

As questões de 1 a 4 referem-se à seguinte reprodução de uma página da *web*:

The screenshot shows a web browser window displaying the MIT Engineering website. The page is divided into a red sidebar on the left and a main content area on the right. The sidebar contains a search bar, contact information for the MIT School of Engineering, and a note about larger text. The main content area features three news articles with headlines and brief descriptions. The browser's address bar shows the URL <http://web.mit.edu/engineering> and the date 19/09/2008.

SEARCH
CONTACT

MIT School of Engineering
Room 1-206
77 Massachusetts Ave.
Cambridge, MA 02139-4307
tel. 617-253-3291
fax 617-253-8549

For **larger text**, click on your browser's View menu and choose a larger text size.

Improving people's lives, one device at a time
(MIT News) Using a bicycle wheel to thresh millet and making LEGO-like bricks from dirt were among the projects designed during a month-long summer workshop at MIT to help improve the lives of millions of people living in the world's developing countries.

MIT awarded \$3M for training program in quantum information science
(MIT News) MIT has been awarded a \$3 million grant from the National Science Foundation to establish a pioneering doctoral-study program in the growing field of quantum information science, which poses great potential in supercomputing.

MIT researchers offer glimpse of rare mutant cells
(MIT News) MIT biological engineers have developed a new imaging system that allows them to see cells that have undergone a specific mutation. The work could help scientists understand how precancerous mutations arise.

MIT recommends steps to slash fuel use by 2035
(MIT News) Detailed analyses in a new MIT report published this month conclude that over the next 25 years, the fuel consumption of new vehicles could be reduced by 30-50 percent and total U.S. fuel use for vehicles could be cut to year 2000 levels.

Protection built to scale-fish scale, that is
(MIT News) Scientists seeking to protect the soldier of the future can learn a lot from a relic of the past, according to an MIT study of a primitive fish that could point to more effective ways of designing human body armor.

MIT Portugal students win entrepreneurship competition
(MIT News) Researchers and students from the MIT Portugal Program hope a new biotechnology they developed will help treat patients with medical complications from abnormal protein breakdown.

Internet 100%

<http://web.mit.edu/engineering>, em 19/09/2008 (adapted).

Questão 1. Dentre as notícias da página, somente

- I. duas são de interesse para a área médica.
- II. duas estão relacionadas à área de transporte.
- III. uma trata de projetos sociais.

Está(ão) correta(s)

- A () apenas a I.
- B () apenas a II.
- C () apenas a III.
- D () apenas I e III.
- E () todas.

Questão 2. Indique o *link* que o leitor deverá escolher para obter informações sobre um determinado equipamento de segurança.

- A () *Improving people's lives, one device at a time*
- B () *MIT awarded \$3M for training program in quantum information science*
- C () *MIT researchers offer glimpse of rare mutant cells*
- D () *MIT recommends steps to slash fuel use by 2035*
- E () *Protection built to scale-fish scale, that is*

Questão 5. Assinale a opção que melhor indica o tema central do texto.

- A () Levantamento de necessidades do mercado mundial para o desenvolvimento de tecidos inteligentes.
- B () Descrição de peças de vestuário desenvolvidas por engenheiros europeus e americanos.
- C () Disputa do mercado mundial para detenção da tecnologia para desenvolvimento e produção de tecidos inteligentes.
- D () Concorrência entre diversas indústrias do setor têxtil.
- E () Disputa entre universidades e indústrias européias para o desenvolvimento de pesquisa tecnológica na área têxtil.

Questão 6. De acordo com o texto, a indumentária desenvolvida no Projeto Proetex permite, dentre outras funções, que:

- I. os sinais vitais e a localização do usuário sejam monitorados.
- II. o usuário seja alertado sobre aumento da temperatura externa.
- III. um possível desmaio do usuário seja evitado.

Está(ão) correta(s)

- A () apenas a I.
- B () apenas a II.
- C () apenas a III.
- D () apenas I e II.
- E () apenas II e III.

Questão 7. De acordo com o texto:

- I. a tecnologia hoje utilizada para o desenvolvimento de tecidos inteligentes para uniformes de bombeiros poderá ser facilmente adaptada para roupas de esportistas.
- II. há consumidores dispostos a pagar qualquer preço por uma peça de roupa infantil que sinalize a doença morte-súbita.
- III. em breve, os asiáticos passarão a dominar o mercado de tecidos inteligentes, hoje nas mãos dos europeus.

