TESTE ANPAD JUNHO - 2022

Teste ANPAD – JUNHO/2022 – Interpretação de textos em Língua Inglesa

DIRECTION: Read the following text and answer questions **1** and **2**.

As society evolves, the fashion industry must adapt. The average size of an American woman has increased from size 14 to size 18. The body type that brands have catered to, both from marketing and technical design perspectives, is now outdated. The push for fashion to embrace size inclusivity is intensifying. And while there are now more brands offering sizes past 16 than ever before, many still get the sizing and fit for larger sizes wrong.

Many companies have begun to explore mobile 3-D body scanning as a way to offer their customers a perfect fit when shopping online. This technology lets consumers scan themselves with their smartphones, then uses their body dimensions to make personalized size recommendations.

An ancillary benefit of mobile 3-D body scanning technology is the database of anonymized consumer 3-D body models that a brand can aggregate. Analyzing this database broken down by demographics can help with the production of size-inclusive clothing. Rather than applying a linear, non-datadriven grading methodology, brands can optimize sizing standards based on the actual body shapes and metrics of their customers.

CHEN, Jeff. Your Guide to Inclusive Sizing in Fashion. Forbes, 21 Jan. 2022. Available at: https://www.forbes.com/sites/forbesbusinesscouncil/2022/01/21/your-guide-to-inclusive-sizing-in-fashion/?sh=52c775f66cfb. Access on: 1 May 2022. Adapted.

Questão 1 – Teste ANPAD – JUNHO/2022 – Interpretação de textos em Língua Inglesa

The text states that

( ) fashion designers have not yet become aware that sizes past 16 are now outdated.
( ) size inclusivity has intensified women's having their average body size increased.
( ) consumers prefer shopping online because of their body dimensions.
( ) databases may be broken down and consumer data be wrongly used by brands.
( ) mobile 3-D body scanning can optimize people's getting the right fit for clothes.

Questão 2 – Teste ANPAD – JUNHO/2022 – Interpretação de textos em Língua Inglesa

OUTDATED (sentence 3 in paragraph 1) can be replaced by

( ) inferior.
( ) adapted.
( ) obsolete.
( ) personalized.
( ) optimized.

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DIRECTION: Read the following text and answer questions **3** and **4**.

The inclusive shopping market may just be the largest untapped opportunity in the e-commerce world today.

By one estimate, it totals a staggering $8 trillion. It's also not as fragmented as you might think. For example, more than 2.2 billion people experience vision impairments, while nearly half a billion have hearing loss.

As a result, brands need to start looking at this as an opportunity, rather than a box to check on their way to social responsibility. The problem is that the various organizations that set the standards for accessibility, such as the W3C, may be well-meaning, but their guidelines are minimal and often unimaginative.

For example, most of them call for tags to describe images. But no tag is going to tell a blind shopper if a scarf would look good on them. Brands can solve this problem — and I'll get to that — but not through any metadata strategy.

KNEZI, Dragorad. Inclusive live commerce: Engaging live agents to move beyond captioning. TechCrunch+, 23 Feb. 2022. Available at: https://techcrunch.com/2022/02/23/inclusive-live-commerce-engaging-live-agents-tomove-beyond-captioning. Access on: 1 May 2022. Adapted.

Questão 3 – Teste ANPAD – JUNHO/2022 – Interpretação de textos em Língua Inglesa

According to the text, organizations

( ) believe the e-commerce market is not as well fragmented as they think.
( ) have developed poor strategies to deal with accessibility in e-commerce.
( ) need to provide a box for people to check if they have an impairment.
( ) want companies to tell shoppers if products would look good on them.
( ) have minimized the importance of setting standards for accessibility.

Questão 4 – Teste ANPAD – JUNHO/2022 – Interpretação de textos em Língua Inglesa

UNTAPPED (sentence 1 in paragraph 1) can be replaced by

( ) unsustainable.
( ) unimaginative.
( ) unexpected.
( ) unimportant.
( ) unexploited.

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DIRECTION: Read the following text and answer questions **5** and **6**.

Have you ever been to a foreign city and not been able to figure out the names of the stations or directions of that city's metro? Did you feel completely lost and upset with whoever designed the system? Maybe as a parent you have tried taking a bus with a stroller and gave up because you were not able to take it up the steep stairs? Or maybe you had to walk on the road among traffic and cars because the sidewalk was blocked by construction or parked cars?

Well, imagine trying to do all that with a disability. What would you do to get from point A to point B if you could not even access public transport systems? That's why many people with disabilities have to stay at home every day.

BABINARD, Julie. Accessible and inclusive transport: can we achieve it? World Bank Blogs, 8 July 2010. Available at: https://blogs.worldbank.org/transport/accessible-and-inclusive-transport-can-we-achieve-it/. Access on: 1 May 2022. Adapted.

