

Bijlage VWO
2016

tijdvak 1

Engels

Tekstboekje

Can an economist dig a hole without another filling it?

Sir, When you pay for a hole to be dug you can see the job has been done. Can any economist demonstrate their benefit just as tangibly without another disputing it? It seems not. The endless conflicting debates between professional economists leads me to wonder what value they have when their views constantly cancel each other out.

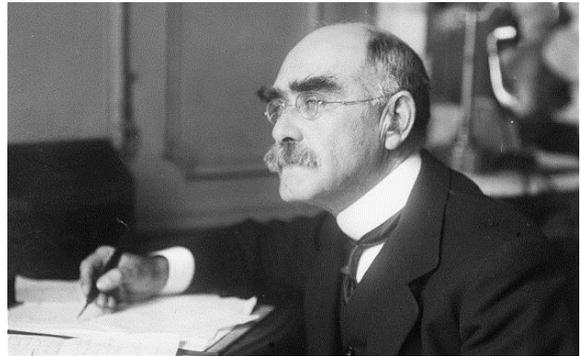
Perhaps an economist should calculate the cost of training and employing all the economists in the UK to see what the country could save by discarding them, leaving just a handful of academics to publish their theories for us to argue over in the pub, then forget about them. At least we'd have some spare cash to invest more in sport, which does more to lift the spirits than any economist ever will.

**Jan May,
Haywards Heath, West Sussex, UK**

The Financial Times, 2011

Kipling a plagiarist?

- 1 Shocked headlines have reported that a newly discovered letter by Rudyard Kipling "admits plagiarising" parts of his poem "Law of the Jungle", which appears in *The Jungle Book*. Actually, the letter admits nothing of the kind. Kipling is responding to a reader, and although we don't know what question was asked, we can infer that Kipling found it somewhat asinine from the dismissive tone of his reply. "A little of it is bodily taken from (Southern) Esquimaux rules for the division of spoils. In fact, it is extremely possible that I have helped myself promiscuously but at present cannot remember from whose stories I have stolen."
- 2 The fact is that most writers are magpies, reworking source material from wherever they find it. Shakespeare's reliance on older chronicles for his plots is a commonplace, and it would be ludicrous to suggest that in *Paradise Lost* Milton was "plagiarising" the story of Genesis. When Amy Heckerling reworked *Emma* into her 1995 film *Clueless*, she was not plagiarising Jane Austen, but creating an imaginary conversation with a classic novel.
- 3 Today, what we mean by plagiarism relates more to honesty than to originality; we call it "borrowing" when it is acknowledged.
- 4 Originality takes many forms, and many forms can be remade from originals. Invention from whole cloth is not the only — or even the optimal — method of literary creation, and it is impossible to name an important author who could not be charged with some sort of intellectual borrowing. As Delacroix is supposed to have said of Raphael: "Nowhere did he reveal his originality so forcefully as in the ideas he borrowed."



Sarah Churchwell

based on an article from *The Guardian Weekly*, 2013

The serious business of fun

1



OLD stereotypes die hard. Picture a video-game player and you will likely imagine a teenage boy, by himself, compulsively hammering away at a game involving rayguns and aliens that splatter when blasted. Ten years ago — an aeon in gaming time — that might have borne some relation to reality. But today a gamer is as likely to be a middle-aged commuter playing "Angry Birds" on her smartphone. In America, the biggest market, the average game-player is 37 years old. Two-fifths are female. Even teenagers with imaginary rayguns are more likely to be playing "Halo" with their friends than solo.

2

Over the past ten years the video-game industry has grown from a small niche business to a huge, mainstream one. With global sales of \$56 billion in 2010, it is more than twice the size of the recorded-music industry. Despite the downturn, it is growing by almost 9% a year.

3

Is this success due to luck or skill? The answer matters, because the rest of the entertainment industry has tended to treat gaming as being a lucky beneficiary of broader technological changes. Video gaming, unlike music, film or television, had the luck to be born digital: it never faced the struggle to convert from analogue. In fact, there is plenty for old media to learn.

