

Bijlage HAVO

2014

tijdvak 2

Engels

Tekstboekje

It's pretty stressful being the top banana

Amina Khan

- 1 Think it's easy at the top? Turns out chasing females, putting down underlings and generally maintaining one's special status can be very stressful.
- 2 If you're a baboon, that is. A nine-year study tracking five troops in Kenya found that the top-ranked alpha males had more stress than the second-place beta males. In fact, the top dog – er, baboon – was just as on edge as those unfortunate primates at the bottom of the totem pole.
- 3 The researchers figured this out by following the baboons and snatching the adult males' fresh faeces. Those droppings were preserved in a lab to look for the stress hormone glucocorticoid, which helps the body gear up to deal with an immediate threat.
- 4 The research team discovered that a baboon's stress level dropped as his rank rose – except for the alpha males. The top baboons had 10% more glucocorticoid than their runners-up, and matched those of the lowest-ranked baboons.



- 5 Lead author Laurence Gesquiere had expected to find that the advantages of being at the top – better access to food and fertile females – would translate into a less fraught existence. “I was very surprised to see high levels of stress,” she said. “That strain is probably due to the effort required to stay at the top of the heap,” Gesquiere added. Lower-ranking baboons, on the other hand, probably experience stress for different reasons, including less access to food and the tendency to get thrashed by socially superior peers.
- 6 Though short bursts of glucocorticoid can be helpful, animals with consistently high levels wear out their reproductive and immune systems, among other adverse health effects.

latimes.com, 2011

Total recall

adapted from an article by **PATRICIA COHEN**

- 1 A group of scientists, led by Betsy Sparrow, an assistant professor of psychology at Columbia, wondered whether people were less likely to memorise information that could be easily retrieved from a computer, just as students are more likely to recall facts they believe will be on a test.
- 2 Dr Sparrow and her collaborators, Daniel M. Wegner of Harvard and Jenny Liu of the University of Wisconsin, Madison, staged different experiments. In one, participants typed 40 bits of trivia – for example, “an ostrich’s eye is bigger than its brain” – into a computer. Half of the subjects believed the information would be saved in the computer; the other half believed the items they typed would be erased. The subjects were significantly more likely to memorise information if they thought they would not be able to find it later.
- 3 The experiment explores the notion that we rely on our family, friends and co-workers as well as reference material to store information for us. “I love watching baseball,” Dr Sparrow said. “But I know my husband knows baseball facts, so when I want to know something I ask him, and I don’t bother to memorise it.”
- 4 “The Internet’s effects on memory are still largely unexplored,” Dr Sparrow said, adding that her experiments had led her to conclude that the Internet has become our primary external storage system. “Human memory is adapting to new communications technology,” she said.

The New York Times, 2011

The high price of cheap food

The controversial American film *Food Inc.*, released last summer, said that the way we eat has 7 more in the past 50 years than it had in the previous 10,000. They say that in recent years food producers have concentrated on making food faster, fatter, bigger and cheaper. Scientists now realise that the emphasis has been wrong.



Sir David King, who used to be the Chief Scientific Adviser to the government, said in a recent lecture that food production has to be looked at for its impact on climate change and how much land, water and energy it uses. Cheap food is often not cheap for the environment. Cheap burgers, 8, are only possible because of deforestation. In the film *Food*



Inc. a mother pointed out that it was cheaper for her to buy two burgers than 1lb of vegetables, yet it cost the environment much more to produce the burgers.

There is also the problem of a growing population. It is predicted that by 2050 there will be nine billion people living on earth. They all have to be fed. We have to grow the right foods to keep that number of people healthy without ruining the environment. Sir David says we need to 9 cheap food and think about what the real cost is. We need to change what we buy and what we eat in order to 10 our carbon footprint¹⁾ and eat healthily, and we need to produce food with a better nutritional value rather than just more of it.

Environmentalists say it is within our own power to make a real difference. We can eat more locally grown fruit and vegetables when they are in season, and by being more careful about what we put in our supermarket trolleys we can use our buying power to encourage food producers to produce better food.

thenewspaper.org.uk, 2010

noot 1 carbon footprint: our impact on the environment

If the shoe fits...

