



OPTION A

EASY ANONYMITY: CURSE OF THE INTERNET

1 Wanting your voice to be heard is an almost universal desire. For generations we had the village pub, the pamphlet, the letters page. Politicians, clerics, commentators, critics, technical experts aired their views more formally and widely, but we knew who said what. So, we judged
5 them accordingly, whether as interesting thinkers, fools or malicious bastards. Then came the Internet and everyone could have a say with a chance that the world might agree. Unfortunately, it also became easier to hide from the safety of darkness, or to invent any number of imaginary enthusiasts to shower praise on your book or business. So, the Times report
10 about TripAdvisor was unsurprising. This lucrative US website, where customers review hotels and restaurants worldwide and contribute to their rankings, has been found to have many fake reviews. Some suspicious companies offer to post five-star verdicts and some malicious negative reviews are being sold in order to damage rivals. One remedy should be to
15 forbid anonymity: at least your name should be given to the host, who should be able to contact you. Easy anonymity for noisy opinions is the curse of the Internet age. Hiding your identity is not admirable, at least not if you're going to join arguments. Hate me if you like, but tell me who you are! Let's engage as humans, not robots! Once you join an argument rather
20 than asking a question, it is only decent to stand up.

QUESTIONS

[1] **ANSWER THE FOLLOWING QUESTION ACCORDING TO THE TEXT. USE YOUR OWN WORDS (10 TO 20 WORDS) (2 POINTS).**

What is the problem explained in the text and what is the main cause?

[2] **ARE THE FOLLOWING STATEMENTS TRUE OR FALSE? INDICATE THE LINE(S) IN THE TEXT AND COPY THE FIRST 2 WORDS AND THE LAST TWO WORDS SUPPORTING YOUR CHOICE (1.5 POINTS AS A WHOLE: 0.5 EACH).**

- 2.1. Before the Internet people expressed their opinions openly, giving their names.
- 2.2. TripAdvisor has written a surprisingly incorrect report about the Times.
- 2.3. Some bad comments do not come from real customers; they are invented to harm competitors.

[3] **CHOOSE A, B OR C. ONLY ONE CHOICE IS CORRECT ACCORDING TO THE TEXT (0.5 POINTS).**

- a) Before booking hotels or restaurants, you should always look at their rankings and reviews and trust them.
- b) Giving too many personal details is the curse of the Internet age.
- c) Because it is not necessary to give your real name to post an opinion, some companies are obtaining benefit dishonestly.

[4] **VOCABULARY (2 POINTS AS A WHOLE: 0.4 EACH).**

- **Find one word in the text for each of the following meanings:**

- a) to have the same opinion
- b) making a lot of money or being very profitable

- **Find synonyms in the text for each of the words below:**

- c) false
- d) adversaries
- e) prohibit

[5] **COMPLETE TASKS A AND B ACCORDING TO THE INSTRUCTIONS GIVEN (1 POINT AS A WHOLE: 0.5 EACH).**

- a. **Ask a question about the underlined element:** Suspicious companies offer to post five-star verdicts.
- b. **Transform into the passive:** You should not hide your identity.

[6] **WRITE ABOUT THE FOLLOWING TOPIC USING BETWEEN 100-120 WORDS (3 POINTS).**

Do you check reviews before buying or booking on the Internet? Why or why not?