

## Tech



## Apps tell strangers what they have in common

adapted from an article by **Harry McCracken**

- 1 SOCIAL NETWORKS FIRST persuaded millions of us to start cataloging our friends, family members and high school classmates. The networks got us to post photos, tweet our every thought and tend our virtual farms. Now the next wave wants to cross over into the real world and introduce us to nearby strangers with common interests — and perhaps a desire to make a new "best" friend.
- 2 There are at least 11 new smart-phone apps pushing this notion, which techies call ambient social networking. Silicon Valley is rushing to fund these start-ups, and everybody at South by Southwest (SXSW) Interactive — the annual nerdfest in Austin that famously gave Twitter its big break in 2007 — seemed to be tinkering with one of them: *Highlight*, an eight-week-old iPhone app. It is designed to reveal real-life connections you didn't know you had, as well as alert you to the presence of friends you might otherwise miss. Co-founder Paul Davison calls it a "sixth sense."
- 3 *Highlight* works by rummaging through your Facebook account to see whom you know and what topics you like. Then it uses your iPhone GPS to inform you when, say, a fellow conference attendee who's a former co-worker's buddy is in your immediate vicinity or when a good-looking patron who loves the same bands you do sits down at the other end of the bar. *Highlight* monitors your whereabouts continuously and automatically shares them with fellow members both in and outside your existing circle of friends. That introduces new 17 and strikes some as enabling a form of high-tech stalking.
- 4 In its current form, *Highlight* is a rough draft of a powerful idea. Some problems are minor: *Highlight* has an odd habit of telling you who's nearby even when you're passing in a moving vehicle. It also drains your phone's

battery as it constantly sends location data back to its servers, a problem the company says it is addressing. But getting *Highlight*'s algorithm to highlight people you actually want to meet is the biggest challenge of all. "We're just scratching the surface," says Davison. "If we both went to the same high school, it's more interesting if the school is 4,000 miles away than if it's two miles away."

- 5 At SXSW, I wasn't moved to track down any of the individuals *Highlight* identified as people of interest. I did, however, keep striking up rewarding conversations with folks I encountered in hotel lobbies and at parties, no app required. Serendipity in its natural form is a wonderful thing — and manufacturing it won't be easy.

*Time, 2012*

## Tekst 5 Tech

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- 1p 15 How can paragraph 1 be characterised best?
- A as an enthusiastic account of new social media functionalities
  - B as an explanation for the popularity of social media in modern society
  - C as a promotion of the use of social media to extend one's social circle
  - D as a somewhat critical description of developments in social media
- 1p 16 What is suggested about *Highlight* in paragraph 2?
- A Experts prefer this app over similar apps, because it makes use of superior technology.
  - B Its attraction can be explained by the fact that it can be adjusted to its user's personal needs.
  - C People who have installed the app on their phone tend to check it regularly.
  - D Though it is not the only app of its type, it appears to have a good chance of becoming a success.
- 1p 17 Which of the following fits the gap in paragraph 3?
- A information gaps
  - B privacy concerns
  - C social injustice
  - D technological problems
- 1p 18 “‘We're just scratching the surface,’ says Davison.” (paragraph 4)  
What does this remark make clear about *Highlight*'s developers?
- A They are reluctant to admit their app has any major flaws.
  - B They realise their app is not functioning optimally yet.
  - C They want to redesign their app to focus more on locals.
  - D They wonder whether enough people will buy their app.
- 1p 19 How does the writer round off the article in paragraph 5?
- A by acknowledging that he has trouble keeping up with new technology
  - B by explaining why he dislikes having to depend on software companies
  - C by expressing his disappointment about apps such as *Highlight*
  - D by making clear he prefers making new acquaintances spontaneously
- 1p 20 “Apps tell strangers what they have in common” (titel)  
Met welke vakterm wordt het idee achter dit type smartphone-apps in de tekst aangeduid?  
Citeer deze term.

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### 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.