

<b>E1.2 : LANGUE ANGLAISE APPLIQUÉE À L'INFORMATIQUE ET À LA GESTION</b>
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*(partie écrite)*

Durée : 2 heures

Coefficient : 2

*L'usage d'un dictionnaire bilingue est autorisé.*

*Les calculatrices sont interdites.*

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## IS THE INTERNET STILL A COMMUNICATING TOOL ?

Now that he has analysed more than 17,000 questionnaires about Internet use filled out at America's ABC News web site ([www.abcnews.com](http://www.abcnews.com)) over the past year, a psychologist named David Greenfield believes he has proof positive that the Internet is addictive.

5 He announced his findings to the American Psychological Association which, no doubt, will soon join the American Pediatric Association in condemning today's media for its negative effects on the human mind and body. (...)

10 Maybe that's not such a bad thing. If the Internet is, in fact, leading to the kinds of antisocial behaviour - gambling, obsessive investing, excess consumerism - that the addiction study suggests, we'll need some good media theorists to parse out which of these technologies and implementations might be leading to such dangerous behaviour.

I suspect that it's not the interactive media themselves that are creating addictions, but rather the marketing techniques of those who are implementing these media. (...)

For example, the most important quality for a marketer's web site today is something called stickiness. This means, quite literally, the degree to which a website holds a user within it.

15 Such sites are designed to fill your computer screen with pop-up windows that must be individually closed, or to nest features deep inside the individual site - like the speciality store deep inside the shopping mall - so that you can't find your way out so easily.

The object of the game is to exert an inexorable pull on the user towards the buy button.

20 Interactive media gives the direct marketer a chance to customise his offering to each individual user in real time. The best new websites reconfigure themselves based on the behaviour of the user.

25 They plant cookies\* on your computer that contain as much information as they know (or have bought) about you. If the last time you came to one of these sites you responded best to red buttons and offers that ended in 88 cents, then the cookie will help the site reproduce the conditions that led to the most loyal, consumptive behaviour from you.

Marketing psychologists call this technique pacing and leading\*. (...) Through the Internet thousands of individuals can be paced and led by the same site simultaneously. (...)

The interactive media space is probably the best place yet to induce impulsive and addictive behaviour. Ironically, this has been accomplished by making the Internet less, not more, interactive.

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Instead of sharing our ideas or writing letters, we are encouraged to abandon the keyboard for the mouse - to click mindlessly through product offerings instead of expressing ourselves to others.

Douglas Rushkoff

Adapted from *THE GUARDIAN* – Thursday, November 4, 1999.

Vocabulary : *pacing and leading* : hypnotising into .....

## QUESTIONS

Pour chaque question indiquez obligatoirement le nombre de mots

1.- **COMPRÉHENSION** (12 points)

Résumez le texte en **français** (180 mots +/- 10%).

2.- **EXPRESSION EN ANGLAIS** (8 points)

Imagine a dialogue between two journalists who have opposite views on the Internet : Jack Field thinks much of the Internet and stresses its advantages in so many fields. Simon Pal warns him against the dangers and drawbacks of the Internet, not only as far as individuals are concerned, but also as far as business is concerned. (180 words +/- 10%).

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**PROPOSITION DE CORRIGÉ**

**1.- COMPRÉHENSION**

*(12 points)*

Une enquête approfondie menée par un psychologue américain montre que l'Internet engendre une dépendance et des comportements anti-sociaux. En fait, il s'avère que ce n'est pas l'Internet lui-même mais bel et bien les techniques de mercatique qui sont les responsables en attirant les utilisateurs sur des sites labyrinthiques dont il est difficile de sortir. Leur seul but est en fait de pousser les internautes à cliquer sur le bouton achat. L'Internet permet aux spécialistes du marketing d'adapter leurs offres à chaque utilisateur dont ils enregistrent les préférences en temps réel. Ainsi, des milliers d'utilisateurs se retrouvent captifs du même site en même temps. Cet état de fait induit une dépendance, qui, paradoxalement, rend l'Internet moins interactif. On ne réfléchit plus, on n'échange plus d'idées, ni de courrier, on délaisse le clavier pour la souris et on clique sur les offres commerciales.

**2.- EXPRESSION**

*(8 points)*

- You can't possibly believe that the Internet is the best-designed tool ever ?
- I do believe so. Thanks to it the world is going global.
- I agree that it is a fantastic way to communicate. Yet too many people are addicted to it and make the world much too "virtual".
- What's wrong with that ? Don't you enjoy getting Email from friends from all over the world ?
- The point is that we are human beings and we should not depend on machines that much, however intelligent they may be.
- What about business ? Don't forget that such a user-friendly tool is money-making and time-saving.
- Quite so. Yet it can't tackle all the global issues which are jeopardizing the planet.
- Don't you think that its ubiquity may make the world better ?
- As long as everybody has access to it. Western people like us may think it's getting cheaper, but think about all the poor people and countries which can't afford it. The Internet may even widen the gap between the haves and the have-nots.