Questão 5 – Teste ANPAD – JUNHO/2022 – Interpretação de textos em Língua Inglesa

All of the following examples are mentioned in the text to discuss challenges to inclusive transport <u>except for</u>:

(   ) Staying at home every day because of a disability.
(   ) Not being able to use the sidewalk to walk to a place.
(   ) Understanding transport directions in a foreign language.
(   ) Lifting a stroller in order to be able to carry it on a bus.
(   ) Being upset because there is no public transport.

Questão 6 – Teste ANPAD – JUNHO/2022 – Interpretação de textos em Língua Inglesa

IT in "to take it up" (sentence 3 in paragraph 1) refers to

(   ) road.
(   ) stroller.
(   ) metro.
(   ) system.
(   ) bus.

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DIRECTION: Read the following text and answer questions **7** and **8**.

Microaggressions are defined as the everyday, subtle, intentional — and oftentimes unintentional — interactions or behaviors that communicate some sort of bias toward historically marginalized groups.

The difference between microaggressions and overt discrimination, or macroaggressions, is that people who commit microaggressions might not even be aware of them.

Someone commenting on how well an Asian American speaks English, which presumes the Asian American was not born here, is one example of a microaggression. Presuming that a black person is dangerous or violent is another example. A common experience that black men talk about is being followed around in stores or getting on an elevator and having people move away and grab their purses or their wallets.

Oftentimes, people don't even realize that they're doing those sorts of things. And in fact, if you were to stop them and say, 'Why did you just move?' They would deny it because they don't recognize that their behaviors communicate their racial biases.

LIMBONG, Andrew. Microaggressions are a big deal: How to talk them out and when to walk away. npr, 9 June 2020. Available at: https://www.npr.org/2020/06/08/872371063/microaggressions-are-a-big-deal-howto-talk-them-out-and-when-to-walk-away. Access on: 1 May 2022. Adapted.

Questão 7 – Teste ANPAD – JUNHO/2022 – Interpretação de textos em Língua Inglesa

The text states that

( ) presuming a person is violent is not necessarily some sort of bias.
( ) people may or may not commit microaggressions intentionally.
( ) speaking English very well is expected from Asian Americans.
( ) people are afraid of persons who were not born in the same place.
( ) microaggressions are less subtle than macroaggressions.

Questão 8 – Teste ANPAD – JUNHO/2022 – Interpretação de textos em Língua Inglesa

IT in "They would deny it" (last sentence of the last paragraph) can be replaced by

( ) communicating.
( ) moving away.
( ) being stopped.
( ) realizing things.
( ) saying things.

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Teste ANPAD – JUNHO/2022 – Interpretação de textos em Língua Inglesa

DIRECTION: Read the following text and answer questions **9** and **10**.

Google has rolled out a new "inclusive language" function that is intended to steer its users away from what it deems to be politically incorrect words, like "landlord" and "mankind."

Google Docs introduced the "woke" feature this month that shows pop-up warnings to people typing in words or phrases considered to be non-inclusive, such as "policeman," "fireman" or "housewife."

The online word processor's algorithm will alert them that their chosen terms "may not be inclusive to all readers" and then goes a step further by suggesting alternative, more inclusive words to use.

For example, it might suggest "humankind" instead of the gendered "mankind," or "police officer" instead of "policeman."

The new AI-powered language feature, called "assistive writing," has been widely panned by critics, who have accused the search engine of being both
intrusive and preachy.

FARBEROV, Snejana. Google launches 'woke' writing function touting 'inclusive language'. The New York Post, 25 April 2022. Available at: https://nypost.com/2022/04/25/google-unveils-woke-writing-feature-for-inclusivelanguage/. Access on: 1 May 2022. Adapted.

Questão 9 – Teste ANPAD – JUNHO/2022 – Interpretação de textos em Língua Inglesa

The "woke" feature introduced by Google

( ) protects readers from intrusive behaviors.
( ) alerts people when words are non-inclusive.
( ) assists writers not to be considered preachy.
( ) allows readers to stop pop-up warnings.
( ) corrects users' mistakes when typing.

Questão 10 – Teste ANPAD – JUNHO/2022 – Interpretação de textos em Língua Inglesa

PANNED (last paragraph) can be replaced by

( ) praised.
( ) defended.
( ) suggested.
( ) condemned.
( ) adopted.

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RESPOSTAS

1. mobile 3-D body scanning can optimize people's getting the right fit for clothes.
2. obsolete.
3. have developed poor strategies to deal with accessibility in e-commerce.
4. unexploited.
5. Being upset because there is no public transport.
6. stroller.
7. people may or may not commit microaggressions intentionally.
8. moving away.
9. alerts people when words are non-inclusive.
10. condemned.