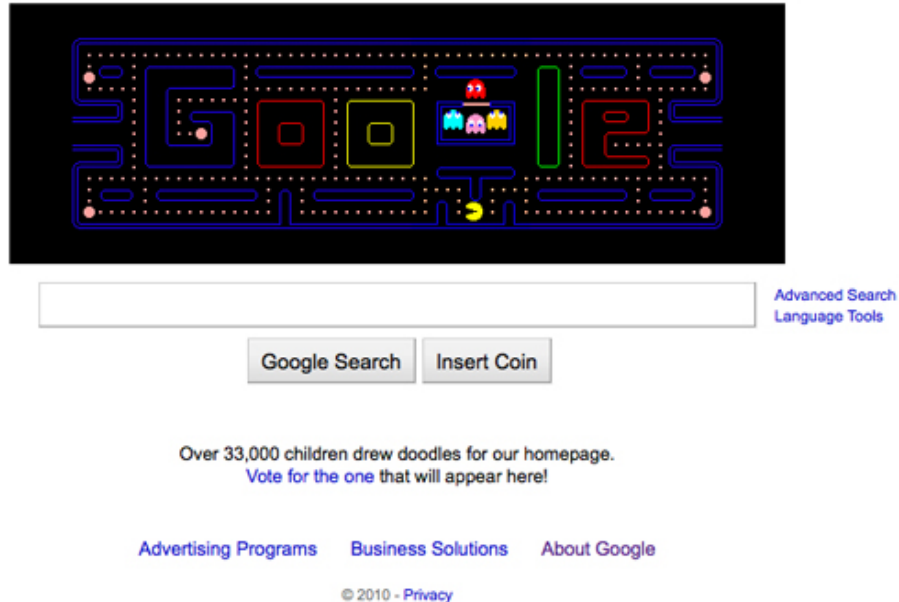**Exercício 1:** Leia o texto abaixo e as piadas na página seguinte. Em seguida, discuta: por que, de maneira geral, se acredita que a área tecnológica é um domínio essencialmente masculino e de difícil acesso ao universo feminino?

Woman calls tech support to disable Google Pac-Man

Many of you, on listening to this conversation, will have sympathy with Brian from Tech Support. Some of you may, indeed, be Brian from Tech Support. But this tech support phone call, one that feels all too real, is a fine description of the gap between the way the real world sometimes sees tech and how tech always sees tech.
It's easy to dismiss the caller as a little old lady. But she's actually just trying to find her way through a world she doesn't know. Her problem, you see, is that the Pac-Man game that Google charmingly put up for the video game's 30th anniversary, is getting on her nerves.

"I have the Pac-Man game and I want to disable that on my home page," she tells Brian.

When Brian explains to Lorraine that Google put the Pac-Man there, her response is a very doubtful "OK," as if she really meant to say "What the hell did they do that for?"

"How can I get rid of it?" she asks. "It'll go away tomorrow," Brian replies.

"So I can't study today?" The noise from the game, you see, was drowning out her Jeff Paul video.

"You're using Firefox, right?" says Brian, who is delightful throughout, if occasionally stifling a giggle or two.

"I would assume," replies Lorraine. Lorraine is no fool. She understands what a tab is. She finally gets to click on the red cross. And, once she turns her sound back up, it's just her and Jeff. Pac-Man has been lost in some distant maze.

"Thank you. How many calls did you get on this?" a very grateful Lorraine asks at the end. And Brian said: "Only one."

FOR MOST WOMEN...

A program is... a television show

An application is... for employment

Windows is... something she hates to clean

A keyboard is... a piano

Memory is... something she lost with age

Compress was something she does to garbage

A hard drive is a long trip on the road

Cut with scissors

Paste with glue
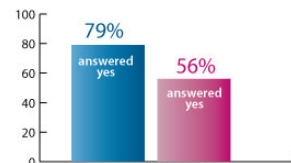
A web is a spider's home

And a virus is the flu!!!

A woman called the Canon help desk with a problem with her printer. The tech asked her if she was "running it under Windows." The woman then responded, "No, my desk is next to the door. But that is a good point. The man sitting in the cubicle next to me is under a window, and his is working fine."

