1
  - The degree to which a node (say A) exists in a connected group