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FINAL EXAMINATION
NOVEMBER 2022

COURSE TITLE	**ENGLISH 2**
COURSE CODE	**FENG0124**
DATE/DAY	**13 FEBRUARY 2023 / MONDAY**
TIME/DURATION	**02:30 PM - 05:30 PM / 03 Hour(s) 00 Minute(s)**

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of **16** Printed Pages including front page)

DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This paper has FOUR (4) Sections. Answer ALL questions in the answer booklet.
(100 MARKS)

SECTION I (50 Marks)

This section has THREE (3) reading passages. Answer ALL questions in the answer booklet.

Reading Passage 1 (10 Marks)

I   If you're an Instagram user, you may have seen a pop-up asking if you want   1
the service to "use your app and website activity" to "provide a better ads experience." At the bottom there are two boxes: In a slightly darker shade of black than the pop-up background, you can choose to "Make ads less personalized." A bright blue box urges users to "Make ads more   5 personalized."

II   This is an example of a dark pattern: design that manipulates or heavily influences users to make certain choices. Instagram uses terms like "activity" and "personalized" instead of "tracking" and "targeting," so the user may not realize what they're actually giving the app permission to do. Most people   10 don't want Instagram and its parent company, Facebook, to know everything they do and everywhere they go. But a "better experience" sounds like a good thing, so Instagram makes the option it wants users to select more prominent and attractive than the one it hopes they'll avoid.

III   Although you may not have heard the term dark patterns before, you've   15 surely seen countless examples of them — and experienced their effects:

- The trial streaming service you signed up for, only to be automatically charged when the trial expired
- The advertisement you can't figure out how to get out of because the "X" on the top right-hand corner is too small and faint to see ...   20
- ... or the "X" is so small that you accidentally click on the ad itself and are redirected to the ad's website
- The big pop-up window urging you to sign up for a website's newsletter with a big red "Sign Me Up" button, while the opt-out button is much smaller   25

IV   There are also the effects that may not be as obvious. Dark patterns are used by websites to trick users into granting consent to being tracked, or having their data used in ways they didn't expect and didn't want. Or sites will claim they offer users ways to opt out of being tracked (usually because they legally have to do so), but use misleading language or make it especially   30 difficult to actually do it.

V For example: cookie consent pop-ups. Websites will tell you that their sites use cookies and then ask you to "accept" them, usually by clicking on a big, prominent, brightly coloured icon. But if you want to refuse the cookies, you'll have to search for and click through to a menu of settings and disable them manually. Most people don't have the time or desire to do this for every single website they visit, if they even understand what's being requested in the first place. Companies whose revenue relies heavily on user data don't want to make it easy for those users to refuse to provide it.   35

VI Harry Brignull coined the term "dark patterns" in 2010 and has been keeping tabs on them ever since. Dark patterns existed in the physical world long before the internet came along. Yet it has made dark patterns so much more pervasive and powerful. Websites can refine their methods using the very specific feedback their visitors provide, optimizing their manipulation at a scale that the physical world could never in its wildest dreams achieve.   40   45

VII "I think the internet has made it easier to industrialize the way in which we persuade and, in turn, manipulate and deceive each other," Brignull said.

VIII For years, dark patterns have been tricking internet users into giving up their data, money, and time. But they may not be able to do that for much longer. There's now a growing movement to ban dark patterns, and that may well lead to consumer protection laws and action. However, the law isn't so clear-cut when it comes to privacy, data, and consent.   50

IX It's hard to know what's an actionable deceptive act or practice when there's no privacy law in the first place. Additionally, it's hard for consumers to know what they're giving away unintentionally or how it might be used against them when it all happens behind the scenes.   55

X "With privacy, it's quite difficult to think through and understand what the long-term implications are for you. You're constantly leaking information about yourself to data brokers, and you don't really know how they're using it to market to you," Brignull said.   60

XI Due to this, Brignull and a growing number of advocates, regulators, and lawmakers feel that legislation is necessary to stop these dark patterns so consumers can use the internet without constantly being manipulated into spending money, signing up for services they don't need, or giving up their data.   65

XII "Regulation works," Brignull said. "It can really turn the internet into somewhere that's nice to be instead of like a complete Wild West environment. And we need it."

(Adapted from 'Dark patterns, the tricks websites use to make you say yes, explained',
Vox)

Complete the summary below. Choose **NO MORE THAN THREE (3) WORDS AND/OR A NUMBER** from the passage to fill in each blank in the summary.

