



הצעה לפתרון בחינת הבגרות באנגלית  
שאלון G

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מועד ב קיץ תשע"ו 2016

הפתרון נכתב על ידי לאה שובל ואסף לפיד  
מצוות מורי רשת החינוך אנקורי

המורים שפתרו את הבחינה מחכים לכם פה  
[www.ankori.co.il/ask](http://www.ankori.co.il/ask)

Dr. el-Kaliouby believes the software can also be of great benefit in the field  
 25 of healthcare. For example, today doctors prescribing medicine for depression  
 or anxiety only hear reports from their patients at their next appointment.  
 Moreover, human memory is far from perfect, which often makes those reports  
 unreliable. To enable doctors to find out just how effective the treatment really  
 is, Affdex could be linked to a patient's home computer and used for real-time  
 30 monitoring several times a day.

Despite its promise, the innovative technology has not been welcomed by all.  
 Lawyer Charlene Forester, for example, warns that its use could give others easy  
 access to feelings we might prefer to keep to ourselves. Software developers  
 have taken such concerns about privacy very seriously. This is why they've  
 35 designed the program so that it can record only movements of facial muscles  
 rather than identifiable faces, and can only be used with permission from the  
 person being monitored. In any case, Dr. el-Kaliouby is convinced that face-  
 reading software will prove to be very valuable, and that it is here to stay.

**QUESTIONS** (60 points)

Answer questions 1-7 in **English** according to the article. In questions  
 3 and 6, circle the number of the correct answer. In the other questions,  
 follow the instructions.

1. What are we told about facial expressions in lines 1-6?

PUT A ✓ BY THE **TWO** CORRECT ANSWERS.

- ..... (i) How people learn to read them.
- ..... (ii) Which ones are most common.
- ..... ✓ (iii) How they are produced.
- ..... (iv) How they affect our emotions.
- ..... ✓ (v) What can be learned from them.
- ..... (vi) How we try to hide them.

(2x7=14 points)

2. Why do advertising agencies need the information that is referred to in line 7?

COMPLETE THE ANSWER ACCORDING TO LINES 7-15.

In order to find out ..... **how potential customers feel about new** .....  
**products.** (8 points)

/המשך בעמוד 4/

3. What do we learn about the advertising agencies from lines 11-15?
- (i) What changes they have made in their ads.
  - (ii) What enables them to produce fewer ads.
  - (iii) What role they played in developing the new software.
  - (iv)** Why they might be interested in the new software.
- (7 points)
4. The two examples in lines 19-23 are given to show how face-reading software could be used not only for a commercial value/  
could be used for broader uses.
- (8 points)
5. According to lines 21-23, what might online students gain by being monitored by Affdex?  
COMPLETE THE SENTENCE.  
Their courses could be improved for them/ their needs/ interest
- (8 points)
6. What is the role of Affdex in the example in lines 24-30?
- (i) To help patients follow the doctor's instructions.
  - (ii) To monitor how often the patients take their medicine.
  - (iii)** To monitor the patients' mental states.
  - (iv) To help patients make their reports.
- (7 points)
7. In lines 34-37 the writer presents actions taken by the software developers.  
What is the purpose of those actions? Base your answer on lines 31-38.  
ANSWER: The purpose is to calm people down if they  
have any concerns regarding privacy.
- (8 points)

/המשך בעמוד 5/