Cambridge Assessment International Education

Cambridge IGCSE™

FIRST LANGUAGE ENGLISH **0500/22**

Paper 2 Directed Writing and Composition **February/March 2020**

INSERT **2 hours**

7888894700-I

INFORMATION

- This insert contains the reading texts.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.

This document has **4** pages. Blank pages are indicated.

DC (MM) 181578/1
© UCLES 2020

[Turn over

Read **both** texts, and then answer **Question 1** on the question paper.

Text A: Why you may have good reason to worry about smart devices

This online article discusses some concerns about new technology.

Thanks to new technology an estimated 1.5 trillion objects globally could one day connect to the Internet, everything from simple household objects to unmanned taxi-drones. In the so-called Internet of Things (IoT), each object will be capable of sending and receiving data just as laptops, smartphones and tablets can today. But if Internet-connected wearables or smart home devices didn't make your shopping list this year, it may be because of growing concerns about how careless the makers seem to be with the data their devices collect.

So far, the smart people who want us to buy their smart things have been pretty stupid. In their rush to get intelligent fitness trackers, mattresses and fairy-lights to market, developers just aren't paying enough attention to privacy and security issues. Because of this oversight, people have been slower to buy and use connected devices than expected and 47 per cent state privacy and security concerns are a reason.

That's bad news for everyone. The IoT will transform our cars, homes, and offices by adding digital intelligence, creating smart devices. Smart devices will benefit consumers, taking over boring activities such as paying bills or reordering cleaning supplies. One online service already enables 'smart' pet-feeders to reorder pet-food on their own. Critics worry that this might have disruptive implications for how, or even whether, consumers will search for products, compare prices and evaluate reviews. According to its promoters, the IoT will customise our experiences, simplify our lives and improve the efficiency of modern urban life.

With all that potential value to society, unsurprisingly, the IoT has attracted investors and entrepreneurs worldwide. Already, the IoT market is generating billions in revenue, bringing with it promises of new jobs.

Given the security weaknesses in some of today's devices, there is cause for concern. So far, our smart things don't exhibit very good judgement. What if our possessions were told by advertisers to buy certain products or avoid others? What happens when your house, under pressure to be environmentally friendly, decides it knows better than you do when to turn off the lights?

© UCLES 2020

Text B: Why are some people quicker than others to use new technology?

The speaker is addressing a group of business people who sell technology products and services.

For a while now, I've studied why customers buy new technology.

Customers fall into three groups.

Group one, people I call 'early adopters', consists of individuals who drive their social status by knowing the latest-and-greatest in what's happening in the tech space. They enjoy the thrill of having something before others, knowing details about what's happening, and being part of the 'insider' community of the tech world. They don't need the products for what they do, they just want to be at the leading edge of use. You can think of them like amateur movie reviewers who go to practically every movie, to serve as an informed authority for others on how good it is and what needs improving. Once another product comes out to replace it, these people will use the original infrequently.

There's another group who want to be first because they need to keep up for professional reasons. They are usually in the tech community. They'll buy a new product to understand the core of the innovations that are happening. Their interest isn't in using the product. But they want to see what makes the product tick and how to exploit any good ideas for other projects they have. They don't really care about the product itself, or the company that made it.

The final group, the 'normals', buys a new product or service if it promises to meet a need they find very pressing or solve a problem they have. Sometimes it's hard to persuade this group they even have a problem. Normals will wait until someone close to them shares their experience of a particular product or service. Once normals can see the need and the benefits, they'll be more likely to try the new product or service.

People have routines and rituals in their life that make change difficult and change is costly. There are the financial implications of purchasing something new versus keeping the old thing. Free trials and other 'try me' promotions can help to persuade them, but there's also the hassle of moving data and procedures to the new thing. People know how to use their existing product and trust it. With the new one, they have to take time to learn everything all over again.

Frustratingly, some people, once they have a working solution, will refuse to change until that product completely dies. These people resist any new product until they have no other option.

© UCLES 2020

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.

© UCLES 2020