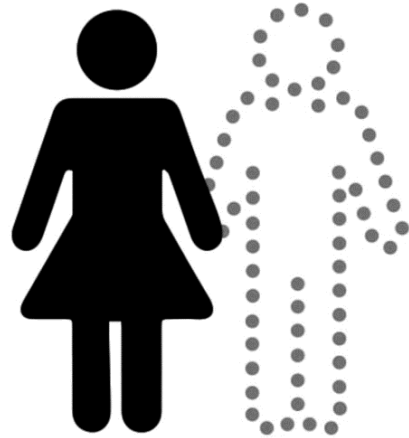


Society and Culture

### Invisible Boyfriend

adapted from a blog by Alexis Evans

- 1 Are you single and sick of unsolicited relationship questions from your co-workers, mail lady, or parents? Then put down the catnip and carton of chunky monkey and say hello to your new virtual man.
- 2 You can subscribe to Invisible Boyfriend for just \$25 per month. You sign up for a profile with this app and pick from a selection of online photos to begin creating your perfect boyfriend. You can also pick his name (mine would be Aubrey Graham), age, and even craft his personality. Then users can text their new fake boyfriend, and get this – he texts back!
- 3 What's probably the most shocking thing about this site is that the fake boyfriends are actually real guys! One *Washington Post* reporter actually found herself falling for her faux beau. She then discovered that her invisible boyfriend was in fact not one person dedicated to her alone. She explains: "The service's texting operation is powered by Crowdsourcing, a St. Louis-based tech company that manages 200,000 remote, microtask-focused workers. When I send a text to the Ryan number saved in my phone, the message routes through Invisible Boyfriend, where it's anonymized and assigned to some Amazon MTurk or Fiverr freelancer. He gets a couple of cents to respond. He never sees my name or number, and he can't really have anything like an actual conversation with me."
- 4 This app is probably one of the saddest/creepiest things I've ever seen. I applaud the developers for seeing an unmet need for a niche audience and finding a way to service it, but the whole concept is bound to backfire. What happens when the people you're fooling want to meet this prince charming? Have fun explaining that one.



*lawstreetmedia.com, 2015*

## Tekst 3 Invisible Boyfriend

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- 1p 5 Which of the following becomes clear about the 'Invisible Boyfriend' service in this text?
- A Its customers may be unaware that there are several individuals behind a virtual friend.
  - B It stands out for being considerably more user-friendly than its competitors.
  - C Participants eventually end up getting romantically involved in real life.
  - D The company that operates it is known to seriously underpay its employees.
- “an unmet need for a niche audience” (alinea 4)
- 1p 6 In welke zin wordt duidelijk welk probleem met deze app kan worden opgelost?  
Citeer de eerste twee woorden van deze zin.
- 1p 7 How does the writer of this article view the 'Invisible Boyfriend' service?
- A as classy but overpriced
  - B as clever but disturbing
  - C as commendable but imperfect
  - D as exciting but extravagant

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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.