4

Video games have certainly been swept along by two forces: demography and technology. The first gaming generation — the children of the 1970s and early 1980s — is now over 30. Many still love gaming, and can afford to spend far more on it now. As gaming establishes itself as a pastime for adults, the social stigma and the worries about moral corruption that have historically greeted all new media, from novels to pop music, have dissipated. Meanwhile rapid improvements in computing power have allowed game designers to offer experiences that are now often more cinematic than the cinema.

5

But even granted this good fortune, the game-makers have been clever. They have reached out to new customers with new gadgets: Nintendo's Wii console showed that games with cross-generational appeal can make money faster than a virtual Rafael Nadal returns your puny serve. They have branched out into education, corporate training and even warfare, and have embraced digital downloads and mobile devices with enthusiasm. Big-budget shoot-'em-up franchises such as "Call of Duty" and "Halo" are still popular, but much of the growth now comes from "casual" games that are simple, cheap and playable in short bursts on mobile phones or in web browsers. "Angry Birds" has been downloaded 500m times.

On to the next level

6

The industry has excelled in two particular problematic areas: 10. In an era when people are disinclined to pay for content on the web, games publishers were quick to develop "freemium" models, where you rely on non-paying

customers to build an audience and then extract cash only from a fanatical few. In China, where illegal copying is rampant, many games can be played online for nothing. Firms instead make money by selling in-game perks and "virtual goods" to dedicated players. China is now the second-biggest gaming market, but does not even rank in the top 20 markets for the music business.

- 7 As gaming comes to be seen as just another medium, its tech-savvy approach could provide a welcome shot in the arm for existing media groups. Time Warner and Disney have bought games firms; big-budget games, meanwhile, now have Hollywood-style launches. *Homo ludens* is here to play.

The Economist, 2011

PUBLIC POLICY

A Healthier Urban Jungle

By Thomas Farley, M.D., M.P.H., New York City's Health Commissioner

- 1 **A RESEARCHER ONCE** told me that progress in biomedical science could be measured by 11. Long ago we understood only the differences between sick and healthy individuals, but now we have zoomed through organs and cells into studying sick and healthy molecules. This type of thinking has led some to search for the solution to the national epidemic of obesity within our body's cells.
- 2 They won't find it there. We will reverse this epidemic not with a better microscope but rather with a better macroscope — not through genetics or physiology but through sociology and economics. In New York City (NYC), where we must reach millions of people who are overweight or headed there, we are using public policy and economic incentives to create a healthier food environment.
- 3 Food is now ubiquitous, cheap, calorie-dense, and delivered to us in superphysiologic portion sizes. While there has been much talk of "food deserts" and the shortage of healthy foods in low-income neighborhoods, in fact most of us live in food swamps, where we drown in food laden with excess calories. Today it is hard to imagine a building without a soda vending machine or an intersection without a fast-food outlet. At bodegas in the South Bronx, the most prominent shelf items are three-liter bottles of soda, selling for \$2 each, and huge bags of chips. Those chips pack about five calories per gram, which is more than 10 times the calorie density of a carrot.
- 4 It is far easier to describe this "obesogenic" food environment than to change it for the better. In NYC we have been trying to nudge the system toward offering a healthier mix of products in human-size portions. We provide "Health Bucks" — \$2 vouchers to use at farmers' markets — to people in the Supplemental Nutrition Assistance Program, or SNAP (formerly known as food stamps), as an incentive to buy low-calorie-density fresh fruits and vegetables. We encourage bodega operators to stock lower-calorie foods, and we have adopted zoning and financial incentives to draw supermarkets into neighborhoods that have nothing but bodegas. We are also improving the quality of foods sold in school cafeterias, while removing calorie-dense beverages from school vending



machines. And we have established nutrition standards for foods sold or distributed by all city agencies, which together deliver some 225 million meals every year.

- 5 In 2008 NYC started requiring chain restaurants to post the calorie counts on their menus and menu boards. The immediate effect has been modest: about 25 percent of customers who see the calorie counts use them in choosing what to buy, and those who do so purchase about 100 fewer calories per meal. The greater potential payoff is that restaurants, ashamed to post a count of more than 1,000 calories for a sandwich, may 14.

