

Tekst 5 What's the big idea?

- 1p 11 Which of the following fits the gap in paragraph 2?
- A big
 - B cheap
 - C flexible
 - D strong
- 1p 12 What is the main goal of paragraph 3?
- A to give an explanation for the fact that managers tend to be wary of taking financial risks
 - B to illustrate why companies should be prepared to invest in modern technology
 - C to stress that asking for new ideas only makes sense if a company is ready to use them
 - D to support Luc de Brabandere's theory on how to successfully run a business
- 1p 13 Which of the following fits the gap in paragraph 4?
- A ambition
 - B inaction
 - C obedience
 - D rebellion

De in de tekst genoemde experts hebben ieder een andere belangrijkste boodschap. Deze boodschappen kunnen elk kernachtig samengevat worden met één van deze beschrijvingen:

- a be adjustable
 - b means to an end
 - c miracle cure
 - d rewarding genius
 - e trial and error
- 2p 14 Geef voor elke expert aan welke beschrijving past bij zijn bijdrage.
- 1 Luc de Brabandere (alinea 2)
 - 2 David Burkus (alinea 4)
 - 3 Eze Vidra (alinea 5)

Noteer de juiste letter achter elk nummer op het antwoordblad.

Let op: er blijven twee beschrijvingen over.

Tekst 6

Cinderella is a fairy tale

by Viv Regan



- 1 'Once upon a time, there was a beautiful young girl named Cinderella. She had two ugly stepsisters who were very cruel to her.' As the opening lines of *Cinderella* suggest, the story is not a postmodern masterpiece or a haunting tale of familial dysfunction. It is a classic Disney fairy tale: a childish fantasy packed with sparkly magic. It is, in short, a kids film.
- 2 Sadly, given the online hullabaloo surrounding the release of Kenneth Branagh's new live-action adaptation of *Cinderella* (which is out today), you could be forgiven for thinking that *Cinderella* is a threat to children. Upon word of the film's release, the ugly stepsisters of the commentariat united with a few 'perpetually petrified parents' and railed against *Cinderella*, criticising, in particular, the incy-wincy waistline sported by Lily James, the actress playing the pauper-turned-princess. According to the likes of Dr Rosie Campbell, a reader in politics at Birkbeck, the film sends the wrong message to young girls. 'This focus on beauty, this "pinkification" of the Disney role model. No wonder we are struggling to get young women engaged with politics', Campbell told the *Guardian*. So now even the crisis of politics is being laid at the doorstep of Disney!
- 3 They may have been leaping to the film's defence, but the cast and crew also seemed to take the role-modelling malarkey seriously. In one interview, James said: 'The film is about courage, kindness, strength and

beauty from within so they [the critics] are focusing on the wrong thing.' *Cinderella* screenwriter, Chris Weitz, went even further, telling the *Daily Beast* that Gandhi was the inspiration for Cinderella's 'inner strength' in the film. So, while Cinderella may not kick ass, at least she's 'Gandhi in a gown'.

- 4 How peculiar it is to think that *Cinderella* (or *Frozen*, which was praised for its feisty female leads) has a role to play in bringing up our kids. It speaks to a very confused idea of what a role model is to think that a fictional character can, and should, hold such sway over children's development. Adults here are re-cast as little more than extras.
- 5 The anti-*Cinderella* campaign is typical of the megalomania of today's 'think of the children' campaigners. Not only do these people think it is their job to pry into adults' family lives; it seems they also think it's okay to pry into children's imaginations, too.
- 6 If you go, enjoy the film. After all, it's just a bit of fun.

spiked-online, 2015

Tekst 6 Cinderella is a fairy tale

- 1p 15 How does the writer introduce the topic of this text in paragraph 1?
- A by analysing the main theme of Disney's *Cinderella*
 - B by criticising the latest screenplay version of *Cinderella*
 - C by explaining why *Cinderella* is a film with great potential
 - D by making clear that *Cinderella* is not a realistic movie
- “*Cinderella* is a threat to children” (paragraph 2)
- 1p 16 In which paragraph does Viv Regan explain **why** she thinks this is nonsense?
- A paragraph 2
 - B paragraph 3
 - C paragraph 4
 - D paragraph 5
- 1p 17 Wie wordt door Viv Regan als voorbeeld genoemd van “the ugly stepsisters of the commentariat” (alinea 2)?
Schrijf de naam van deze persoon op.
- 2p 18 Geef van elke van de volgende beweringen aan of deze wel of niet in overeenstemming is met de **mening van Viv Regan**.
- 1 Lily James is ongeschikt om de hoofdrol te spelen in de film *Cinderella*.
 - 2 De film *Cinderella* zou het politieke bewustzijn van jonge vrouwen moeten stimuleren.
 - 3 De makers van de film *Cinderella* overschatten het belang en de voorbeeldfunctie van de film.
 - 4 De film *Frozen* heeft bewezen hoe groot de invloed van een film met een sterke vrouwelijke hoofdpersoon is.
- Noteer “wel” of “niet” achter elk nummer op het antwoordblad.

