L3 English Assessment FINAL

AVRIL 2020

Teacher : Rachel Olejniczak

Name : _____

Final Mark : _____ / 40

Midterm Essay : _____ / 10

Presentation Questions _____ **/ 10**

1. What are some of the pros and cons of space travel ? Give at least 2 of each. _____ / 4

_____

_____

_____

_____

_____

_____

_____

_____

_____

2. What is an example of a machine learning "fail" ? How was it a fail ? _____ / 3

_____

_____

_____

_____

_____

_____

_____

_____

_____

3. How is China currently using its mass surveillance program ? _____ / 3

_____

_____

_____

_____

_____

_____

_____

_____

_____

Warner Brothers Signs Deal With Artificial Intelligence Analytics Company

AUDIE CORNISH, HOST: Artificial intelligence has made its way into the stock market, our phones and our shopping carts. Movie theaters are next. Warner Brothers has signed a deal with a company called Cinelytic. It's a startup that claims its algorithms can predict how successful a film will be. And Cinelytic isn't the only company in the field. James Vincent has written about a few of them. He's a reporter for The Verge.

... All right, how do these companies do what they say they can do?

VINCENT: So they work like pretty much every other machine learning application out there, in that they are fed a lot of data, and then they look for patterns in that data. It's kind of as simple as that. Cinelytic, for example, will look at the historical data related to a film.

So I had a sort of tour of the software from the CEO of Cinelytic, and he kind of showed me the interface for how the software works. And it's - you know, it's exactly like looking at sort of the Wikipedia page for a film. You have description about what it's about, who it's starring, where it's going to be released. And you can just literally swap in some of these elements. So if you want to see if, you know, Scarlett Johansson is going to work for the lead role, you can just swap her in, and you can see what that does to the predicted revenues in different countries.

CORNISH: Any evidence it works?

VINCENT: Yeah, so that's the really, really tricky question. If you ask these companies, of course they will tell you yes, it works. We can tell you which films are going to be a success.

If you look at the sort of the scientific literature on it, ***it's a bit of a hazy picture***. They will tell you that, yes, there are some predictions that can be made, but they're not always particularly insightful. They might be something very obvious, like if you put Tom Cruise in your movie, your movie is going to do pretty well at the box office. If it's a big action film in the summer, then it's also going to do pretty well. So there is a question, to what degree are these important or even useful insights, or are they just kind of confirming what movie studios already know?

CORNISH: And what does this mean for the whole issue of diversity in Hollywood, right? You're feeding in data that hasn't produced very diverse products.

VINCENT: Yeah. I mean, that's a huge, huge problem. Machine learning is, in some ways, fundamentally conservative. It learns from past data, and so it's going to repeat the patterns seen in the past. In the case of Hollywood, then, it's going to repeat the pattern of un-diverse casting. It's a big problem in many areas of AI, and I'm not sure how well it's being considered within Hollywood.

CORNISH: What do you know about how Warner Brothers is planning to use this software?

VINCENT: So a source inside Warner Brothers told me that they're mainly going to be using it for marketing and distribution, not necessarily to involve it in the greenlighting process (feu vert) for films.

That means they'll still be using AI, they'll still be using algorithms, but it'll be looking at stuff like, what's the best audience to target for a certain film? And, you know, how do we best target that audience? What sort of trailers (bande-annonce) work for them? What sort of images worked for them in posters?

CORNISH: Isn't there an aspect of creativity that machines can't capture, right? I mean, a screenwriter on Twitter pointed out that the Marvel franchise was basically built on the decision to cast Robert Downey Jr., who at the time, as this Twitter writer describes it, a middle-aged actor not long out of rehab and prison.

VINCENT: Yeah. I mean, it sounds like a total cliche, but really, it's very true. The data can only tell you what the data can capture. It can't tell you about how the film was executed. You know, it can't tell you about what the shots was like. It can't tell you about the creative choices made by the producer. And if you speak to these startups, they will be pretty upfront about that. They'll say that their tools are mainly supposed to be assistive. They're there to **_crunch the data_** and give you insights that humans might miss. But ultimately, the final call is with the studios.

Comprehension Questions _____ / 15

Please remember you MUST use your own words, reformulate the text.
You will not receive credit if you copy the text or only change a few words.

1. Summarize this article in 80-100 words. _____ / 2

_____
_____
_____
_____
_____
_____
_____
_____
_____

2. Why did Warner Brothers buy Cinelytic, an AI company ? _____ / 2

_____
_____
_____
_____
_____
_____
_____
_____
_____

3. How does Cinelytic work ? _____ / 3

_____
_____
_____
_____
_____
_____
_____
_____
_____

4.Why does Vincent say Cinelytic insights are a "bit of a hazy picture"? _____ / 3

_____
_____
_____
_____
_____
_____
_____
_____
_____

5. What are two problems with AI companies like Cinelytic ? _____ / 4

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

6. What do you think "crunch the data" means in the last sentence ? _____ / 1

_____
_____
_____
_____
_____
_____
_____
_____
_____

Short Essay (250 – 300 words) _____ **/ 15**

Some people want technological companies of all kinds to be more transparent in how they create and market their products (concerning aspects like algorithms, cell phones, applications, machine learning, workforce, anonymous profiles, etc.). Other people think this could hurt innovation and encourage intellectual theft.

What do you think about this debate -- do you think there needs to be more transparency ? Why or why not?

Please use inspiration from class discussions, presentations and personal knowledge for your answer.

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Please read the following passage. Then, imagine you are writing a letter to your government or a tech company of your choice and suggest what you think they should do specifically to improve this issue of missing languages from the internet.

(You can choose any government or governmental institution -- it does not have to be your own government -- or you can choose a tech company/group of tech companies : Youtube, Facebook, Wikipedia, Netflix, Snapchat, Twitch, Instagram, etc.)

BBC Future - The many languages missing from the internet
By Miguel Trancozo Trevino / April 15, 2020

Imagine your favourite social media platform does not let you post in [your native language]. Now think of a keyboard that won't allow you to type in your own words. You would have two options: either switch to another language or remain digitally silent.

This is the reality for most people that speak indigenous languages and dialects.

There are nearly 7,000 languages and dialects in the world, yet only 7% are reflected in published online material...While Facebook supports up to 111 languages, making it the most multilingual online social media platform, a survey published by Unesco in 2008 found that 98% of the internet's web pages are published in just 12 languages, and more than half of them are in English. This reduces linguistic diversity online to a handful of tongues, making it harder for those that speak one of the excluded languages of the internet.

The Kaqchikel Mayan community from Guatemala includes more than half a million speakers. Miguel Ángel Oxlaj Kumez is part of it and was one of the organisers of the first Latin American Festival of Indigenous Languages on the Internet, held in 2019.

"When I get on the internet I find more than 90% of the content in English and hence a significant percentage in Spanish and other languages," he says. "So what I have to do is to move to another language, and that favours the displacement of my own language...because – as it is not on the internet – then it is not valid...therefore why am I going to continue learning it? Why am I going to teach it to my children if, when I turn on the internet or television, I cannot find it there?"

Oxlaj Kumez is working with other activists to create a version of Wikipedia in Kaqchikel Mayan, as well as a translated version of Mozilla's Firefox web browser. His dream is to be able to have a "digital life in my own language, and when I decide to move to another language that it will be my decision"...

_____

_____

_____

_____

_____

_____

_____

_____

_____