Dark patterns are designs that manipulate or heavily influence users into making certain choices, whether through friendly-sounding terms or by poor colour contrast between the buttons and background. Websites often use these dark patterns to trick users into giving permission to ____**(1)**____ or having their data used in ways they didn't expect and didn't want. Some may offer a way to ____**(2)**____ of being tracked but make it difficult to actually do so. For instance, refusing cookies results in users having to search and click through a ____**(3)**____ in order to disable them manually. Most people have no ____**(4)**____ to go through this for every website they visit.

According to Harry Brignull who created the term 'dark patterns' in 2010, the internet has made it easier to ____**(5)**____ the way humans persuade, manipulate and deceive one another. While these patterns have already existed for a long time, they have become more ____**(6)**____ with the internet. Websites can manipulate the data their visitors give them at ____**(7)**____ the physical world could never achieve.

Although there is a growing movement to ban these dark patterns, things are not so straightforward regarding privacy, ____**(8)**____. It is difficult to determine what action to take against a deceptive act or practice when there is no ____**(9)**____ to begin with. Consumers may also not know what they are giving away or how their data may be used against them.

Still, despite, and because of, this difficulty, Brignull and other advocates are determined to use legislation to eliminate dark patterns so consumers can use the Internet freely, without ____**(10)**____ into spending money, signing up for unnecessary services or giving up personal data.

Reading Passage 2 (20 Marks)

I   In late October, football fans across Indonesia roared from their living rooms   1
as rivals Chelsea and Manchester United clashed in the English Premier
League. They were watching through the Jakarta-based streaming service
Vidio — the only way to access the high-stakes match.

II   If you're not a sports fanatic, Vidio has you covered, too. Not with global   5
blockbuster TV series like House of the Dragon or Succession, but with
hyperlocal, Bahasa Indonesia-language escapism. Viewers have been
tuning in by the millions to 'My Ice Girl', a light-hearted crime drama where
two high-school outsiders — played by homegrown, up-and-coming stars —
are thrown together to solve the mysterious death of one of their siblings. (It's   10
adapted from a hit local novel on Wattpad, a popular source for material.)

III   Vidio is succeeding where foreign competitors like Netflix and Disney+ have
stumbled in Indonesia — by developing an acute sense for what Indonesians
want to watch. Despite earlier being considered an underdog, it is now the
fastest-growing streaming service in a country of 270 million, and the biggest   15
in terms of active users with about 60 million viewers per month. In the
second quarter of this year, it snatched the number one spot for over-the-top
(OTT) streaming platforms across all of Southeast Asia, according to
consultancy Media Partners Asia, both in new subscriber growth and
popularity of original content.   20

IV   Interviews with industry players, including Vidio's CEO, suggest that the
company's success lies in commissioning dozens of extremely localised,
original shows a year, and ramping up sports programming. The company's
growth has begun to draw media attention overseas, but even they are aware
that their success is tenuous: The U.S. streaming giants have much deeper   25
pockets, and can offer their creators a global platform.

V   "Whatever works in other countries might not necessarily be 100%
[replicated] here," Sutanto Hartono, Vidio's CEO, said.

VI   "We have to ask ourselves — not now, but five to 10 years down the road —
how can we still survive, and hopefully, even dominate the market, with the   30
fact that these are our competitors?" he said.

VII   In the region, "in terms of engagement, Vidio leads," said Vivek Couto, co-
founder of consultancy Media Partners Asia. "And in terms of revenues, it's
Netflix [first] and then Vidio."

VIII   Just a few years ago, Vidio was a small, YouTube-like creators' platform, with   35
daily views hovering in the single digits. In 2018, they secured broadcasting
rights for that year's Asian Games — an unusual decision because,
historically, Indonesians have never had an appetite for multi-sport events.

But the winds had started to change since the Southeast Asian Games in 2017, and Vidio was among the first to notice.   40

IX   "We were the first ones … who reached out to the Asian Games agents [and said]: 'We want this,'" Hartono recalled. "We predicted ahead [that] it would be a big boom."

X   Roughly 15 million viewers were glued to the platform to watch match after match — a number comparable to a TV broadcast event. The payoff   45 prompted Vidio to switch its business model from creators to conventional streaming.

XI   The original concept for Vidio was purely as a digital platform for the media group, Elang Mahkota Teknologi – also known as Emtek – which owns Vidio. It was meant to host Emtek's sprawling video content from its various TV   50 channels. But being in Emtek's media ecosystem meant that Hartono had access to decades of data, which consistently showed that the one thing Indonesians love more than Korean dramas are their local shows. Ninety percent of Emtek's top soap operas have always been local, Hartono said. External data suggested the same thing: Before the pandemic hit, the   55 Indonesian box office grew sharply every year, and reports on OTT content consumption consistently placed Indonesian shows at the top, Hartono said.