Tekst 7

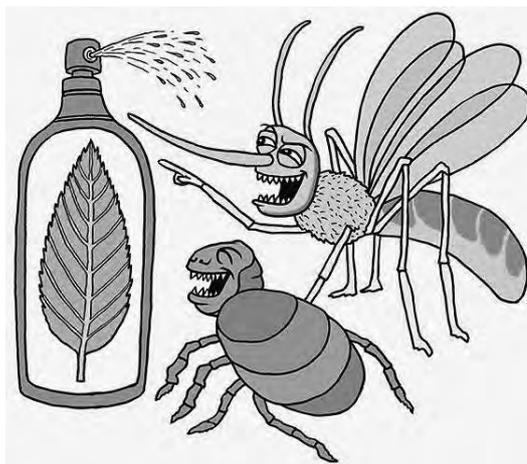
How to beat the bugs

adapted from an article by Brooke Borel

It was a long winter for many of us, so the return to warm weather makes upcoming plans for barbecues and picnics sound all the sweeter. Those outdoor activities, of course, come with an itchy, harsh reality: mosquitoes and ticks, as well as the nasty illnesses they spread. How should you protect yourself?

- 1 In the United States, there are two categories of insect repellents: those that are registered and those that are not. The Environmental Protection Agency regulates the distribution, use, and sale of all insect repellents, along with all other pesticides. For registered products, this means that any company that would like to sell a particular pesticide must hand over a slew of safety and efficacy data to the EPA. If the data are sufficient, the EPA registers a label for that product specifying exactly where and how it can be used.
- 2 For certain products, there is 20 — specifically for those all-natural bug sprays that your well-meaning, chemical-fearing friend is pressing into your hand at the picnic. In 1996 the EPA exempted 31 pesticide ingredients from registration, in part to make it easier for companies to bring related products to market. These minimum-risk pesticides, as they're called, are "demonstrably safe for the intended use" and mainly include foods and essential oils such as citronella, cloves, and mint. Because the EPA has already deemed these ingredients safe, the agency doesn't need to see related safety data for each new product that includes them. The trouble is, the agency doesn't require efficacy data either. Many exempt products boast "EPA-Approved" on their labels, which is a little misleading. For safety, this is true. But this does not mean that the EPA says the products repel any insects.
- 3 Of course, just because the EPA doesn't require efficacy data doesn't mean these ingredients fail to repel biting pests. But the science isn't promising. Take citronella, among the most commonly sold exempt ingredients. Undiluted, citronella oil may repel mosquitoes for two hours. Common products with 5 percent to 15 percent concentrations, however, may last just 20 to 30 minutes, and other studies suggest citronella candles don't offer much protection at all. 21 show up for many ingredients on the list, if data even exist. And while higher concentrations work best for some of these products, they are also more likely to cause irritation of the eyes, lungs, and skin.

4 There are other options that may please everyone. Newer EPA-registered (not just approved) alternatives have proved to be nearly or as effective as DEET, one of the most effective and long-lasting insect repellents available. One is picaridin, a synthetic version of piperine, the chemical that gives black pepper its kick; another is IR3535, a biopesticide based on the amino acid alanine that Europeans have used happily for many years and that the EPA approved for use in the United States in 1999.



5 For full-on chemophobes who seek a registered product, there is lemon-eucalyptus oil, which works as well as low concentrations of DEET and may last for up to six hours. For adventurous chemophobes, there is PMD, the synthetic version of lemon eucalyptus. Both are generally safe, although neither should be used on children under the age of 3 (just another example of the fact that 23).

6 24, there are those who will still tout the 100 percent all-natural repellents. They're welcome to it. I, for one, as a resident of a region plagued with both West Nile virus and Lyme disease, will stick with science and use products with the ingredients recommended to protect against mosquitoes and ticks. Biting, disease-carrying arthropods don't heed the all-natural fad. I won't, either.