- 6 Any effort to create a healthier food environment must address sugar-sweetened beverages, which account for a third to a half of the 300-calorie increase in Americans' daily diets over the past 30 years. Sugar-sweetened drinks have been linked to obesity or weight gain in both observational studies and randomized clinical trials. New York City has supported state legislation that would balance the incentives to supersize by placing a penny-per-ounce excise tax on sugary drinks. Economic models suggest that a 10 percent increase in price would reduce the sale of these beverages by about 8 percent.

- 7 Last fall NYC proposed a demonstration project to test the effect of ending the subsidy of sugar-sweetened products in the SNAP program. The measure would address a basic contradiction in public policy. When we are telling New Yorkers in every possible way that sugar-sweetened beverages cause obesity and diabetes, how can we justify giving vouchers to get these products for free, especially as part of a nutrition program? Our initiative could also change incentives in the market. If bodegas cannot sell three-liter bottles of sugary soda through the SNAP program, maybe they will promote something healthier that is SNAP-eligible.

- 8 Surveys that we have conducted show that adults have cut back somewhat on sugar-sweetened beverages since 2007. Those same surveys track self-reported height and weight in adults, and we actively monitor fitness and body mass index among the city's 1.2 million public school students. It is far too early to know if the changes we have made are affecting obesity rates. We are more than 30 years into this epidemic, and reversing it will take more than a few. But we believe we have found the right target. Unless our vision of a brighter future is a majority of Americans taking an antiobesity pill every day, it is our environment that needs to change, not our physiology.

Scientific American, 2011

Bloomberg Businessweek

Book Review: 'The End of Men' by Hanna Rosin

By Sheelah Kolhatkar

- 1 On Aug. 29 2012, at the Republican National Convention in Tampa, a protest broke out during vice presidential candidate Paul Ryan's speech. Two women, one in her twenties, one a couple of decades older, stood up in the stands and started shouting, "My body, my choice!" It was a brief but intense moment straight out of a 1970s Take Back the Night rally. The women were quickly drowned out by a baffling response from the crowd of Republican delegates — chants of "USA! USA!" — and dragged out of the stadium. One man snatched the protesters' pink banner away as they left and tossed it triumphantly to his friend.
- 2 It's a scene worth remembering as you read articles about the "mancession" that is supposedly upon us. A female-dominated paradise — or even one in which every woman in the U.S. could have access to paid maternity leave or a harassment-free workplace — still seems remote. One of the two major political parties put forth a platform that would retract rights women fought for decades ago. Representative Ryan is on record opposing legislation in Congress to address the pay gap between women and men, which still has women making substantially less money than men. 19, according to Hanna Rosin, the end of men is nigh.
- 3 The title of Rosin's book provoked hysterical laughter among several men who caught sight of it at a dinner party I attended several weeks ago. Laugh all you want, Rosin might counter, evidence abounds of masculine decline in all corners of life. An accomplished journalist and author, Rosin first explored the idea in a deliberately provocative *Atlantic* cover story; the argument seems designed to send pundits and Internet commenters into a frenzy. From the many couples Rosin observed around the country in which the husband is a deadbeat and the wife holds down a stable job, to the flood of women into highly paid professions previously dominated by men, to the growing number of companies in Silicon Valley that offer flexible work arrangements for executives with children, Rosin believes the changing economy favors women and the talents and skills they tend to offer.
- 4 It's been well documented that the most recent recession hit traditionally male fields the hardest. The construction, manufacturing, and, for a time, financial industries all shrank, leading ultimately to the loss of 7.5 million jobs, three out of four of them held by men. Intractable long-term

unemployment has left many households with upside-down gender roles: the out-of-work husband sliding into despondency while the woman of the house puts on her pantyhose and marches out the door every day to pay the bills. Women now earn 60 percent of bachelor's degrees, and most professions that are predicted to grow during the next 10 years are female-dominated, including nursing, accounting, teaching, and child care. "What's valued in the new service and information economy are social intelligence, open communication, an ability to sit still and focus long enough to get the necessary credentials — all areas where women are at least the equals of men, and in many ways excel," Rosin writes.