Exercício 2: Veja os gráficos abaixo que mostram alguns resultados de uma pesquisa realizada pelo blog Retrevo com homens e mulheres sobre o uso da tecnologia por ambos os sexos. Que conclusões podemos tirar?
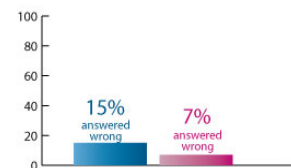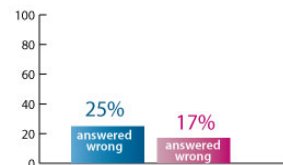
♂ Men   ♀ Women

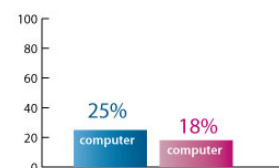## Do you consider yourself electronics savvy?

- 79% answered yes
- 56% answered yes

What does the technical abbreviation "MB" refer to in consumer technology?

- 15% answered wrong
- 7% answered wrong

What does 1080p refer to?

- 25% answered wrong
- 17% answered wrong

Between your Computer and Caffeine, if you HAD to give up one item for the other, forever, which item would you give up?

- 25% computer
- 18% computer

Exercício 3: Você concorda com as constatações deste estudo publicado no NYT?

The New York Times

BACK in the bad old days, the workplace was a battleground, where sexist jokes and assumptions were the norm.

Women were shut off from promotion by an old boys' network that favored its own. They went to meetings and were often the only women in the room.

All that has changed in the last three decades, except where it has not. In the worlds of science, engineering and technology, it seems, the past is still very much present.

"All the predatory and demeaning and discriminatory stuff that went on in workplaces 20, 30 years ago is alive and well in these professions." said Sylvia Ann Hewlett, the founder of the Center for Work-Life Policy, a nonprofit organization that studies women and work.

That is the conclusion of the center's latest study, which will be published in the Harvard Business Review in June.

Based on data from 2,493 workers (1,493 women and 1,000 men) and hundreds more interviewed in focus groups, the report paints a portrait of a macho culture where women are very much outsiders, and where those who do enter are likely to eventually leave(...)

The problem isn't that women aren't making strides in education in the hard sciences. According to a National Science Foundation report in 2006, 46 percent of Ph.D. degrees in the biological sciences are awarded to women (compared with 31 percent two decades ago); 31 percent of the Ph.D. degrees in chemistry go to women, compared with 18 percent 20 years ago.

And, women enter science, engineering and technology (known as the SET professions) in sizable numbers. In fact, 41 percent of workers on the earliest rungs of SET career ladder are women, the study found, with the highest representation in scientific and medical research (66 percent) and the lowest in engineering (21 percent).

They also do well at the start, with 75 percent of women age 25 to 29 being described as "superb," "excellent" or "outstanding" on their performance reviews, words used for 61 percent of men in the same age group.

An exodus occurs around age 35 to 40. Fifty-two percent drop out, the report warned, with some leaving for "softer" jobs in the sciences human resources rather than lab bench work, for instance, and others for different work entirely. That is twice the rate of men in the SET industries, and higher than the attrition rate of women in law or investment banking(...)

The 147-page report is filled with tales of sexual harassment (63 percent of women say they experienced harassment on the job); and dismissive attitudes of male colleagues (53 percent said in order to succeed in their careers they had to "act like a man"); and a lack of mentors (51 percent of engineers say they lack one); and hours that suit men with wives at home but not working mothers (41 percent of technology workers says they need to be available "24/7").

Exercício 4: Leia rapidamente o texto abaixo através da técnica do skimming. Em seguida, pense em um título para cada uma das seções.

IT Today — the interactive e-zine

1 _____

- more men use IT than women?
- only 33% of the people studying IT are girls?
- only 4% of computer scientists are women?

This is strange because it's a fact that girls are just as clever as boys in science and mathematics.

2 _____

The usual explanation is that boys learn basic computer skills through video games. Girls do not usually like these violent and aggressive games, so boys have earlier experience with computers. What's more, when the Internet started, men did not encourage women to join. Many women who use the Internet complain that men are rude and unpleasant to them.

