

Criteria de correcció (llengua anglesa)

Després de llegir el text, contesteu les preguntes seguint les instruccions que es donen en cada cas. Cada pregunta val un punt. En les preguntes d'opció múltiple, es descomptaran 0,5 punts per error; en la resta, es descomptaran 0,05 punts per cada falta d'ortografia, de morfologia, de lèxic o de sintaxi.

Choose the best answer (1-7).

1. According to the article, Google Calendar
b) sends reminders to people on their cellphones.
2. The article asserts that software makers want users
c) to personally identify with software environments.
3. Web sites can be analysed as an experience because
c) users visit them in some sense.
4. Researchers claim that Google has acquired a mega-status
b) since it is so popular.
5. According to the article, the motto of the Google company has been _____
in relating the concept of goodness to use of its products in the minds of many users.
a) successful
6. The article claims that companies with stockholders
b) cannot afford to make decisions based on good versus evil.
7. A synonym for the word "lured" in the sentence "Like Apple, Google has *lured* the young and early adopters by making the utilitarian seem fashionable" is
b) attracted.
8. Change the sentence "Since the dawn of personal computing, software makers have sought to be not just providers of products but universes unto themselves" to the present tense by beginning with "Today's software makers".

Today's software makers *seek to be not just providers of products but universes unto themselves.*

9. State at least two reasons why Google is so successful. (Please do not copy text but rather answer in your own words; maximum 60 words.)

Google is so successful because it has been able to make users identify themselves personally with the company. It has attracted both young users and users who adopt certain computer habits early on. It has also been able to make utilitarian products seem fashionable, which makes them more successful. In addition, the company has been able to sell the idea that it is related to good as opposed to evil, which appeals to many who distrust large companies. [The answer should contain two of these reasons.]

10. State three ways in which Google has entered Scott's life. (Please do not copy text but rather answer in your own words; maximum 60 words.)

Google has entered Scott's life by providing him with an organizer that sends him messages reminding him of appointments on his cellphone. It also provides him with a way of searching for information on the Web. In addition, he uses a Google product to chat with friends and another Google product to receive e-mail messages. [The text mentions 4 ways; the answer should contain at least 3 of these 4.]