- 5 These are all worthy and often fascinating observations, which Rosin delves into deeply, if sometimes a tad earnestly. Yet in most of the areas where it counts — where money and power are concentrated — men continue to utterly dominate. Women occupy just under 17 percent of the seats in Congress. Only 3.8 percent of Fortune 500 companies have female chief executive officers, a figure that's barely moved in years. Walking onto a Wall Street trading floor, where the truly big paydays are made, one continues to wade into a sea of men.
- 6 When Marissa Mayer, formerly of Google, was named CEO of Yahoo! in July, for example, it was pointed out in *Fortune* and elsewhere that the number of lady CEOs at the 500 largest companies had finally reached 20, a record. Since then, Mayer has had every email and hiring decision picked over, including her announcement that she'll work during her impending maternity leave. Some of her moves have also had unintended consequences — her plans to bring in Apax Partners' Jacqueline Reses to be Yahoo's new executive vice president of human resources and talent acquisition leaves Reses's old field, private equity, practically devoid of high-ranking women. It's a quandary worth pondering at the dozen or so "diversity summits" Wall Street firms are sure to sponsor during the next year.
- 7 "There's nothing like being trounced year after year to make you reconsider your options," Rosin writes of Calvin, one of the unemployed boyfriends she meets, who's considering a degree in nursing. Fortunately for the richly compensated men who fill boardrooms across America, they face no such dilemma.

adapted from *businessweek.com*, 2012

'Prosperity Without Growth' by Tim Jackson

Jeremy Leggett

- 1 Prosperity is understood as a successful, flourishing or thriving condition: simply, a state in which things are going well for us. Every day the system in which we live tries to persuade us – via TV news, politicians' speeches, corporate pronouncements, inducements to consume and so on – that our prosperity is intimately linked to whether or not gross national product (GNP) is growing and whether stock markets are riding high. These are the two main measuring sticks for the version of capitalism on which most countries base their economies today.
- 2 Other ways of measuring prosperity, such as employment and savings, follow these two. If GNP – the total national output of goods and services – is in recession, then unemployment will rise, and that means growing numbers of unprosperous people without salaries. If stock markets are falling, that means falling pension values, and rising numbers of unprosperous people in retirement. So what's not to like about growth?
- 3 Tim Jackson states the challenge starkly: "Questioning growth is deemed to be the act of lunatics, idealists and revolutionaries. But question it we must." And that is the core mission of this perfectly timed book. Had he published it before the financial crisis, he would probably have been dismissed as another green idealist, at best. But in the wake of the crisis, more people are questioning the primacy of growth at all costs. The French president Sarkozy, the Nobel-prizewinning economist Joseph Stiglitz and elements of the *Financial Times's* commentariat are among those now arguing that prosperity is possible without GNP growth, and indeed that prosperity will soon become impossible because of GNP growth. A new movement seems to be emerging, and this superbly written book should be the first stop for anyone wanting a manifesto.
- 4 Jackson, who is economics commissioner on the UK government's Sustainable Development Commission, dexterously makes the relevant economic arguments understandable to the lay reader. He is not slow to simplify where that is warranted: "The idea of a non-growing economy may be an anathema to an economist. But the idea of a continually growing economy is an anathema to an ecologist."
- 5 This is the core of the debate. Endless growth is a ridiculous notion to the typical ecologist because we live on a planet with finite resources, the mining and use of some of which is undermining our planet's life-support systems. But the typical economist believes we can "decouple" GNP

growth from resource use through the increased efficiency that tends to be intrinsic to capitalism: that we can grow our economies and reverse environmental degradation too. Tesco, 27, can keep building more stores for ever, provided they are increasingly resource-efficient.

- 6 Jackson argues compellingly that such "decoupling" is a myth. A key area of argument, as with so much else in the current world, involves climate change. If we keep growing GNP, Jackson explains, then we fail to cut greenhouse gases deeply. This means we stoke destruction of prosperity beyond the short-term horizons – "next quarter's growth figures" and all the rest – on which we routinely put such emphasis today.
- 7 The last chapter of the book looks at opportunities for achieving "a lasting prosperity". They are many and varied, and most of them – unsurprisingly – start from the grassroots. High on the list is the need for us all to consume less "stuff" and to seek a type of prosperity outside the conventional trappings of affluence: within relationships, family, community and the meaning of our lives and vocations in a functional society that places value on the future.
- 8 Is that still capitalism? "Does it really matter?" Jackson asks. And for what it's worth, as a creature of capitalism – a venture-capital-backed energy industry boss, a private equity investor, and an Institute of Directors director of the month – I am convinced that capitalism as we know it is torpedoing our prosperity, killing our economies and threatening our children with an unlivable world. Tim Jackson has written the best book yet making this case, and showing the generalities of the escape route. The specifics, post-Copenhagen¹⁾, are all down to us.