NIAMH GRIFFIN

- 1 AN AMERICAN court ruling which denied luxury shoe company Louboutin's right to an exclusive trademark over its red-sole shoes has been welcomed by an Irish teenage entrepreneur. Tara Haughton (16), whose "Rosso Solini" company produces stickers creating designer high heel lookalikes, said the decision would make it easier for her to expand her range, which already exports to 14 countries.
- 2 In the US district court yesterday, Louboutin lost its bid to stop Yves Saint Laurent America from selling women's shoes that Louboutin claims are identical to its trademarked red-sole footwear. Judge Victor Marrero in New York said: "Because in the fashion industry colour serves ornamental and aesthetic functions vital to robust competition . . . Louboutin is unlikely to be able to prove that its red outsole brand is entitled to trademark protection." In an occasionally humorous opinion, the US judge said granting Louboutin's trademark claim could lead to "fashion wars".
- 3 Louboutin had said publicly there could also be problems for Tara Haughton's company because of potential trademark issues. Her father Chris Haughton said they had not been approached about the matter. Nonetheless, he said the ruling was good news, while stressing his daughter's company never set out to copy Louboutin.
- 4 The company says it has exported 65,000 pairs of stickers since its launch, including more than 1,000 pairs to Brazil in the last two weeks. The stickers retail from €8.99 for a single pair to €17.50 for a three-pair pack. While the court decision may open the way for other imitations, Mr Haughton said this didn't concern "Rosso Solini" as it was the first with its product and for fashion buyers being original was very important.
- 5 14, Tara is launching a new product – the Shoe Tattoo – at the British national fashion trade exhibition Moda next week. This is a stencil which can be painted over with nail varnish to create a unique design for each shoe.



Irish Times, 2011

Should Your Dog Be Watching TV?



- 1 Plenty of things will grab a dog's attention: squirrels, tennis balls, funny smells, other dogs. But a TV channel? Absolutely, say the makers of DogTV, the first cable network to deliver 24-hour programming for dogs. The idea, they say, is that flipping on the channel while you go out for the day will keep your pet stimulated, entertained and relaxed. Call it "Sesame Street" for those who will never learn their ABCs. The shows on DogTV are actually three- to six-minute segments featuring grassy fields, bouncing balls and humans rubbing dog tummies. There are also segments featuring vacuum cleaners and doorbells to help make dogs more comfortable around such common household agitations.
- 2 Executives at the network say their programming is scientifically designed to appeal to dogs. "We have three years of research on how dogs react to different stimuli," said Bonnie Vieira, a spokeswoman for DogTV. For instance, she explained, "for dogs who suffer from separation anxiety, DogTV is a tool that might help ease them, so maybe they're not getting into trouble, and they're happier, more relaxed, when you get home."
- 3 But can dogs actually watch, and benefit from, television? Like most questions regarding canine consciousness, the answer depends on whom you ask. "This is to make us feel better as opposed to making the pet happier," said Dr. Ann E. Hohenhaus, a staff veterinarian for the Animal Medical Center in Manhattan. "Your pet needs adequate exercise and an interesting environment. It is an animal and has animal needs."
- 4 Whether your dog actually pays attention to the TV may have more to do with the screen than what's on it, said Stanley Coren, a professor of psychology at the University of British Columbia. "Dogs have terrific motion sensitivity," Dr. Coren said, meaning that the optical illusion that makes still images on a TV appear fluid won't fool them as easily as it does humans. "For many dogs, that's a turn-off. It doesn't look real to them." To increase the chances that your dog will pay attention, place the high-definition TV at the pet's eye level, Dr. Coren advised.



- 5 But, like people, some dogs just aren't that into TV, said Teoti Anderson, a former president of the Association of Pet Dog Trainers. "Two of my dogs do pay attention to the TV depending what's on," she said. "Another one couldn't care less."
- 6 If your dog does show interest, it probably can learn from what it sees on a television, Ms. Anderson said. Exposing a pet to muted versions of everyday irritants like vacuum cleaners and doorbells, for example, is a time-tested method for reducing the animal's fear of them. But an important aspect of the technique is amping up the volume as the dog grows comfortable. 18, depending on how quickly a dog learns, the owner may want to hover nearby to turn up the DogTV volume.
- 7 Still, dog owners shouldn't mistake TV time for quality time, animal behaviorists add. "It definitely isn't a substitute for playtime with your dog," Ms. Anderson said. "Exercise can solve a lot of behavioral problems."

based on an article from *nytimes.com*, 2012

Opinion & Analysis

Want to engage in antisocial networking? Tweet!



