

PRUEBAS DE COMPETENCIAS ESPECÍFICAS

Inglés – Mayo de 2019

NOTAS ACLARATORIAS: cada respuesta correcta vale 0,5 puntos. El test supone una puntuación máxima de 5 puntos. Las respuestas incorrectas restan 0,15.

The truth about online fake news is becoming clearer. A new study shows that on Twitter, false stories reach more people than truthful ones do. Fake stories also spread far faster.

Fake news refers to stories based on false or misinterpreted information. These stories try to deceive readers into believing something that isn't true. Some might try to make public figures look bad or claim people did something they didn't. Others might try to discredit scientific findings. Such stories are often shared on social media platforms such as Twitter and Facebook. But scientists have lacked data on how widely they were shared, or by whom. So a team of researchers decided to investigate.

They recently analysed more than 4.5 million tweets and retweets. All had been posted between 2006 and 2017. And their disturbing finding: Fake news spreads faster and further on Twitter than true stories do.

Overall, these data show, fake news was about 70 percent more likely to be retweeted than was real news.

1. According to the text:

- a) There isn't just one reason for fake news.
- b) Fake news has the only purpose of discrediting scientific research.
- c) None of the above.

2. According to the study:

- a) Fake news on Twitter and Facebook gets to more people than truthful news.
- b) Fake news on Twitter gets to more people than truthful news.
- c) Truthful stories spread faster.

3. According to the text:

- a) Scientist wanted to know the data behind fake news.
- b) Real news is not retweeted.
- c) Fake news tends to be retweeted about 70 percent less than real news.

B) Use of English. Choose the correct answer.

4. Choose the right option. Last year at this time, we _____ on a beach in the Caribbean.

- a) relaxed.
- b) had relaxed.
- c) were relaxing.**

5. Complete the sentence. The suitcase is very heavy but I am _____ to lift it.

- a) enough strong.
- b) strong enough.**
- c) too strong.

6. Which word means the same as *willing*?

- a) eager.**
- b) disinterested.
- c) indifferent.

7. Choose the right option. We are staying in this city for our _____ sake.

- a) children's.**
- b) childrens.
- c) childrens'.

8. Complete the sentence. The talk will be _____ Thursday, 2nd of March at the school.

- a) ---
- b) in.
- c) on.**

9. Complete the sentence. My husband has been looking for a _____ for ages.

- a) work.
- b) job.**
- c) employments.

10. Complete the sentence. My friend is Swedish. He is from _____.

- a) Switzerland.
- b) Sweden.**
- c) Swiss.

Part II

Write an essay of 120-150 words on the following subject.

It is no secret that companies collect information on current customers. Do you think companies should collect information about us? Explain your view and give examples from your own experience.

Currently, data has become a major priority for businesses of all size. In nowadays society, information is the key for a successful business. As new technologies that keep and analyse data spread, so do businesses' ability to understand and use this information. However, do costumers know which are the real intentions of companies to use this data?

For many companies, consumer information offers a way to better understand and meet their consumer's demands. Analysing clients behaviour provides companies with data that will be used in order to modify their digital presence, goods and services. Therefore, they better suit the current marketplace.

By understanding how buyers interact with specific content, marketers are better positioned at presenting the right customer with the right content. However, using this piece of information it's risky for companies in legal terms. A bad use of this information could make a company faced a serious law problem. Mark Zuckerberg is the latest example. It was written in the papers that Facebook sold its consumer information to a third party so that they could use data on users of the social media to advertise content related with their interests.

To sum up, companies' use of data is normally beneficial as we live in the "Information Era". The illegal traffic of information should be banned with a better regulation of the market. That is the area in which governs of the globe have to focus to prevent possible interest use to make profit out of it.

Sistemas Personalizados de Enseñanza