XII   "It's a journey," said Hartono. "But we [decided] that, in the end, we need to play with local content."

XIII   Once Vidio is established in Indonesia, the platform will be looking at   60 potential markets in Southeast Asia and the Middle East, with plans to develop more Muslim-friendly content. Hartono cited Turkey as a prime example of a Muslim-content supplier for the world. Vidio also continues to explore ways to take advantage of Emtek's connections with the larger Southeast Asian tech ecosystem, including with companies like Grab and   65 Bukalapak, experimenting with crossovers between content and e-commerce, such as promoting shopping options while viewing video.

XIV   "In content, we've got your full attention," Hartono said. "So now that we've got your attention, what else can we do?"

(Adapted from 'Forget Netflix and Disney: A local streaming service is king in Indonesia,
Rest of World.org)

*Questions **11** to **20** are based on Reading Passage 2.*

Answer the questions in **NO MORE THAN FOUR (4) WORDS AND/OR A NUMBER.**

11. What genres of shows are offered by Vidio?

12. What is the Indonesian drama 'My Ice Girl' adapted from?

13. How many people are estimated to use Vidio's service each month?

14. In which category did Vidio become the first across all OTT streaming platforms in Southeast Asia?

15. What is Vidio's success attributed to?

16. According to the co-founder of consultancy Media Partners Asia, who is leading in terms of revenue?

17. What did Vidio begin as?

18. What changed Vidio's approach and business model?

19. What was constantly the most popular type of content Indonesians enjoyed, according to data Hartono collected?

20. What is among Vidio's potential next steps?

Reading Passage 3   (20 Marks)

I   At the top of a squatty, three-storey brick Sue and Johnsy had their studio.   1
"Johnsy" was familiar for Joanna. One was from Maine; the other from
California. They had met at Delmonico's on 8th Street, and <u>found their
tastes in art, chicory salad and bishop sleeves so congenial that the joint
studio resulted.</u>   5

II   That was in May. In November a cold, unseen stranger, whom the doctors
called Pneumonia, stalked the colony, touching one here and there with
his icy fingers. Over on the east side this ravager strode boldly, taking his
victims by scores, but his feet trod slowly through the maze of the narrow
and moss-grown "places."   10

III   Mr. Pneumonia was not what you would call a chivalric old gentleman. A
mite of a little woman with blood thinned by California winds was hardly fair
game for the red-fisted, short-breathed old duffer. But he struck Johnsy;
and she lay, scarcely moving, on her painted iron bedstead, looking through
the small Dutch window-panes at the blank side of the next brick house.   15

IV   One morning the busy doctor invited Sue into the hallway with a shaggy,
grey eyebrow.

V   "She has one chance in—let us say, ten," he said, as he shook down the
mercury in his clinical thermometer. "And that chance is for her to want to
live. <u>This way people have of lining up on the side of the undertaker makes</u>   20
<u>the entire pharmacopeia look silly.</u> Your little lady has made up her mind
that she's not going to get well. Has she anything on her mind?"

VI   "She—she wanted to paint the Bay of Naples some day," said Sue.

VII   "Paint?—bosh! Has she anything on her mind worth thinking about twice—
a man, for instance?"   25

VIII   "A man?" said Sue sharply. "Is a man worth—but, no, doctor; there is
nothing of the kind."

IX   "Well, it is the weakness, then," said the doctor. "I will do all that science,
so far as it may filter through my efforts, can accomplish. But whenever my
patient begins to count the carriages in her funeral procession I subtract 50   30
per cent. from the curative power of medicines. If you will get her to ask one
question about the new winter styles in cloak sleeves I will promise you a
one-in-five chance for her, instead of one in ten."

X   <u>After the doctor had gone Sue went into the workroom and cried a napkin
to a pulp. Then she swaggered into Johnsy's room with her drawing board,</u>   35
<u>whistling cheerfully.</u>

XI   Johnsy lay, scarcely making a ripple under the bedclothes, with her face toward the window. Sue stopped whistling, thinking she was asleep.

XII   She arranged her board and began a pen-and-ink drawing to illustrate a magazine story. Young artists must pave their way to Art by drawing 40 pictures for magazine stories that young authors write to pave their way to Literature.