Adapted from an article by
David Adams

1 **W**HEN TEXTING became all the rage, I imagined that during the fleeting moment this new fad lasted, it might help raise literacy levels among young people. hw wrng wuz i??? Some fad it turned out to be. Not only has texting become integral to modern life, used by all age groups, it was the beginning of a revolution in public/private communications for which, thanks to the integration of phones, computers and cameras, we have had to redefine the term “social networking”.

2 Having had no desire to join this revolution, and probably being too lazy to keep pace with the lightning speed of innovation anyway, I’ve been all but left behind. 21, I can easily see the point of texting: it is a cheap one-to-one service, whose users are mostly intimates. For the life of me, however, I can’t begin to fathom why anyone would want to constantly peruse the badly spelt banalities of total strangers, which seems to be the main appeal of the likes of Twitter.

3 I have some experience of Twitter. My younger son signed me up a few weeks ago, so that I could follow the summer’s football transfer rumours for myself. I never had any intention of actually sending a tweet, and quickly tired of those who do. There is only so often that a footballer can announce he’s “lookin frwr to tmrrws game”, or a celebrity shares with you the details of his breakfast, “jst had cofee an tost”, before you’re sorely tempted to tweet back “Who cares?” Except, and here’s the rub, if the many thousands of followers that high-profile figures attract are anything to go by, people do care – an awful lot. And not only about the daily minutiae of the lives of the famous, but about the equally mundane everyday doings of us ordinary mortals as well.

4 A far more unappealing aspect of Twitter, and something that won’t surprise anyone who has ever visited an interactive forum or, for that matter, has ever had an opinion piece carried in this newspaper’s online “Have Your Say” section, is how easily people become angry with someone who doesn’t hold similar views to themselves. Not just angry, but downright nasty and abusive. A different opinion is seized upon as a personal insult, and the holder of it treated accordingly. This hair-trigger nastiness does serve to remind that good manners and tolerance are

often little more than skin-deep social conventions, which are readily dumped if a measure of anonymity can be assured (or imagined). It is a reminder, too, of why newspapers and magazines long ago decided to request the names and contact details of contributors to their letters pages.

5 How can people become so animated over idle chit-chat on a computer screen? What's more, have you ever tried to start a conversation with a smartphone user while they're

using the device? Involving a smartphone user in a conversation is like trying to catch the attention of a photograph. 24, the majority of smartphone users in the UK admit to being so addicted they never turn their phone off, and even use it in the bathroom.

6 Social networking? All things considered, perhaps antisocial networking would be more accurate.

Irish Times, 2011

DEAR LUCY

based on a column by Lucy Kellaway

I recently lost my job and am now freelancing as a media consultant. This involves constant networking and pitching and is a bit soul-destroying.

A friend has suggested that I boost my self-esteem with a bit of Botox. She argues it will make me look younger, fresher and smooth out the lines of worry on my forehead – and will quickly pay for itself. I can't help noticing that I am looking much older than a lot of my peers, all of whom have had work done.

Should I go for it? Is it a good investment?

Struggling consultant, female, 48

Lucy's answer

This is a question I can answer with considerable authority, as I'll explain in a moment.

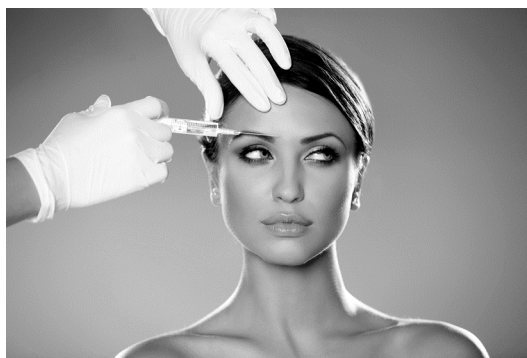
But first: is Botox a good investment? In theory I don't see why it shouldn't be. There has been quite a bit of research done to show that people who look good
5 do better, mainly because they are more confident. If Botox made you more confident, then you might well land new business as a result.

However, this is an area where it is hard to get good advice. If you ask people, especially men, whether you should inject nasty things into your face, they will all say no (which is just as well as you wouldn't want them to say yes,
10 would you?). Most women say no too, even the ones who secretly sneak off to dates with doctors with syringes themselves. People lie about their Botox even more than they lie about how much they drink.

I only know a small handful of women who openly admit to having had this done. It would be nice if I could say that they all looked grotesque, but alas they
15 all look annoyingly good. Thinking about this, I used to feel the same as you – that if everyone else was moving the goal posts, perhaps I should too.

