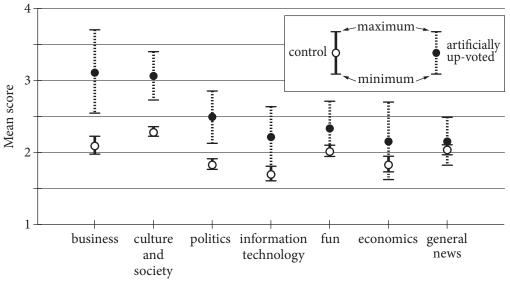Artificially Up-Voted Comments versus Control Comments

Mean score: mean of scores for the comments in each category, with the score for each comment being determined by the number of positive votes from website users minus the number of negative votes

Adapted from Lev Muchnik, Sinan Aral, and Sean J. Taylor, "Social Influence Bias: A Randomized Experiment." ©2013 by American Association for the Advancement of Science.

32

Over the course of the passage, the main focus shifts from a discussion of an experiment and its results to

A) an explanation of the practical applications of the results.

B) a consideration of the questions prompted by the results.

C) an analysis of the defects undermining the results.

D) a conversation with a scientist who disputes the results.

33

The author of the passage suggests that crowds may be more effective at

A) creating controversy than examining an issue in depth.

B) reinforcing members' ideas than challenging those ideas.

C) arriving at accurate quantitative answers than producing valid qualitative judgments.

D) ranking others' opinions than developing genuinely original positions.

CONTINUE

34

Which choice provides the best evidence for the answer to the previous question?

A) Line 9 ("Sometimes . . . you")

B) Lines 11-14 ("Your . . . number")

C) Lines 17-20 ("According . . . value")

D) Lines 25-28 ("To test . . . opinions")

35

Which choice best supports the view of the "skeptics" (line 20)?

A) Lines 55-58 ("Comments . . . reports")

B) Lines 58-60 ("And . . . them")

C) Lines 63-65 ("The ratings . . . them")

D) Lines 76-79 ("He . . . manipulated")

36

Which action would best address a question Watts raises about the study?

A) Providing fewer fake positive comments

B) Using multiple websites to collect ratings

C) Requiring users to register on the website before voting

D) Informing users that voting data are being analyzed

37

As used in line 85, "boost" most nearly means

A) increase.

B) accelerate.

C) promote.

D) protect.

38

As used in line 86, "scale" most nearly means

A) level.

B) wage.

C) interval.

D) scheme.

39

In the figure, which category of news has an artificially up-voted mean score of 2.5?

A) Business

B) Politics

C) Fun

D) General news

40

According to the figure, which category of news showed the smallest difference in mean score between artificially up-voted comments and control comments?

A) Culture and society

B) Information technology

C) Fun

D) General news

41

Data presented in the figure most directly support which idea from the passage?

A) The mean score of artificially down-voted comments is similar to that of the control.

B) The patterns observed in the experiment suggest that people are suspicious of negative social influence.

C) The positive bias observed in users of the news site may not apply to human behavior in other contexts.

D) The type of story being commented on has an impact on the degree to which people can be influenced.

Unauthorized copying or reuse of any part of this page is illegal.

17

CONTINUE ▶