Brooke Borel writes for Popular Science and TED.com, among others, and is working on a book about bedbugs.

slate.com, 2013

Tekst 7 How to beat the bugs

Een bedrijf dat zijn anti-insectenmiddel wil laten registreren in de VS moet informatie geven over verschillende aspecten.

1p 19 Geef van de volgende aspecten aan of ze wel of niet genoemd worden in alinea 1.

1 de gezondheidsrisico's van het middel

2 de prijs van het middel

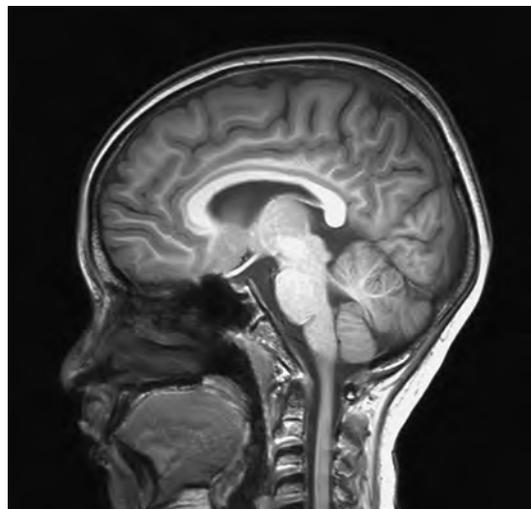
Noteer "wel" of "niet" achter elk nummer op het antwoordblad.

- 1p 20 Which of the following fits the gap in paragraph 2?
A a further check
B an escape clause
C an extra certificate
D a safer option
- 1p 21 Which of the following fits the gap in paragraph 3?
A Alarming flaws
B Safety concerns
C Similar patterns
- 1p 22 How does paragraph 4 relate to paragraph 3?
A It criticises the role the EPA has played in promoting the repellents discussed in paragraph 3.
B It elaborates on the problems reported about the repellents discussed in paragraph 3.
C It gives further information about the potency of the repellents discussed in paragraph 3.
D It makes clear why the repellents discussed in paragraph 3 tend to cause problems.
E It mentions repellents to be preferred over the ones discussed in paragraph 3.
- 1p 23 Which of the following fits the gap in paragraph 5?
A chemicals are more effective
B experiments can lead to innovations
C natural doesn't always equal benign
D the industry cannot be trusted
- 1p 24 Which of the following fits the gap in paragraph 6?
A Likewise
B Of course
C Therefore
- 1p 25 How can the tone the writer uses in paragraph 6 be characterised?
A as arrogant and indifferent
B as emotional and undecided
C as impartial and open-minded
D as mocking and resolute
- 1p 26 Citeer de eerste twee woorden van de zin uit alinea 4, 5 of 6 die wordt uitgebeeld door de illustratie.

Tekst 8

It is all in the mind

- 1 Imagine a politician from your party is in trouble for alleged misdemeanors. He's been assessed by an expert who says he likely has early-stage Alzheimer's. If this diagnosis is correct, your politician will have to resign, and he'll be replaced by a candidate from an opposing party.
- 2 This was the scenario presented to participants in a new study by Geoffrey Munro and Cynthia Munro. A vital twist was that half of the 106 student participants read a version of the story in which the dementia expert based his diagnosis on detailed cognitive tests; the other half read a version in which he used a structural MRI brain scan. All other story details were matched, such as the expert's years of experience in the field, and the detail provided for the different techniques he used.
- 3 Overall, the students found the MRI evidence more convincing than the cognitive tests. For example, 69.8 percent of those given the MRI scenario said the evidence the politician had Alzheimer's was strong and convincing, whereas only 39.6 percent of students given the cognitive tests scenario said the same. MRI data was also seen to be more objective, valid and reliable. Focusing on just those students in both conditions who showed skepticism, over 15 percent who read the cognitive tests scenario mentioned the unreliability of the evidence; none of the students given the MRI scenario cited this reason.
- 4 In reality, a diagnosis of probable Alzheimer's will always be made with cognitive tests, with brain scans used to rule out other explanations for any observed test impairments. The researchers said their results are indicative of naive faith in the trustworthiness of brain imaging data. "When one contrasts the very detailed manuals accompanying cognitive tests to the absences of formalized operational criteria to guide the clinical interpretation of structural brain MRI in diagnosing disease, the perception that brain MRI is somehow immune to problems of reliability becomes even more perplexing," they said.
- 5 What about the students with a very strong political identity for whom the diagnostic evidence was therefore particularly unwelcome? The researchers found that the gap between the perception of MRI and cognitive testing was largest for this group. This is because, when the students were highly motivated to disbelieve the diagnosis of Alzheimer's, those told about the cognitive tests were very dismissive, but those told about the MRI scans showed similar levels



of trust to their less partisan peers. The authors said this suggests we are more willing to discount unwelcome psychological evidence than we are to discount brain-based evidence.