30, a few months ago, I went with a friend to a doctor who shone a bright white light in my face and carefully
20 explained how my cheeks were collapsing and how the lines were deepening. Even parts of my face that I hadn't noticed were bad turned out to be so. "You've got a very low brow," she
25 said disapprovingly.

The urgent work would require three syringes of "filler" at about £300 (\$471) each, all lasting only nine months, with a bit of Botox around the edges. The bare minimum would cost about £1,500 a year.



30 I looked at her peculiarly smooth, impassive face, and I considered my options: looking old or looking weird. Expressed thus the answer was easy: looking old isn't so bad. And it's much cheaper.

In return for listening to just how clapped-out I am, I paid a fee of £90. It was the best investment I have ever made, and I strongly recommend you do the
35 same. This wretched doctor has put the fight back in me. Never have I felt happier – defiant even – about my deep frown lines and collapsed cheeks. I chose them.

ft.com, 2011

PEACE GROUP GIVES HUMMER 'GREEN' BURIAL

RUST TO DUST

BY JIM LYNCH | The Detroit News, 2010

1 *Detroit* – To the conservation-minded, General Motors' now-defunct Hummer line has always been a target. Where some merely saw boxy vehicles, critics viewed the hulking trucks – known for their original incarnation as military transports as well as their low gas mileage – as symbolic of misplaced values among consumers and elected leaders. In May 2010, General Motors built the last of its Hummer vehicles, an H3 model.



2 A few weeks later, in an east Detroit neighborhood, the peace organization CODEPINK buried a rusted-out Hummer in celebration. “We’ve always thought this was a vehicle that never should have been made for civilian use,” group co-founder Medea Benjamin said. “It was a gas-guzzler.” In a poem titled “Ode to the Hummer,” CODEPINK organizer Rae Abileah described the vehicle as a “gas-guzzling war machine” turned “family cruiser.” During Monday’s ceremony, the people involved in the ceremony wore shirts with slogans such as “Hybrids not Hummers” and banners bearing the message “Human Need not War Need.”

3 Members of CODEPINK see the Hummer as the type of consumer product that drives the need for oil and therefore contributes to wars across the globe. The vehicle was buried in the ground and will serve as a planter – with a tree growing from the sunroof.

4 The Hummer ceremony took place in the Heidelberg Project neighborhood. The Heidelberg Project, a neighborhood that mixes residential homes and vacant plots of land that display art, is a perfect match for the Hummer display, Project founder Tyree Guyton said. “We are changing the world here,” he said. “And we see the importance of connecting with other people out there who are working for change in their own way.”

5 Across the street from the burial site, resident Denise Hightower looked on with a smile. “I like it,” she said.

Support your local store

Sir: The story “When last grocery store closes, small towns suffer” (News, Friday) states that the central cause of the problem is that people would rather drive to a Wal-Mart and save a little money than support their local grocery stores or pharmacy.

These small, local stores are usually owned by our neighbors and provide contributions and volunteer help for all kinds of city groups and projects. The 36 locally owned stores is eroding the soul of the country and making us more cynical about the future.

Gary Sanders,
Iowa City

USA TODAY, 2011

US coffee shops pull plug on laptop lounging

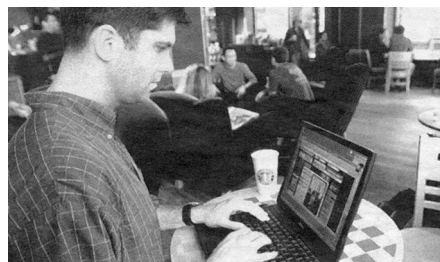
(1) AT THE RECENTLY OPENED Café Green on New York's First Avenue, owner Yanni Belin was preparing to add the final touch yesterday. At last, the guys were coming to install his wireless internet in the kitchen that divides the front seating area from a small garden at the back.

(2) This seems like a smart move. Customers surfing the web and sipping coffee go well together. But Mr Belin is quick to clarify. "Oh, no, the internet is going to be for me, not the customers." Offering it for free couldn't be further from his mind. Students and doctors from a nearby hospital would come in, switch on and take up tables for hours while maybe spending just a few measly dollars. "If they want to do that they can go round the corner to Starbucks," he said.