guardian.co.uk, 2010

noot 1 Copenhagen Climate Council conference in 2009 on how to tackle climate change

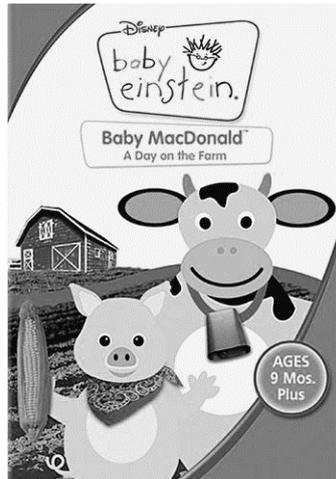
No Einstein in Your Crib? Get a Refund

Parent alert: the Walt Disney Company is now offering refunds for all those "Baby Einstein" videos that did not make children into geniuses. They may have been a great electronic baby sitter, but the unusual refunds appear to be a tacit admission that they did not increase infant intellect. "We see it as 30 by the Walt Disney Company, and we hope other baby media companies will follow suit by offering refunds," said Susan Linn, director of Campaign for a Commercial-Free Childhood, which has been pushing the issue for years.

Baby Einstein, founded in 1997, was one of the earliest players in what became a huge electronic media market for babies and toddlers. Acquired by Disney in 2001, the company expanded to a full line of books, toys, flashcards and apparel, along with DVDs including "Baby Mozart," "Baby Shakespeare" and "Baby Galileo".

The videos — simple productions featuring music, puppets, bright colors, and not many words — became a staple of baby life: According to a 2003 study, a third of all American babies from 6 months to 2 years old had at least one "Baby Einstein" video. Despite their 31, and the fact that many babies are transfixed by the videos, the American Academy of Pediatrics recommends no screen time at all for children under 2.

In 2006, Ms. Linn's group went to the Federal Trade Commission to



complain about the educational claims made by Disney and another company, Brainy Baby. As a result, the companies dropped the word "educational" from their marketing. But the group didn't think that was enough. "Disney was never held accountable, and parents were never given any compensation. So we shared our information and research

with a team of public health lawyers," Ms. Linn said.

Last year, lawyers threatened a lawsuit for unfair and deceptive practices unless Disney agreed to refund the full purchase price to all who bought the videos since 2004. "The Walt Disney Company's entire Baby Einstein marketing regime is based on express and implied claims that their videos are educational and beneficial for early childhood development", a letter from the lawyers said, calling those claims "false because research shows that television viewing is potentially harmful for very young children." The letter cited estimates from *The Washington Post* and *Business Week* that Baby Einstein controlled 90 percent of the baby media market, and sold \$200 million worth of products annually. The letter also described studies showing that television exposure at ages 1 through 3 is associated with attention problems at age 7. 32, the Baby Einstein company will refund \$15.99 for up to four "Baby Einstein" DVDs per household, bought between June 5,

2004, and Sept. 5, 2009, and returned to the company.

The public health lawyers refused to comment on the settlement. Last month, Baby Einstein announced the new refunds — or "enhanced consumer satisfaction guarantee" — but made no mention of the lawyers' demands.

The founder and president of Brainy Baby, Dennis Fedoruk, said in an email message that he was unaware of Baby Einstein's refund announcement and could not offer further comment. An outside public relations representative for Baby Einstein said there was nothing new about the refund offer. "We've had a customer satisfaction guarantee for a long time," she said, referring a reporter to the company Web site. However, Baby Einstein's general "money-back" guarantee is only valid for 60 days from purchase and requires a receipt.

33, the current offer, allowing parents to exchange their video for a different title, receive a discount coupon, or get \$15.99 each for up to

four returned DVDs, requires no receipt, and extends until next March 10. "When attention got focused on this issue a few years ago, a lot of companies became more cautious about what they claimed," said Vicky Rideout, vice president of the Kaiser Family Foundation. "But even if the word 'education' isn't there, there's a clear implication of educational benefits in 34."