- 6 These new results add to past findings showing people's bias for neuroscience and other "hard" sciences and against psychology. For instance, medical students think their psychology lectures are "soft and fluffy"; students think psychology is less important than the other natural sciences; children rate psychological questions as easier than chemistry or biology questions; and expert testimony supporting an insanity defence is seen as less convincing when delivered by a psychologist than a psychiatrist.
- 7 The researchers called for their work to be extended into other contexts, and for the allure of neuroscience to be probed more deeply. "The need for the general public to accurately evaluate the scientific methods used by psychologists is especially relevant to real-world situations," they said, "in which strongly held values, beliefs, or identification with specific groups renders people particularly likely to discount psychological evidence."

wired.com, 2015

Tekst 8 It is all in the mind

- 1p 27 Which of the following is in line with paragraph 1?
- A In politics, medical evidence tends to be overlooked.
 - B Medical judgements can be politically motivated.
 - C Medical proof may lead to the ending of a politician's career.
 - D Politicians' medical conditions should be made public.

- 2p **28** Geef van elke van de volgende beweringen aan of deze wel of niet in overeenstemming is met alinea 1, 2 en 3.
- 1 De Munro's wilden met het onderzoek aantonen dat hersenscans vragenlijsten overbodig maken.
 - 2 Alle deelnemers aan het onderzoek kregen gegevens te zien van een denkbeeldige patiënt bij wie mogelijk sprake was van dementie.
 - 3 Het aantal jaren ervaring dat een expert had, bepaalde hoe betrouwbaar de studenten de uitkomsten vonden.
 - 4 Studenten die de informatie op basis van hersenscans kregen, vertrouwden erop dat deze gegevens klopten.
- Noteer "wel" of "niet" achter elk nummer op het antwoordblad.
- 1p **29** What becomes clear about cognitive tests from paragraph 4?
- A They are ultimately less upsetting for a patient than a session in a scanner.
 - B They come with more sophisticated guidelines for understanding the results than scans.
 - C They give a less objective insight into a disease than a brain scan offers.
- 1p **30** What is the goal of paragraph 5?
- A to counterbalance the findings presented in paragraph 3
 - B to further explore the findings presented in paragraph 3
 - C to give an example of the findings presented in paragraph 3
 - D to support the findings presented in paragraph 3
- 1p **31** How can paragraph 6 best be characterised?
- A It contradicts the outcome of the Munro research.
 - B It puts the Munro research in a broader context.
 - C It stresses the scientific quality of the Munro research.
- 1p **32** Which of the following is in line with the opinion of the researchers, as presented in paragraph 7?
- A They advocate closer cooperation between physicians and psychologists.
 - B They are critical of scientists who deliberately misinterpret medical findings.
 - C They think that the reliability of scanning equipment needs to be improved.
 - D They would like to see a better appreciation of the merits of psychology.

Tekst 9**Ghana's e-Waste Dump Seeps Poison**

By Samantha L. Stewart



- 1 ON THE OUTSKIRTS of Accra lies the Agbogbloshie slum — one of Ghana's largest electronics-waste dumps. Amid black smoke and the stench of burning plastic, a mountain of abandoned motherboards, computer monitors, and hard drives litters the landscape. It is no wonder the locals call it "Sodom and Gomorrah."
- 2 Behind this apocalyptic scene is the best of intentions gone awry. For decades, Western countries have been donating computers to West Africa with the hope of pushing the developing world into the digital age. Instead, the efforts have backfired, reducing many communities to massive piles of smoldering e-waste.
- 3 The problem really began with the computers themselves: many were outdated, broken, and unusable. And they arrived in far greater numbers than anyone had originally expected. More than 50 million tons of discarded electronics are produced each year, according to the United Nations Environment Programme. And in Europe, only 25 percent of e-waste gets recycled. So in recent years the need for disposal alternatives has skyrocketed. Unregulated shipping containers, marked "donations," started landing in developing countries, packed with e-waste. What had been an ad hoc development project quickly devolved into a scheme for companies to get around national regulations and cheaply dump dangerous garbage into ill-equipped and extraordinarily poor rural villages.
- 4 The result? In Agbogbloshie it is a treacherous treasure hunt. Villagers burn the discarded electronics to extract copper and other salable metals. Local manufacturers buy the commodities, offering one of the only steady income streams in town. Unfortunately, the fumes from the burning debris are extremely hazardous: in Agbogbloshie's soil and water, there are high concentrations of lead, mercury, thallium, hydrogen cyanide, and PVC.

