

考試科目	國際傳播議題 分析	系所別	國際傳播英語碩士 學位學程 (IMICS)	考試時間	2 月 2 日 (五) 第三節
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以英文作答

1. The prevalence use of social media across the globe shapes people's media behavior and empowers audiences with easy-to-use tools to create myriad of user generated content. Some research argues that due to the predetermined social media algorithm to automatically select and push user preferred content to them unfortunately causes filtering bubbles, reinforces homogenous viewpoints, and forms opinion stratospheres. (1) Use an example to explain your understanding of such phenomenon and associated impacts. (15%) (2) Some criticizes that such social media algorithm has propelled social and political polarization in some countries. Take a theoretical lens from communication concepts to explain how split societies could have been developed. (25%)
2. Fake news causes people's misinterpretation of realities and makes ill-informed decisions and actions, which results in global concerns. Google, Facebook and some third parties have tried to established different fact check mechanisms to curb the increasing amount of misinformation to prevent further harm to the global networked society. (1) What kinds of effort do news organizations should make to conquer fake news? (15%); (2) Do you think digital media and information literacy (DMIT) is crucial, especially to digital native, to educate ordinary news consumers to evaluate information quality and truthfulness? Use a case to demonstrate your thoughts about how to employ DMIT to the young generation. (20%)
3. In late 2017, Sophia AI robot obtained her global first citizenship in Saudi Arabia. This symbolizes the prelude of an uncertain chapter of complex human-robot coexistence. Despite technological breakthroughs, experts like Dr. Kai-Fu Lee criticized that Sophia's citizenship was not only a successful promotional campaign for artificial intelligence, but a misleading humiliation to all mankind. Why did Dr. Lee make such harsh comments? What is your opinion about Sophia's citizenship? (25%)

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- 一、作答於試題上者，不予計分。
- 二、試題請隨卷繳交。