

### Rebooting the real

As the Internet remakes us all, no one yet knows which changes matter, finds **Douglas Heaven**

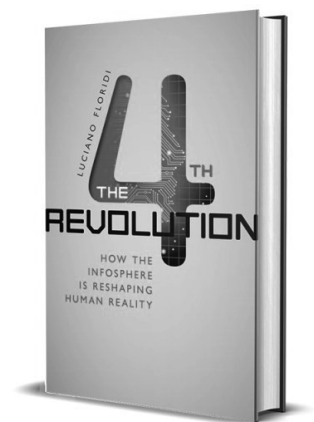
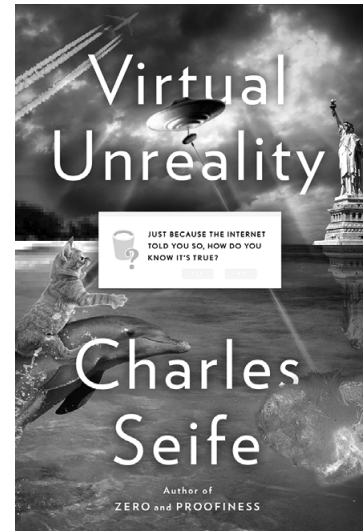
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*Virtual Unreality* by Charles Seife, Viking, \$26.95

*The Fourth Revolution* by Luciano Floridi, Oxford University Press, £16.99

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- 1 WE LIVE in revolutionary times. Information moves around the world at the speed of light and is duplicated endlessly, available to anyone with a connection. "For good and ill," writes Charles Seife in *Virtual Unreality*, "digital information is now the most contagious thing on the planet."
- 2 But the history of information is the history of misinformation too. Seife, a journalism professor at New York University, takes us on an entertaining tour of the many ways we are lied to online. It used to take a totalitarian state to create an alternative reality, 26. According to one estimate, a third of online reviews are fake. And fake images often pop up on news sites and social media, and even win prizes.
- 3 In practice, the democratic ideal of Wikipedia, in which we are all editors, is anarchy. As it becomes harder to sift fact from fiction, Seife observes that we "are at the beginning of an information famine." His book highlights the problems caused by internet identity: who are we online? The person we say we are, or the person typing? And if all contributions are valid, who is an authority?
- 4 In *The Fourth Revolution*, Luciano Floridi, a professor of philosophy and ethics at the University of Oxford, argues that online narratives change how we see ourselves. This is not bad per se; even offline, faking is part of life. What counts as 'genuine' – our 'true' selves, say – is already slippery. "What we consider natural is often the outcome of a merely less visible human manipulation," writes Floridi.
- 5 Online interaction just gives us more opportunity to pull the strings of a virtual puppet. But it is a complex arrangement. Who people think you are feeds back into who you think you are, which feeds into who we actually are.



6 Fascinating stuff. But, ultimately, both books suffer from being five years too late and five years too early: we already know the internet is changing us, but 30 to say what shifts are the most important. And all the while, the wheels of change keep on turning.

adapted from *New Scientist*, 2014

## Tekst 7 Rebooting the real

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- 1p 26 Which of the following fits the gap in paragraph 2?  
A although all governments have this tendency  
B and now these are taking over the internet  
C but basically anyone can do it now  
D which people seem to prefer to the real world
- 1p 27 Which of the following is in line with paragraphs 2-3?  
A Digital deception is sparked by the gullibility of most internet users.  
B False information is hampering the access people have to proper knowledge.  
C People's reliance on the internet for information will decrease over the years.  
D There is a thin line between giving an opinion and spreading false information.
- 1p 28 “And if all contributions are valid, who is an authority?” (aline 3)  
Komt het aspect van het ontbreken van gezagsregels al in een eerdere zin van de recensie aan de orde?  
Zo nee, antwoord ‘Nee’. Zo ja, citeer de eerste twee woorden van de zin waarin dit naar voren komt.
- 1p 29 Which of the following is true according to paragraphs 4-5?  
A Fashioning an online personality may affect one's actual personality.  
B It has become near impossible to find authenticity online.  
C The anonymous nature of the internet encourages misconduct.  
D The rise of the internet has destroyed our moral compass.
- 1p 30 Which of the following fits the gap in paragraph 6?  
A we lack the perspective  
B we need the audacity  
C we miss the necessity  
D we require the authority

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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.