The Official Cambridge Guide to IELTS

Reading

학습목표

- **Practice 7 - Passage 3 (p279 - 282)**

- Matching Headings
- Matching Features
- Multiple Selections

You should spend about 20 minutes on Questions 27-40, which are based on Reading Passage 3 on the following pages.

Questions 27-32

Reading Passage 3 has seven paragraphs, A-G.

Choose the correct heading for paragraphs B-G from the list of headings below.

Write the correct number, i-x, in boxes 27-32 on your answer sheet.

Matching Headings

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6. 큰 흐름으로 but, however가 있는 경우, 그 다음의 내용에 집중한다.

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i A shift in our fact-finding habits
ii How to be popular
iii More personal information being known
iv The origins of online social networks
v The link between knowledge and influence
vi Information that could change how you live
vii The emotional benefits of online networking
viii A change in how we view our online friendships
ix The future of networking
x Doubts about the value of online socialising

27 Paragraph B
28 Paragraph C
29 Paragraph D
30 Paragraph E
31 Paragraph F
32 Paragraph G

WANT TO BE FRIENDS?

Could the benefits of online social networking be too good to miss out on?

Paragraph B

The explosion of weak ties could have profound consequences for our social structures too, according to Judith Donath of the Berkman Center for Internet and Society at Harvard University. 'We're already seeing changes,' she says. For example, many people now turn to their online social networks ahead of sources such as newspapers and television for trusted and relevant news or information. What they hear could well be inaccurate, but the change is happening nonetheless. If these huge 'supernets' some of them numbering up to 5,000 people - continue to thrive and grow, they could fundamentally change the way we share information and transform our notions of relationships.

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27 Paragraph B

i

Paragraph C

But are these vast networks really that relevant to us on a personal level? Robin Dunbar, an evolutionary anthropologist at the University of Oxford, believes that our primate brains place a cap on the number of genuine social relationships we can actually cope with: roughly 150. According to Dunbar, online social networking appears to be very good for 'servicing' relationships, but not for establishing them. He argues that our evolutionary roots mean we still depend heavily on physical and face-to-face contact to be able to create ties.

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28 Paragraph C

x

Paragraph D

Nonetheless, there is evidence that online networking can transform our daily interactions. In an experiment at Cornell University, psychologist Jeff Hancock asked participants to try to encourage other participants to like them via instant messaging conversation. Beforehand, some members of the trial were allowed to view the Facebook profile of the person they were trying to win over. He found that those with Facebook access asked questions to which they already knew the answers or raised things they had in common, and as result were much more successful in their social relationships. Hancock concluded that people who use these sites to keep updated on the activities of their acquaintances are more likely to be liked in subsequent social interactions.

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29 Paragraph D

ii

Paragraph E

Online social networking may also have tangible effects on our well-being. Nicole Ellison of Michigan State University found that the frequency of networking site use correlates with greater self-esteem. Support and affirmation from the weak ties could be the explanation, says Ellison. 'Asking your close friends for help or advice is nothing new, but we are seeing a lowering of barriers among acquaintances,' she says. People are readily sharing personal feelings and experiences to a wider circle than they might once have done. Sandy Pentland at the Massachusetts Institute of Technology agrees. 'The ability to broadcast to our social group means we need never feel alone,' he says. 'The things that befall us are often due to a lack of social support. There's more of a safety net now.'

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30 Paragraph E

vii

Paragraph F

Henry Holzman, also at MIT, who studies the interface between online social networking and the real world, points out that increased visibility also means our various social spheres - family, work, friends - are merging, and so we will have to prepare for new societal norms. 'We'll have to learn how to live a more transparent life,' he says. 'We may have to give up some ability to show very limited glimpses of ourselves to others.'

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31 Paragraph F

iii

Paragraph G

Another way that online networking appears to be changing our social structures is through dominance. In one repeated experiment, Michael Kearns of the University of Pennsylvania asked 30 volunteers to quickly reach consensus in an online game over a choice between two colours. Each person was offered a cash reward if they succeeded in persuading the group to pick one or other colour. All participants could see the colour chosen by some of the other people, but certain participants had an extra advantage: the ability to see more of the participants' chosen colours than others. …

Paragraph G

… Every time Kearns found that those who could see the choices of more participants (in other words, were better connected) persuaded the group to pick their colour, even when they had to persuade the vast majority to give up their financial incentive. While Kearns warns that the setting was artificial, he says it's possible that greater persuasive power could lie with well-connected individuals in the everyday online world too.

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32 Paragraph G

v

Questions 33-36

Look at the following findings (Questions 33-36) and the list of researchers below.
Match each finding with the correct researcher, A-F.
Write the correct letter, A-F, in boxes 33-36 on your answer sheet.

Matching Features

1. 고유명사를 먼저 찾는다.

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5. 순서가 뒤바뀔 수 있음을 유의한다.

33 People who network widely may be more able to exert pressure on others.

34 We have become more willing to confide in an extensive number of people.

35 There is a limit to how many meaningful relationships we can maintain.

36 There is a social advantage in knowing about the lives of our online contacts.

List of researchers

A Mark Granovetter

B Judith Donath

C Robin Dunbar

D Jeff Hancock

E Nicole Ellison

F Michael Kearns

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Paragraph G

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Paragraph E

… Nicole Ellison of Michigan State University found that the frequency of networking site use correlates with greater self-esteem. Support and affirmation from the weak ties could be the explanation, says Ellison. 'Asking your close friends for help or advice is nothing new, but we are seeing a lowering of barriers among acquaintances,' she says. People are readily sharing personal feelings and experiences to a wider circle than they might once have done. …

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Paragraph D

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Questions 37-40

For Questions 37-40, choose TWO answers, A-E.

Write your answers in boxes 37-40 on your answer sheet.

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37-38

Which TWO of these advantages of online social networking are mentioned in Reading Passage 3?

A Social networking sites can be accessed on any day and at any time.

B Online socialising is an efficient way of keeping in touch with a lot of people.

C It is very easy to establish new friendships online.

D Online social networking can solve problems in real-world relationships.

E It can be reassuring to be part of an online social network.

Paragraph A

… Today our number of weak-tie contacts has exploded via online social networking. 'You couldn't maintain all of those weak ties on your own,' says Jennifer Golbeck of the University of Maryland. 'Online sites, such as Facebook, give you a way of cataloguing them.' The result? It's now significantly easier for the schoolfriend you haven't seen in years to pass you a tip that alters your behaviour, from recommendation of a low-cholesterol breakfast cereal to a party invite where you meet your future wife or husband.

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Which TWO of these disadvantages of online social networking are mentioned in Reading Passage 3?

A Information from online social contacts may be unreliable.

B We may become jealous of people who seem to have a wide circle of friends.

C We may lose the ability to relate to people face-to-face.

D It is easy to waste a lot of time on social networking sites.

E Using social networking sites may result in a lack of privacy.

Paragraph B

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