XIII As Sue was sketching a pair of elegant horseshow riding trousers and a monocle on the figure of the hero, an Idaho cowboy, she heard a low sound, several times repeated. She went quickly to the bedside.   45

XIV   Johnsy's eyes were wide open. She was looking out the window and counting—counting backward.

XV   "Twelve," she said, and a little later "eleven;" and then "ten," and "nine;" and then "eight" and "seven," almost together.

XVI   Sue looked carefully out the window. What was there to count? There was 50 only a bare, dreary yard to be seen, and the blank side of the brick house twenty feet away. An old, old ivy vine, gnarled and decayed at the roots, climbed half way up the brick wall. The cold breath of autumn had stricken its leaves from the vine until its skeleton branches clung, almost bare, to the crumbling bricks.   55

XVII "What is it, dear?" asked Sue.

XVIII "Six," said Johnsy, in almost a whisper. "They're falling faster now. Three days ago there were almost a hundred. It made my head ache to count them. But now it's easy. There goes another one. There are only five left now."   60

XIX   "Five what, dear. Tell your Sudie."

XX   "Leaves. On the ivy vine. When the last one falls I must go, too. I've known that for three days. Didn't the doctor tell you?"

XXI   "Oh, I never heard of such nonsense," complained Sue, with magnificent scorn. "What do old ivy leaves have to do with your getting well? And you 65 used to love that vine so, you naughty girl. Don't be a goosey. Why, the doctor told me this morning that your chances for getting well real soon were—let's see exactly what he said—he said the chances were ten to one! So try to take some broth now, and let Sudie go back to her drawing, so she can sell it to the editor man, and buy port wine for her sick child, and 70 pork chops for her greedy self."

(Adapted from 'The Last Leaf, by O. Henry)

9

Questions 21 to 29 are based on Reading Passage 3.

Complete each sentence with the correct ending, **A-G**, as given in the box below.

(10 marks)

21. 'Johnsy' was

22. Johnsy had ambitions

23. Sue was drawing an illustration for a magazine

24. Johnsy believed that when the last ivy leaf fell

25. Sue wanted to use the money she would get

> **A.** short for Joanna
> **B.** the name only Sue called her
> **C.** in pen and ink
> **D.** she would also recover
> **E.** to buy Johnsy port wine
> **F.** from Idaho
> **G.** she would also die
> **H.** to paint the Bay of Italy in Naples someday
> **I.** to buy Johnsy port wine and pork chops
> **J.** to paint the Bay of Naples in Italy someday

In your own words, explain the following sentences in the context of the passage.

26. *… found their tastes in art, chicory salad and bishop sleeves so congenial that the joint studio resulted.* (para I)   (2 marks)

27. *This way people have of lining up on the side of the undertaker makes the entire pharmacopeia look silly.* (para V)   (3 marks)

28. *After the doctor had gone Sue went into the workroom and cried a napkin to a pulp. Then she swaggered into Johnsy's room with her drawing board, whistling cheerfully.* (para. X)

(2 marks)

29. *Why, the doctor told me this morning that your chances for getting well real soon were—let's see exactly what he said—he said the chances were ten to one!* (para XXI)

(3 marks)

SECTION II   **(20 Marks)**

1. Create an in-text citation according to the APA format using either a direct quote or a paraphrase. Asian names have already been adapted to the First Name, Last Name format.

(10 Marks)

a. Authors: Brian Mayer
   Publication date: June 2011
   Journal Title: School Library Journal
   Article Title: Board Game Design
   Volume Number: 57
   Issue Number: 6
   Quote: "Zendo (Looney Labs) is an excellent example of a purely abstract game. Players take turns constructing sets of figures with pyramids of different sizes and colors in an effort to discover an underlying rule which governs them all. This game helps students begin to think outside the box and to consider more than one approach when working through a problem."
   URL: https://www.proquest.com/docview/868683674

b. Author: Teresa Xie
   Publication date: October 25, 2022
   Article Title: Networking is a necessary — and misunderstood — skill. Here's how to hone it.
   Quote: "Perhaps the most important but overlooked step of networking is keeping in contact with people you've connected with. After a phone call or coffee chat, always remember to send a thank you note to the person who took time out of their day to talk to you."
   Website URL: https://www.vox.com/even-better/23416328/networking-tips-job-professional-email-example-scary

2. The following reference list contains errors. Rewrite the list to follow the standard APA format. Indicate italics using an underline instead.   (10 Marks)

REFERENCES

Franck, G. [2019]. The economy of attention. *Journal of Sociology, 55*.1, 8:19.

https://doi.org/10.1177/144078331881177

K. Slane, (2021). *We visited Boston's 2 Van Gogh 'Immersive Experiences'. Here's*

which one you should choose. **Boston.com.** Available online:

https://www.boston.com/?post_type=post&p=23931727.