The Baby Einstein Web site, for example, still describes its videos with phrases like "reinforces number recognition using simple patterns" or "introduces circles, ovals, triangles, squares and rectangles". "My impression is that parents really believe these videos are good for their children, or at the very least, not really bad for them," Ms. Rideout said. "To me, the most important thing is reminding parents that getting down on the floor to play with children is the most educational thing they can do."

New York Times, 2009

MONEY

Currency without Borders

- 1 IMAGINE IF YOU WERE TO WALK INTO A DELI, ORDER A CLUB SANDWICH, throw some dollar bills down and have the cashier say to you, "That's great. All I need now is your name, billing address, telephone number, mother's maiden name, and bank account number." Most customers would balk at these demands, and yet this is precisely how everyone pays for goods and services over the Internet.
- 2 There is no currency on the Web that is as straightforward and anonymous as the dollar bill. Instead we rely on financial surrogates such as credit-card companies to handle our transactions (which pocket a percentage of the sale, as well as your personal information). That could change with the rise of Bitcoin, an all-digital currency that is as liquid and anonymous as cash. It's "as if you were taking a dollar bill, squishing it into your computer and sending it out over the Internet," says Gavin Andresen, one of the leaders of the Bitcoin network.
- 3 Bitcoins are bits — strings of code that can be transferred from one user to another over a peer-to-peer network. Whereas most strings of bits can be copied infinitely (a property that would render any currency worthless), users can spend a Bitcoin only once. Strong cryptography protects Bitcoins against would-be thieves, and the peer-to-peer network eliminates the need for a central gatekeeper such as Visa or PayPal. The system puts power in the hands of the users, not financial middlemen.
- 4 Bitcoin borrows concepts from well-known cryptography programs. The software assigns every Bitcoin user two unique codes: a private key that is hidden on the user's computer and a public address that everyone can see. The key and the address are mathematically linked, but figuring out someone's key from his or her address is practically impossible. If I own 50 Bitcoins and want to transfer them to a friend, the software combines my key with my friend's address. Other people on the network use the relation between my public address and private key to verify that I own the Bitcoins that I want to spend, then transfer those Bitcoins using a code-breaking algorithm. The first computer to complete the calculations is awarded a few Bitcoins now and then, which recruits a diverse collective of users to maintain the system.
- 5 The first reported Bitcoin purchase was pizza sold for 10,000 Bitcoins in early 2010. Since then, exchange rates between Bitcoin and the U.S. dollar have bounced all over the scale like notes in a jazz solo. Because of the currency's volatility, only the rare online merchant will accept payment in Bitcoins. At this point, the Bitcoin community is small but especially enthusiastic — just like the early adopters of the Internet.
—Morgen Peck

Scientific American, 2011

Tekst 9

Turning a digital page

It seems almost incredible that book publishers have not learnt from the experience of their counterparts in the music industry ("Illegal downloads soar as pirates plunder ebook trade", News, last week).

Apple's iTunes has shown that most people are perfectly willing to pay a reasonable price in order to download legally. They realise that digital piracy is theft, and that it deprives authors of the rightful reward for their creativity.

While they have no particular desire to dabble in the legally and morally dubious world of BitTorrent, however, neither are they prepared to pay the outrageously inflated prices that have been forced upon Amazon and other retailers by blinkered publishers that seem to see the digital revolution as a threat rather than an opportunity.

Trevor Pavitt

Craven Arms, Shropshire

Sunday Times, 2012

Tekst 10

Really simmering

Sir, James Dyson's plea not to remove "lessons in making things" from the curriculum is timely and apposite (Thunderer, April 5). But his assertion that learning to cook won't grow the economy misses the point. The UK eating-out market has grown by 55 per cent over the past decade and is one of the key drivers of jobs and economic growth. Licensed hospitality businesses created one in eight of all new jobs last year – jobs in all regions, at all skill levels and for all ages – and grew even when overall employment shrank during the recession.

These jobs are just as valuable as those in other sectors. We need policies which support growth in all areas of the economy, not an Orwellian world where some jobs are more equal than others.

KATE NICHOLLS

Association of Licensed Multiple Retailers, London W5

The Times, 2011