Está(ão) correta(s)

- A () apenas a I.
- B () apenas a II.
- C () apenas a III.
- D () apenas I e II.
- E () todas.

Questão 8. Assinale a opção em que o termo da coluna II **NÃO** pode substituir o termo da coluna I no texto.

- | I | II |
|--------------------------------|------------|
| A () dons (parágrafo 1) | wears |
| B () the reins (parágrafo 2) | control |
| C () a bid (parágrafo 2) | an attempt |
| D () hammered (parágrafo 2) | stopped |
| E () championed (parágrafo 2) | supported |

Questão 9. Assinale a opção que indica o projeto, ou protótipo, de uso de tecido inteligente que **NÃO** é mencionado no texto.

- A () Roupa de cama capaz de monitorar depressão.
- B () Coletes sem fio para monitorar pacientes cardíacos.
- C () Roupas esportivas para monitorar respiração.
- D () Tecidos com painel solar embutido.
- E () Meias para monitorar movimentos de pacientes pós-derrame.

As questões de 13 a 16 referem-se ao texto abaixo:

Persuading Leonardo

Although both Ben Shneiderman's *Leonardo's Laptop: Human Needs and the New Computing Technologies* and B.J. Fogg's *Persuasive Technology: Using Computers to Change What We Think and Do* are written by academics, the books transcend academia to provide a different view of the Internet's potential. Shneiderman prepares the groundwork for what he calls the "new computing," while Fogg describes how to make that computing persuasive.

The idea behind *Leonardo's Laptop* is a consideration of what Leonardo da Vinci would demand from a laptop computer and what he would do with it. To Shneiderman, who is founding director of the Human-Computer Interaction Lab at the University of Maryland, the new computing puts users first. Shneiderman begins with a brief history of computing and computer applications, declaring that, "These founders of the old computing overcame technological limitations to build impressive projects and then turned to producing tools for themselves, giving little thought to the needs of other users." Although not a founder, I admit to being of the old computing generation. I programmed in dead languages such as IBM's 1401 Autocoder and 360 Assembler before progressing to Cobol and RPG. I have now learned Visual Basic and C++, and I can report that there is nothing intrinsic to any of these languages that center a programmer's focus on those who use their applications. The new computing is not about languages but, as Shneiderman suggests, about understanding human activities and human relationships.

With Leonardo as both creator and user, his laptop will enable greater creativity and grander goals. This book goads you with ideas for applications in e-learning, e-business, e-healthcare, and e-government. Each area is built around a framework for technology innovation that Shneiderman calls the "four circles of relationships" and the "four stages of activities." (...)

Although the mental picture of Leonardo with a notebook computer excites the imagination, as a literary device, it does not wear well as the book progresses. Nonetheless, Shneiderman achieves the objective of *Leonardo's Laptop*—creating a foundation for the new computing.

With a new computing application in hand, B.J. Fogg's *Persuasive Technology: Using Computers to Change What We Think and Do* gives you advice on its implementation. To Fogg, who launched Stanford's Persuasive Technology Lab and who holds seven patents in the area of UI* design, a web site must first be credible to be persuasive. Fogg has coined the term "captology" to describe this branch of the study of computers. From the book's "Introduction:"

Captology focuses on the design, research, and analysis of interactive computing products created for the purpose of changing people's attitudes or behaviors.

It is the computer's ability to provide interactivity that gives its applications an advantage over other forms of media.

Persuasive Technology describes three basic roles that computers play: the computer as a tool, as media, and as a social actor. Further, there are seven types of persuasive tools described by Fogg. Such tools persuade by simplifying, tunneling (guiding), customizing, being there at the right time, removing tedium, rewarding after observation, and reinforcing proper behavior. As media, computers can modify behavior by simulating new endeavors. As a social actor, computers persuade through praise. However, no matter the role, to persuade, the application must be credible.

Perhaps the most interesting parts of Fogg's book are the two chapters that discuss the ways in which computer applications destroy their own credibility and what an application or web site must do to be considered, by its users, trustworthy. According to Fogg, a computing device or application is perceived to be credible only if it is first perceived as believable—trustworthiness based on expertise. In brief, an application is trustworthy if it is thought to be fair and unbiased. It is trustworthy if its author or origin is thought to be skilled and knowledgeable. The crux of the issue is that credibility matters.