- 5 As if poisons weren't enough, Ghana is also one of the top sources of cybercrime in the world, according to the U.S. State Department. Hard drives containing sensitive personal data end up in the hands of criminals who comb through these dump sites to steal information. So the hazards of technological trash actually flow north as well as south.

Newsweek, 2011

Tekst 9 Ghana's e-waste dump seeps poison

- 1p 33 “the best of intentions” (paragraph 2)
What were these original intentions?
To give Third World Countries the means to
A develop ecofriendly methods of waste disposal.
B financially benefit from Western wastefulness.
C get acquainted with modern technology.
D stimulate local economic initiatives.
- 2p 34 Geef van elk van de volgende citaten uit alinea 3 aan of dit een direct gevolg benoemt van “the need for disposal alternatives” (alinea 3).
1 “Unregulated shipping containers”
2 “an ad hoc development project”
3 “a scheme for companies to get around national regulations”
4 “ill-equipped and extraordinarily poor rural villages”
Noteer “wel” of “niet” achter elk nummer op het antwoordblad.
- 1p 35 “Ghana's e-Waste Dump Seeps Poison” (titel)
Welk van de volgende citaten is **niet** in overeenstemming met de strekking van deze titel?
A “a mountain of abandoned motherboards, computer monitors, and hard drives litters the landscape” (paragraph 1)
B “the efforts have backfired, reducing many communities to massive piles of smoldering e-waste” (paragraph 2)
C “Local manufacturers buy the commodities, offering one of the only steady income streams in town.” (paragraph 4)
D “So the hazards of technological trash actually flow north as well as south.” (paragraph 5)

Tekst 10

BLUSHING

adapted from an article by **Caroline Williams**

In a species with a reputation for cunningly manipulating others to maximise personal gain, blushing is pretty difficult to explain. One wonders why humans would develop a response that puts us at a social disadvantage by forcing us to 36 that we have cheated or lied. It is a question Darwin struggled with. He pointed out that while all people of all races blush, animals – other primates included – do not. When it came to explaining the evolution of "the most peculiar and the most human of all the expressions", he was 37. That has not stopped others from trying to find an explanation.

One suggestion is that blushing started out as a simple appeasement ritual. It is a way to show dominant members of the group that we 38 their authority. Perhaps later, as our social interactions became increasingly complex, it became associated with higher emotions such as guilt, shame and embarrassment. This would seem to put individuals at a disadvantage, but blushing might actually make a person more attractive or socially desirable.

Noting that women blush more than men, neuroscientist V.S. Ramachandran of the University of California, San Diego, has come up with another suggestion. Blushing might have evolved as a way for women to demonstrate their 39 to men and so enlist their help in rearing offspring. He explains: "Blushing is telling someone that you can't cheat. If you ask me about infidelity I can't lie – my blush gives me away." Primatologist¹⁾ Frans de Waal of Emory University in Atlanta, Georgia, also thinks blushing could have emerged as a way to foster trust. He says: "If you were to go hunting with a partner with a face of stone, you could never tell what he wanted. You would feel uncomfortable and wouldn't be sure if you could rely on him."

newscientist.com, 2009

noot 1 primatologist: deskundige op het gebied van mensapen

Tekst 10 Blushing

Kies bij iedere open plek in de tekst het juiste antwoord uit de gegeven mogelijkheden.

1p **36**

- A appreciate
- B ignore
- C reveal
- D suppress

1p **37**

- A at a loss
- B at his best
- C in the wrong
- D in two minds

1p **38**

- A envy
- B question
- C see through
- D submit to

1p **39**

- A complexity
- B honesty
- C instability
- D potency