

### iHuman

*From Krista Nelson*

1 So Google will soon be returning search results before you have finished typing the query, based on what is most likely, and the Yahoo search engine wants to take your sex and age into account (18 September, p19). Your previous online behaviour, including social networking, might even be used to 29 search results.

2 The idea of a computer deciding what information to show me based on my demographic fills me with horror. Such a method is only useful if you fit the social expectations built up by the search engine's database. If you are unclassifiable or are looking for something odd, profile-matching will not help. A solution is to let the search engine build up a better picture of you, but I don't feel comfortable sharing all my personal

details in the hope that it will provide a better answer.

3 Search engines are what change the internet from a pile of computer components into an incredible resource. People rarely have the patience to go through more than the first few hits, so the way pages are ranked is extremely important in deciding what information people have access to.

4 We are being forced into one of a few easy-to-label groups for the convenience of computers, and if your needs don't fit in with the majority then you miss out.

5 I am not a label, I am a human being. I don't want a search engine to do my thinking for me, any more than I would want an encyclopedia to do it. Computers are still only tools and are much less intelligent than most people give them credit for.

*Rokeby, Tasmania, Australia*

*New Scientist, 2010*

## Tekst 7 iHuman

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- 1p 29 Which of the following fits the gap in paragraph 1?
- A monitor
  - B reject
  - C store
  - D tailor

“This is a very subtle method of controlling our information supply.”

This sentence was the original conclusion of one of the paragraphs of this text.

- 1p 30 Which one?
- A Paragraph 2.
  - B Paragraph 3.
  - C Paragraph 4.

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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.*