Both books are thoroughly documented and both are excellent points of departure for a more detailed inquiry into the available material. If both books are taken to heart, using computers and their applications will become enjoyable and satisfying.

* U.I. - User Interface

D. Wohlbruck, *Dr Dobb's Journal*, January, 2004.

Questão 13. Indique o gênero, em inglês, ao qual o texto acima pertence.

A () *summary*

B () *review*

C () *essay*

D () *abstract*

E () *report*

Questão 14. Considere as seguintes afirmações.

- I. As duas obras discutidas no texto têm como assunto principal o uso do computador e suas aplicações atuais e potenciais.
- II. Shneiderman e Fogg, autores do texto, mostram a potencial aplicação da internet nos dias atuais.
- III. De acordo com Shneiderman, o computador eficaz deve ser, concomitantemente, uma ferramenta capaz de persuadir e um agente interativo.

Está(ão) correta(s)

A () apenas a I.

B () apenas a II.

C () apenas a III.

D () apenas I e II.

E () apenas I e III.

Questão 15. Com relação a *Leonardo's Laptop: Human Needs and the New Computing Technologies*, **NÃO** se pode dizer que a obra

- A () tem como foco o usuário de computadores, seja ele um iniciante ou especialista no assunto.
- B () destaca a importância de programas como Autocoder e Assembler, assim como COBOL, RPG, Visual Basic e C++.
- C () discute o tipo de uso que Leonardo da Vinci faria, caso tivesse um computador portátil.
- D () mostra a importância das relações humanas no uso do computador.
- E () apresenta ao usuário possibilidades de diferentes usos do computador, dentre eles, para negócios eletrônicos.

Questão 16. Com relação a *Persuasive Technology: Using Computers to Change What We Think and Do*, analise as afirmações a seguir:

- I. O trabalho foi idealizado no Laboratório de Tecnologia Persuasiva da Universidade de Stanford e consiste na sétima criação intelectual do autor.
- II. Ao propor um novo conceito na área computacional, o autor destaca mudanças de atitude ou de comportamento dos usuários.
- III. A obra argumenta que uma página da *web* deve ser confiável para seduzir o usuário.

Está(ão) correta(s)

- A () apenas a I.
- B () apenas a II.
- C () apenas a III.
- D () apenas I e II.
- E () apenas II e III.

As questões de 17 a 20 referem-se à entrevista abaixo:

| Ten Questions Over a Cell Phone | |
|---|---|
| Milton Hatoum is the award winning author of <i>Dois Irmãos (Two Brothers)</i> and <i>Cinzas do Norte (Ashes from the North)</i> . His new novel, <i>Órfãos do Eldorado (Eldorado Orphans)</i> , will be released next April. | |
| 1 - | Which was your best trip ever? The trip I took with my father to Lebanon, in July 1992. He had not seen his Lebanese family for over 30 years. Visiting Lebanon and meeting dozens of relatives was a very emotional experience. |
| 2 - | What is your dream trip? To go to Kashmir and some parts of India. I also would like to visit several African countries. |
| 3 - | In what other country would you like to live? Well, I have already lived in three countries and eight different cities. I now just want to stay around here. But when I think of Provence or Tuscany, I feel like spending some time in France and Italy. |
| 4 - | What do you admire most about a person? His or her character. What elevates or demeans a human being is not religion, gender, color, ethnicity – none of that. It's the character. |
| 5 - | What do you hate most in a person? I think an arrogant person looks ridiculous. I hate meanness, deceit, dishonest people. |
| 6 - | Would you be happy without friends? I would be unhappier without them. |
| 7 - | What animal would you like to be? The very same one I was destined to be. Our fate is to be human. |
| 8 - | What do you do when you have nothing to do? I get bored when I don't do anything. Right now, after finishing a novel, I feel a bit like I'm hanging in mid-air, aimless. But there's always a book to read or re-read. |
| 9 - | Who is your favorite film director? I love Rossellini, Visconti and the directors of Italian neo-realism. |
| 10 - | What character would you like to be? It's hard to say... I would be a terrible actor. But all the characters in my novels have a bit of me in them. |

