



I.I.S. " Fermi – Galilei "

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GARA NAZIONALE A.F.M. - 2014 –

PROVA DI INGLESE

Istruzioni operative

Durata della prova: 60 minuti

Non è consentito l'uso del dizionario

Non è consentito completare la prova direttamente sul foglio consegnato

Materiale necessario: fogli a righe

Punteggio totale: 20

10 per la comprensione del testo (20 item) - 10 per la produzione scritta



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READING COMPREHENSION

WATCHING WHILE YOU SURF

Is it a worrying invasion of privacy for web surfers, or a lucrative new business model for online advertising? Companies such as Phorm and NebuAd are pioneering a new "behavioural" approach to targeting Internet advertisements.

The idea is that special software, installed in the networks of internet-service providers (ISPs), intercepts web page requests generated by their subscribers as they surf the net. These pages are scanned for particular keywords in order to build a profile of each subscriber's interests. These profiles can then be used to target advertisements more accurately.

Suppose a web user is surfing a travel blog: he visits pages containing words such as 'holiday', 'flight' and 'hotel'. The behavioural-targeting software inside the ISP's network categorises this apparent interest in travel. Later, when he logs on again advertisements for an airline or hotel chain pop up.

The companies involved suggest that Internet users will welcome all this, since more accurate targeting will turn Internet advertising from an annoying distraction into a genuinely helpful service.

But not everyone likes the idea. Over 13,000 people have signed an online petition opposing the system. Legal experts have argued that it constitutes an unauthorised wiretap, and is therefore illegal. Phorm emphasises that consumers will be given the option to opt out of the system if they do not wish to use it. It points out that information about individuals'surfing habits remains within the custody of the ISP (which already has access to such information anyway), and that user profiles associate keywords, with an anonymous serial number, and not with a name.

Behavioural targeting is not necessarily a bad idea, but imposing it without telling people is likely to annoy them when they find out about it.



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Decide whether these sentences are **True** or **False**.

1. Phorm and NebuAd are two of the first companies to use a new approach to targeting Internet advertisements.
2. This new approach uses software that comes with any new computer.
3. The software records the keywords in web pages that web users visit.
4. Companies identify potential customers and send them advertisements by post.
5. Some people believe that this approach to advertising is illegal.
6. Individual profiles are not associated with people's real names.

Answer these questions:

1. How does this new approach to targeting advertisements work?
2. What are the advantages for the companies using this approach?
3. What are the advantages for Internet users according to the companies using this approach?
4. Why are some people against this system?
5. How did Phorm respond to the accusations of invading people's privacy?
6. What does the writer think of this new approach?



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Match each verb with its definition

- | | |
|-----------------|---|
| 1. to pioneer | a. to appear on a computer screen |
| 2. to log on | b. to be one of the first to do something |
| 3. to pop up | c. to choose not to be part of an activity |
| 4. to opt out | d. to connect to a computer by typing your name |
| 5. to annoy | e. to specify |
| 6. to welcome | f. to give the reason for your opinion |
| 7. to argue | g. to make someone angry |
| 8. to point out | h. to receive happily |



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Writing

Read this part of a letter below from Ben Dawson, the Marketing Director of a business software company.

"You expressed interest in our software range at the recent Capital Computer Show. We believe you may also be interested in our latest products:

- Accounting Magic makes your book-keeping easy
- Customer Call is a user-friendly database

We would be delighted to demonstrate these products either at our premises or in your own workplace."

Write a letter to Mr Dawson:

- Asking for a produce demonstration at your workplace.
- Explaining why you are interested in one of the products.
- Telling him which staff from your company would like a demonstration.
- Suggesting a possible date.
- Write 60-80 words.
- Do not include postal addresses.