

Total recall

adapted from an article by **PATRICIA COHEN**

- 1 A group of scientists, led by Betsy Sparrow, an assistant professor of psychology at Columbia, wondered whether people were less likely to memorise information that could be easily retrieved from a computer, just as students are more likely to recall facts they believe will be on a test.
- 2 Dr Sparrow and her collaborators, Daniel M. Wegner of Harvard and Jenny Liu of the University of Wisconsin, Madison, staged different experiments. In one, participants typed 40 bits of trivia – for example, “an ostrich’s eye is bigger than its brain” – into a computer. Half of the subjects believed the information would be saved in the computer; the other half believed the items they typed would be erased. The subjects were significantly more likely to memorise information if they thought they would not be able to find it later.
- 3 The experiment explores the notion that we rely on our family, friends and co-workers as well as reference material to store information for us. “I love watching baseball,” Dr Sparrow said. “But I know my husband knows baseball facts, so when I want to know something I ask him, and I don’t bother to memorise it.”
- 4 “The Internet’s effects on memory are still largely unexplored,” Dr Sparrow said, adding that her experiments had led her to conclude that the Internet has become our primary external storage system. “Human memory is adapting to new communications technology,” she said.

The New York Times, 2011

Tekst 2 Total recall

- 1p 4 Why did Dr Sparrow set up the experiment described in this article?
She wanted to
- A find out whether internet use affects how or what we remember.
 - B help her psychology students to perform better at tests.
 - C make clear that young people rely too much on the internet.
 - D prove that search engines often come up with useless information.
- 1p 5 Citeer de eerste twee woorden van de zin waarin de uitkomst van Dr Sparrows onderzoek **voor het eerst** genoemd wordt.
- 1p 6 Which of the following statement(s) is/are true according to paragraphs 3 and 4?
- 1 People like sharing confidential information with family and friends on the Internet.
 - 2 The Internet helps people to improve their capacity to remember.
- A only 1
 - B only 2
 - C both 1 and 2
 - D neither 1 nor 2

Bronvermelding

Een opsomming van de in dit examen gebruikte bronnen, zoals teksten en afbeeldingen, is te vinden in het bij dit examen behorende correctievoorschrift, dat na afloop van het examen wordt gepubliceerd.