

## Unit 4 – READING – THE KEY

- 4** 1 FALSE (... a then little-known computer scientist ...)  
2 TRUE (... the Web was invented to deal with a specific problem. In the late 1980s, CERN was planning one of the most ambitious scientific projects ever ...)  
3 NOT GIVEN (Political campaigning is mentioned, but not in connection with Berners-Lee.)  
4 TRUE (... permits professional scientists to recruit thousands of amateurs to give them a hand.)  
5 FALSE (... classify one million images [...] a successor has now been launched, to classify the brightest quarter of a million of them ...)  
6 NOT GIVEN (The project tracks changes in the distribution of species in response to climate change, but no mention is made of reducing its effects.)
- 5** 2 7 a characteristic of social networks 8 something sent or given to people 9 something which shows how long people spend on websites 10 visits? attention?  
3 7 sizes 8 messages 9 web surfing 10 attention
- 6** 1 11 Whose writing improves  
12 not reviewed extensively  
13 Which publication invited authors  
2 11 bloggers 12 scientific research 13 *Nature*

## Unit 4 – LISTENING – THE KEY

- 3** 1 photo/photograph 2 organisation 3 letter  
4 local issue 5 advertising
- 5** 6 pyramid 7 quotes/quotations 8 figures  
9 conclusion 10 headline