



28.06.2024

**EXAMEN DE LICENȚĂ – SESIUNEA IUNIE-IULIE 2024
DISCIPLINE FUNDAMENTALE ȘI DE SPECIALITATE
SPECIALIZAREA COMUNICARE ȘI MEDIA EMERGENTE
(CU PREDARE ÎN LIMBA ENGLEZĂ)/
COMMUNICATION AND EMERGING MEDIA
GRILA DE CORECTARE PENTRU DISCIPLINA:
*MASS MEDIA AND SOCIETY. EMERGING MEDIA***

Topic number: 6

What is a *machine learning algorithm*? Discuss the possible implications related to machine learning algorithms within the current media landscape. Use relevant examples to support your ideas.

EVALUATION GRID

- Describe the broader communication context in which machine learning algorithms might be utilized within the current social media landscape – 1,5 p.
- Define and describe the key characteristics of machine learning algorithms by offering examples of various types of these algorithms (e.g., search algorithm, filtering algorithm, prediction algorithm, advertising algorithm, etc.) – 2 p.
- Name and describe at least two possible implications related to the use of machine learning algorithms within the current media environment (e.g., personalized content, micro-targeted advertising, the emergence of echo chambers and filter bubbles, the prevalence of some types of content, the rapid spread of disinformation/misleading messages, etc.) – 3 p.
- Provide detailed and recent examples to illustrate the identified implications – 2 p.
- Style and academic writing – 0,5 p.
- Starting point – 1 p.

Passing grade: 5. Starting point included.

Președintele Comisiei de licență

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