



NAME: \_\_\_\_\_ CLASS: \_\_\_\_\_

**Text 1. Read the text and choose the best alternative that answers each question.**

(10X5 MARKS=50)

**Facebook in Privacy Breach**

1 The Wall Street Journal found many popular applications on Facebook Inc. transmit identifying information to advertising and Internet tracking companies, even for users who set their profiles to the strictest privacy settings. Facebook rules prohibit app makers from transferring user data to outside companies, even if a user agrees. Facebook says it disabled thousands of apps for violating rules. "We have taken immediate action to disable all applications that violate our terms," a spokesman said, along with taking steps to "dramatically limit" the exposure of users' personal information. The information being transmitted is one of Facebook's basic building blocks: the unique "Facebook ID." A public part of a profile, anyone can use an ID to look up a name, even if that person has set all of their information to private. For other users, the ID reveals information shared with "everyone," including age, residence, occupation and photos. With 550,000 apps on its site, how can Facebook **police** rules? How hard is it to fix such a breach? How concerned should users be about the sharing of these IDs?

2 Most "apps," pieces of software that let Facebook's 500 million users play games or share common interests, are made by independent developers. The 10 most popular Facebook apps are known to transmit IDs to outside companies. Three of those apps also transmit personal information about users' friends. On Facebook and other social-networking sites, application referrers expose a user's identity.

3 The problem lies with the growing field of companies that build detailed databases on people in order to track them online. It's rarely a coincidence when you see Web ads for products that match your interests or a credit card invitation. Defenders of online tracking argue this kind of **surveillance** is conducted anonymously; however, the LOLapps apps, as well as the Family Tree app, were discovered transmitting users' ID numbers to RapLeaf, who linked ID numbers to dossiers previously assembled and embedded that information into a "cookie," an Internet-tracking file. RapLeaf says it strips out the user's name when it embeds the information, but it has transmitted user IDs to dozens of firms, including Google Inc.'s Invite Media.

4 In recent years, Facebook faced criticism for modifying its privacy rules to expose more user information. In response, last October 6, they gave users more control over apps by creating a control panel to let them see which apps are accessing which categories of information about them, but it doesn't detail what information friends' apps access.

Time Suggested: 30 minutes

5 Facebook apps transform it into a **hub**, for all kinds of activity, from playing games to setting up a family tree. Apps are considered an important way for Facebook to extend the usefulness of its network. The company says 70% of users use apps each month. Applications are also a growing source of revenue for Facebook, which sells its own virtual currency that can be used to pay for games.

6 Facebook works to address these issues. It continues to disable apps known to be in breach of their policies as well as limiting access to only the public parts of a user's profile, yet ongoing investigations by various consumer advocate agencies continue to find privacy violation issues.

- police** in paragraph 1 means \_\_\_\_\_.  
a. organize      b. **enforce**      c. classify      d. defend
- Applications reveal a person's identity through \_\_\_\_\_.  
a. **referers**      b. dossiers      c. cookies      d. IDs
- surveillance** in paragraph 3 means \_\_\_\_\_.  
a. management      b. neglect      c. indifference      d. **observation**
- User ID numbers are transmitted through \_\_\_\_\_.  
a. **applications**      b. referrers      c. cookies      d. tracking
- hub** in paragraph 5 means \_\_\_\_\_.  
a. boundary      b. climax      c. **center**      d. exterior
- Which of the following is the only **MENTIONED** source of Facebook income?  
a. web ads      b. data firms      c. **app games**      d. app developers
- An example of personal information that may be transmitted is your \_\_\_\_\_.  
a. credit card use      b. ancestor tree      c. **friend's address**      d. app history
- It is clear from this article that \_\_\_\_\_.  
a. ads and Internet tracking increase Facebook revenues  
b. privacy on the Internet is a growing concern  
c. application use on Facebook will probably change  
d. **privacy on social-networking sites is important**
- What can Facebook users do to help protect their privacy?  
a. stop reading Internet advertisements with cookies  
b. **be cautious when posting personal information**  
c. be incautious when posting personal information  
d. keep their control panel up-to-date
- What is the tone of this article?  
a. anxious      b. persuasive      c. humorous      d. **instructive**