Candlin, Fiona. (2010). *Art, Museums, and Touch.* Manchester: Manchester

University Press.

SECTION III

(15 Marks)

Extract information from the journal article abstracts below to answer the following questions.

1. **Title**: The effects of viewing cute images on the performance of simple computerized tasks in dog owners and non-dog owners

    Abstract:

Viewing cute images of puppies or kittens can improve the performance of various motor tasks due to increased behavioral carefulness. It is possible, however, that this effect can be moderated by the affinity of individuals towards specific cute stimuli. The purpose of this pre-registered study was to examine whether dog ownership moderates the effect of viewing cute images of puppies on two computerized RT-based tasks. One-hundred and sixty-four participants were covertly recruited and randomly assigned to four groups: (1) dog owners viewing puppies' images (n = 35), (2) dog owners viewing adult dogs' images (n = 36), (3) non-dog owners viewing puppies' images (n = 48), and (4) non-dog owners viewing adult dogs' images (n = 45). The participants performed a Simon task and an alternate task-switching task before and after viewing seven images of puppies/adult dogs based on group affiliation. After performing the tasks, the participants rated each image on five characteristics: cuteness, infantility, pleasantness, excitability, and wanting to get closer. The participants who viewed images of puppies rated those characteristics (e.g., cuter, more infantile, etc.) as higher than the participants who viewed images of adult dogs. There were no differences in the performance of the two tasks between participants who viewed images of puppies and participants who viewed images of adult dogs. However, dog owners reacted faster than non-dog owners in the post-test of the alternate task-switching task. It is possible that showing images of dogs to dog owners increased their motivation and attention to the task.

    a. What is the study about?   (1 mark)

    b. What methods were used?   (3 marks)

    c. What were the results?   (2 marks)

    d. What conclusion or recommendations did the author(s) make?   (1 marks)

2. **Title**: The relationship between hours of sleep, screen time and frequency of food and drink consumption in Spain in the 2011 and 2013 ALADINO: a cross-sectional study

Abstract:

The frequency of intake of food and beverages depends on a number of ill-defined behaviour patterns. The objectives of this study were to evaluate the effects of screen time and sleep duration on food consumption frequency, and to describe frequencies and types of food consumption according to BMI category and parents' level of education. We studied 6287 and 2806 children drawn from the 2011 and 2013 cross-sectional ALADINO studies respectively. Data were collected on number of hours of sleep, screen time, and weekly frequency of consumption of 17 food groups. Weight status was measured, and information was also collected on parents' educational level. Average food consumption frequencies were calculated by reference to hours of sleep and hours of screen time, and were defined as ≥4 times or <4 times per week (once per week for soft drinks and diet soft drinks). Differences in frequency were evaluated for screen times of more and less than 2 h per day, and for sleep durations longer or shorter than the daily average. We fitted logistic regression models to evaluate the independent association between screen exposure and hours of sleep on the one hand, and food consumption frequency on the other. Consumption of fruit and vegetables was lower among children who had parents with no formal or only primary school education. High levels of screen time were associated with a greater frequency of consumption of energy-dense, micronutrient-poor products and a lower frequency of consumption of fruit and vegetables. Sleeping a sufficient number of hours was associated with a higher consumption of fruit and vegetables. The results for 2011 were concordant with those for 2013. If efforts to ensure healthier eating habits among children are to be at all successful, they should focus on promoting a sufficient amount of sleep for children, limiting the time they spend watching television and/or playing with computers or video games, and educating parents accordingly.

a. What is the study about? (1 mark)

b. What methods were used? (3 marks)

c. What were the results? (2 marks)

d. What conclusion or recommendations did the author(s) make? (2 marks)

SECTION IV   (15 Marks)

Answer TWO (2) questions ONLY in the answer booklet. Each paragraph should be at least 150 words long.

1. Write a descriptive paragraph about a place that calms you down. Provide suitable illustrations.

2. Write an example paragraph about what to do when one is bored. Give appropriate examples.

3. Write an example paragraph on how to improve one's memory. Give appropriate examples.

4. Write an opinion paragraph on whether a person with tattoos should be allowed to be a lecturer at a university or college. Give reasons to support your opinion.

5. Write an opinion paragraph on whether one becomes wiser when one gets older. Give reasons to support your opinion.

*** END OF QUESTION PAPER ***