



Aferrau una etiqueta identificativa  
amb codi de barres

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## Prova d'accés a la Universitat 2014

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### Anglès

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Model 2. Opció A.

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**Read the passage carefully and answer the questions in English. USE YOUR OWN WORDS AS FAR AS POSSIBLE.**

**Time allowed: 1 hour and 30 minutes. Total score: 10 points.**

#### **Facebook is 10: What is next for the social network?**

Mark Zuckerberg created 'Thefacebook' ten years ago on the 4th of February in his Harvard bedroom. Today the site has become a global phenomenon. However, researchers from Princeton University published a paper earlier this year suggesting that Facebook might lose 80 % of its users by 2017. Today, the statistics that define the site are as impressive as ever. 'Facebook' has 1.23 billion users generating 6 billion 'likes' and 350 million photos every day. Ten years ago Facebook did not even exist, so what is going to happen to it over the next 10 years?

Three different theories try to answer this question. The first theory suggests that 'everybody leaves'. It seems obvious that Facebook cannot continue to grow at its current rate. Almost half of the world's internet-connected population is already signed up to the service and the slowing decline in the accumulation of users has convinced some people that the site's days are numbered.

The second theory claims that 'teenagers leave'. Another piece of research that supposedly signalled the end of Facebook came from Professor Daniel Miller of University College London, whose paper on the site's changing demographics, explained that among 16-18 year olds the site was 'basically dead and buried'. It is true that services that offer more private forms of communication (e.g. 'Snapchat' or 'Twitter') now have a greater appeal for the younger generations, conscious of the sort of scrutiny that online life can expose them to. However, the same report that showed teenagers leaving 'Facebook' also registered a larger growth in usage amongst older people. That is, 'Facebook' offers far more utility for a greater number of users.

The third and last theory asserts that 'Facebook goes mobile'. Currently, over half of Facebook users access the site via mobile devices, and this figure seems to be growing. In fact, last week the company announced the introduction of a new app named 'Paper'. This is rumoured to be only the first in a new set of mobile apps that will restructure the 'Facebook' experience for smartphones and tablets.

*Adapted from 'The Independent', 3th February 2014*



**1. Say whether the following statements are TRUE or FALSE. Explain WHY using your own words OR finding evidence in the text. NO marks are given for only TRUE or FALSE. (1 point)**

a) A recent study from Princeton University suggests that Facebook has already lost 80% of its users. (0.5)

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.....  
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b) There has been an increase in the number of older people who use 'Facebook'. (0.5)

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**2. In your own words and based on the ideas from the text, answer the following question. NO marks are given for responses copied directly from the text. (1 point)**

Which seems to be the main reason why 'Facebook' is not so popular among teenagers?

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.....  
.....  
.....  
.....

**3. Find in the text words or phrases which mean the same as the ones below. In the case of verbs, ONLY infinitive forms will be accepted (1 point):**

1) At present time, now, existing today. (0.25)

.....

2) To register, join a network or organization. (0.25)

.....

3) To put something in the ground and cover it with earth. (0.25)

.....

4) Instruments, appliances, mechanisms. (0.25)

.....

**4. Follow the instructions for each question and answer them (2 points):**

**4.1. Fill the blanks in the following sentences with the correct form of the verb in brackets. (0.5)**

A: Hey, .....you ..... (see) the pictures I posted on 'Facebook' last week ?

B: No, I'm sorry. I didn't have time, but don't worry, I .....  
..... (have a look) at them this very afternoon.

**4.2. Rewrite the sentence using a modal verb. Do not change the meaning of the original sentence. (0.5)**

'Students are not allowed to use their mobile phones in class'.

Students .....

**4.3. Complete the following sentences. Use the appropriate form of the word in brackets. (0.5)**

a) I get ..... (annoy) when people tell lies about others on the Internet.

b) I look forward to ..... (hear) from you.





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### Anglès

Model 2. Opció B.

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**Read the passage carefully and answer the questions in English. USE YOUR OWN WORDS AS FAR AS POSSIBLE.**

**Time allowed: 1 hour and 30 minutes. Total score: 10 points.**

#### **How to "Sherlock" your degree: The art of building a memory palace**

Sherlock Holmes may be best known for his powers of deduction, but in his latest incarnation in the current BBC series "Sherlock", the world famous fictional detective has another crime-solving trick: a "memory palace", full of knowledge about everything. It is the antithesis of the "google it" mentality, and it is really cool.

As it turns out, memory palaces like Holmes' are a real thing, and have been for thousands of years. It was ancient Greek poet Simonides who started associating things he wanted to remember with walks through buildings he knew well. Nowadays, this technique is used by "mental athletes", who compete in memory championships all over the world. They combine imagined walks through familiar homes or streets with vivid mental images associating them with lists of random words, names and faces, cards, and binary numbers, to striking effect.

In 2010, the German Simon Reinhard memorised 300 words in 15 minutes. That is one word every three seconds. Although it is quite impressive, most of us only have to remember our PIN numbers, mums' birthdays, and relevant facts and concepts for exams. And for that, having a good memory can help. This is what Ed Cooke, winner of the Cambridge Memory Championship in 2007, believes. With two degrees under his belt (philosophy and psychology at Oxford), Cooke explains: "I put into practice a lot of these strategies while doing exams... I used cafes, pubs and libraries round Oxford to remember different philosophical concepts". Cooke established "elaborate links between them all, to be mentally accessed later. That was quite intellectually satisfying". According to him, any student can do the same themselves.

Cooke has now turned his attention to helping others improve their capacity to remember stuff, with an educational app called "Memrise". It can teach you anything from basic Russian to the geographical regions of France. Certainly, we do not strictly need to know things by heart in 2014: you have got Wifi, you have got all the knowledge you could possibly need, right? Yet sometimes the only truly safe place to keep information is your own brain. Also, knowing the number for a cab company is very helpful at 3 a.m. when your phone is dead!

*Adapted from 'The Independent', 27th January 2014*

Aferrau la capçalera d'examen  
un cop acabat l'exercici



**1. Say whether the following statements are TRUE or FALSE. Explain WHY using your own words OR finding evidence in the text. NO marks are given for only TRUE or FALSE. (1 point)**

a) Sherlock Holmes has competed in memory championships all over the world. (0.5)

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.....

b) Ed Cooke used his “memory palace” to obtain two academic degrees. (0.5)

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**2. In your own words and based on the ideas from the text, answer the following question. NO marks are given for responses copied directly from the text. (1 point)**

Why does the author believe that sometimes the only safe place to keep information is your own brain?

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.....

**3. Find in the text words or phrases which mean the same as the ones below. In the case of verbs, ONLY infinitive forms will be accepted (1 point):**

1) A skill, ability, method or practical plan. (0.25)

.....

2) To result, become or prove to be. (0.25)

.....

3) From memory, learned or memorised. (0.25)

.....

4) Surely, really, definitely. (0.25)

.....

**4. Follow the instructions for each question and answer them (2 points):**

**4.1. Fill the blanks in the following sentences with the correct form of the verb in brackets. (0.5)**

A: Hey, .....you ..... (watch) the new BBC series “Sherlock” on TV?

B: Not really, when .....it ..... (start)?

A: Last week. It’s really interesting. You shouldn’t miss the next episode.

**4.2. Complete the following clauses with an appropriate word (Use only one word in each blank). (0.5)**

a) ‘Could you ..... me a favour and pass me the book from the shelf behind you?’

b) ‘Everybody enjoyed the film. .... Sue seemed to have a good time!’