**Text 2. Read the text and choose the best alternative that answers each question.**

**(10X5 MARKS=50)**

1 Although the term Virtual Reality wasn't coined until 1987 by engineer Jaron Lanier, the concept has been around for decades. In the mid 1950s, a cinematographer named Morton Heilig **envisioned** a theatre experience that would stimulate all his audiences' senses, drawing them in to the stories more effectively. He built a single user console in 1960 called the Sensorama that included a stereoscopic display, fans, odor emitters, stereo speakers and a moving chair. Philco Corporation engineers developed the first head-mounted display (HMD) in 1961. The helmet included a video screen and tracking system, which the engineers linked to a closed circuit camera system. Although initially intended for use in dangerous situations in which a user could observe a real environment remotely, many companies expanded the technology. HMDs can be linked to infrared cameras on the bottom of helicopters, allowing pilots to have a clear field of view while flying in the dark, and have become an important component of popular 3D gaming.

2 In 1965, a computer scientist named Ivan Sutherland envisioned what he called the "Ultimate Display." Using this display, a person could look into a virtual world that would appear as real as the physical world, augmented through 3D sound and tactile stimuli as well as allowing users to manipulate virtual objects in a realistic, intuitive way. In 1966, Sutherland built an HMD attached to a computer system which provided all the graphics for the display. The HMD could display images in stereo, giving the illusion of depth, and it could also track the user's head movements so that the field of view would change appropriately as the user looked around.

3 NASA and the Department of Defense funded much of the research and development for projects. Early applications mainly fell into the vehicle simulator category and were used in training exercises. Because the flight experiences in simulators were similar but not identical to real flights, the military, NASA, and airlines instituted policies that required pilots to have at least one day between a simulated flight and an actual flight in case their real performance suffered.

4 VR technology remained out of the public eye until the 1980s. Then, in 1984, a computer scientist named Michael McGreevy began to experiment with VR technology as a way to advance human-computer interface (HCI) designs. HCI still plays a big role in VR research. In the 1990s, the media turned their attention to the concept of virtual reality and ran with it. The resulting hype gave many people an unrealistic expectation of what virtual reality technologies could do. As the public realized that virtual reality was not yet as sophisticated as they had been lead to believe, interest **waned**. The term virtual reality began to fade away with the public's expectations. Today, VE developers try not to exaggerate the capabilities or applications of VE systems, and they also tend to avoid the term virtual reality.

- Which of these is **NOT** an example of how an "Ultimate Display" could be used?
  - permit surgeons to practice a difficult surgery
  - teach children how to read stories and books
  - help people understand the effects of alcohol on driving
  - teach a florist how to arrange flowers
- envisioned** in paragraphs 1 and 2 means \_\_\_\_\_.
  - imagined
  - understood
  - ignored
  - worried
- Who is credited with using VR to make a "virtual world" seem real?
  - Jaron Lanier
  - Michael McGreevy
  - Ivan Sutherland
  - Morton Heilig
- What part of the HMD was developed **SECOND**?
  - manipulating virtual objects
  - vehicle simulators
  - linking to a closed-circuit camera
  - attaching a computer system
- Which two inventors improved VR using stereo?
  - Jaron Lanier and Ivan Sutherland
  - Jaron Lanier and Morton Heilig
  - Ivan Sutherland and Morton Heilig
  - Michael McGreevy and Jaron Lanier
- waned** in paragraph 4 means \_\_\_\_\_.
  - increased
  - decreased
  - wasted
  - expanded
- Paragraph 3 is mostly about \_\_\_\_\_.
  - research funding
  - NASA simulations
  - military simulations
  - training pilots
- When did "media hype" change the way people viewed VR?
  - 1950s
  - 1960s
  - 1980s
  - 1990s
- Which of these statements would the author most probably agree with?
  - VR still needs to be improved.
  - VR is a great teaching tool.
  - VR is not as great as NASA thought.
  - VR will not be popular in the future.
- The best title for this passage is \_\_\_\_\_.
  - Virtual Reality History
  - Virtual Reality and HMDs
  - Virtual Reality Inventors
  - Virtual Reality and HCIs