(3) Actually, it turns out he is not resisting the trend, but joining it. More and more independent café owners in New York, already squeezed by the recession, are choosing to discourage laptop fans. They may buy one coffee and a bun but thereafter they are space and power freeloaders.

(4) Bruce Taz, who until last year ran the Broken Cup around the corner from the Green Café, did not ban computers outright when customers discovered they could tap into a wireless signal elsewhere in his building. But they knew not to hang around too long if they weren't spending. One clue: Bruce had taped over his electric plugs.

(5) At Irving 71 Place, owner Muffin Spencer rolls her eyes at the mere mention of the bloggers and browsers. She refuses to provide free internet and also actively discourages customers



from reaching down for their laptops. "We don't have room for that," she says.

(6) Similar tales of internet hostility can be found throughout New York. On the Upper East Side, M. Rohrs' House of Fine Teas and Coffees started charging \$3 an hour for even powering up a computer. The owners posted a sign that said: "Warning: theft of electrical service is prohibited."

(7) None of this impresses Tehu Ifa, 59, an author and college professor, who admits to spending roughly two hours a day at his local Starbucks, which like most branches in the chain, offers a wireless connection free of charge. Typically he works on his laptop there, sipping on a single short coffee. A former resident of Paris, Mr Ifa sneered at owners taking up arms against surfers like him. "It's so American, don't you think? Everything is always about turnover. In Paris, if you suggested doing this, they would laugh you right out the door. They should relax."

(8) For now, he probably has no reason to worry. Free wireless hot spots abound outdoors in the city, including a new area for surfers in Madison Square Park. For the winter, he has Starbucks. Unless they switch sides and yank the internet cord too.

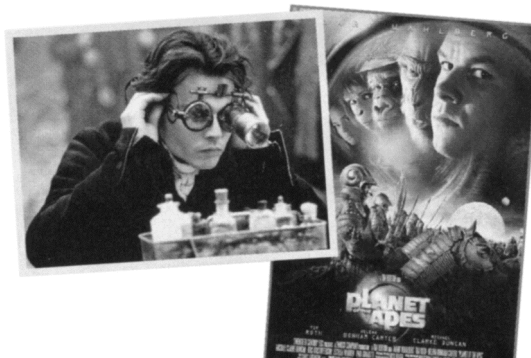
The Independent, 2009

Tekst 11

Stuck on you

Tim Burton and Johnny Depp have a successful screen marriage, but Andrew Collins would prefer it if they saw other people a bit more

1 Tim Burton loves Johnny Depp. “Johnny is like a character actor in a leading man’s body,” he once gushed. “He could do it all.” Johnny Depp loves Tim Burton, too. “My life is my life because of Tim,” he once declared. As you can see, they are really mad about each other.



2 They have a working director-actor relationship that Depp likens to “emotional shorthand”. It’s said that when they work together on a film, which happens quite often, and Burton is giving his pet actor directions, the crew can’t actually understand what they’re saying to each other.

3 Don’t get me wrong, I like Johnny Depp, and I like Tim Burton – who wouldn’t? One’s a singularly charismatic and courageous actor, the other a visionary and entertaining film-maker. But am I the only person who’s getting a bit bored with their inseparable-lovers act?

4 Their first film together was **Edward Scissorhands**, the suburban-gothic fantasy based on a character Burton had drawn as a child. Depp brought that sketch to life, and the two became cinematically joined at the hip. They’ve since made five films together: **Ed Wood**; **Sleepy Hollow**; **Charlie and the Chocolate Factory**; the animated **Corpse Bride** (Depp provided the lead character’s voice); and **Sweeney Todd**.

5 Burton’s “reimagining” of **Planet of the Apes** felt odd without Depp in the main role – it went to the slightly dull Mark Wahlberg, so perhaps Burton needed a less showy actor for fear of upstaging the simians.

6 The film was a disappointment, so maybe Burton needs Depp to find his mojo. This doesn’t work the other way, as Depp has been wildly successful in the **Pirates of the Caribbean** films under director Gore Verbinski and has worked a few times with Terry Gilliam. He’s quite promiscuous, in fact.

7 When Burton’s weird and wonderful project **Alice in Wonderland** was announced for 2010, it was with some relief that I realised Depp couldn’t take the title role. But guess what? He’s playing the Mad Hatter. And after that, Burton plans to make **Dark Shadows**, a vampire story . . . starring Johnny Depp. Don’t tell Johnny, but for an imaginative director, Tim Burton rather lacks imagination.

Radio Times, 2009