3 _____

- More than 75% of future jobs will need people with computer skills.
- Thousands of companies use the Internet to advertise job vacancies.
- Computers are tools, not just toys, and they can help everyone get good jobs.
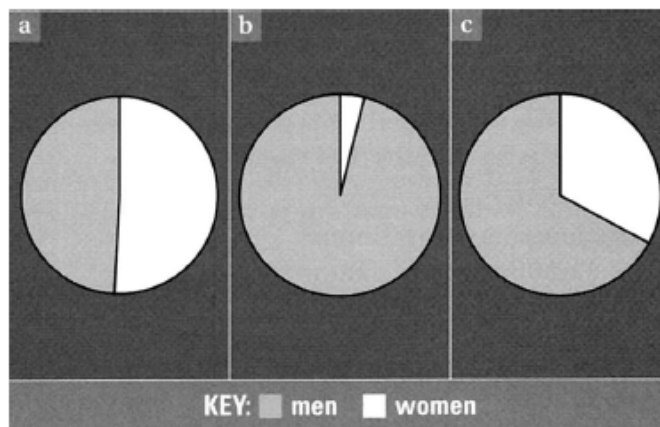
You don't need to be a genius to learn computing. It just takes practice!

4 _____

Yes! 51% of new Internet users are women. More people are using Netiquette, which encourages women and girls to go online. More girls are learning computing, and programmers are designing imaginative and non-violent games that are fun and exciting to play.

Exercício 5: Relacione os gráficos às três partes do texto enumeradas abaixo:

1 Girls and boys studying IT ☐
2 New Internet users ☐
3 Computer scientists ☐

KEY: ■ men ☐ women

Exercício 6: Relacione as colunas abaixo:

1 If you want to learn computing,   a girls are as good as boys at IT.
2 Girls prefer playing   b by surfing the Internet.
3 You can find a lot of jobs   c you must practise a lot.
4 It is a fact that   d but they enable you to do many things.
5 Computers are not just toys,   e interesting and creative video games.

Exercício 7: Baseado na definição abaixo, escreva uma definição para "Netiquette":

etiquette /ˈetɪket, -kət/ n [U] formal rules of correct and polite behaviour in society or among members of a profession

_____
_____
_____

Exercício 8: Faça o skimming do texto e insira os títulos mais adequados em cada trecho:

a Rules for talking online ☐
b Invading privacy ☐
c The Golden Rule ☐
d Culture and Netiquette ☐

Online Netiquette ▣目

1 _____

People in the West usually shake hands when they first meet. Good friends in Middle Eastern cultures kiss each other three times on the cheeks. The Japanese bow their heads to show respect and the Thais bring their hands together in front of their face. The online community, too, has its own culture and `customs`. Good Internet behaviour is called Netiquette.

2 _____

The Internet is an international `means` of communication where you can talk to people online. Asking questions is fun but making jokes about people from other cultures can lead to misunderstanding and bad feelings. Sending hurtful or insulting messages, or flames, to people is bad behaviour. Bad language is not cool. Everyone is happy when people are friendly.

3 _____

Netiquette includes more than good spelling and grammar. Typing in all upper case is bad as it is the same as SHOUTING. Not starting your sentences with capital letters is lazy. Sending e-mails with 'Hello' and 'Thank you' is nice. The Golden Rule is 'Treat others in the same way that you like to be treated.' Remember, real people read what you type!

4 _____

It is also bad Netiquette to send people spam. This kind of `unsolicited` e-mail means people have to cancel something that they did not ask for in the first place. When you use Cc: `instead of` Bcc: you send other people's e-mail addresses without their permission. This is an `invasion` of their privacy and breaks the Golden Rule.

Exercício 9: Sinalize as opções que indicam a ausência e a presença da Netiqueta nas sentenças abaixo:

1 correct spelling ☐
2 using Bcc: instead of Cc: ☐
3 sending e-mail that people do not want ☐
4 greeting someone in an e-mail ☐
5 making jokes about people's culture ☐
6 typing in capital letters ☐
7 flaming people ☐

Exercício 10: Complete as lacunas abaixo com as palavras destacadas no texto:

1 Telephones and postal services are both _____ of communication.
2 Different cultures usually have very different _____.
3 Please don't copy my e-mail to other people. It's an _____ of my privacy.
4 Try asking interesting questions _____ trying to think of funny things to say.
5 People on the Internet are always complaining about _____ e-mail.