Cambridge International Examinations
Cambridge International Advanced Subsidiary Level

Cambridge International AS Level

GLOBAL PERSPECTIVES	**8987/03/PRE**
Paper 3 Presentation	**May/June 2014**

PRE-RELEASE MATERIAL

To be given to candidates

READ THESE INSTRUCTIONS FIRST

Guidance for Teachers

This Resource Booklet contains stimulus material to be used by candidates preparing their presentation for 8987/03. One copy should be given to each candidate.

Presentations must be prepared in a four-week period. This may take place at any point before 31 May 2014, by which date all presentations must have been submitted to CIE via MOVEit.

The Presentation is marked out of 40.

Instructions to Candidates

- You should use the enclosed stimulus material to help you identify the subject for your presentation.

- Your presentation should attempt to answer a question.

- Your presentation must address alternative perspectives on the question you select and must engage directly with an issue, an assumption, evidence and/or a line of reasoning in one or more of the documents within this Booklet (i.e. you should not just pick an individual word or phrase which is not central to the reasoning of or the issues covered by the documents).

- You are expected to reflect on these perspectives using your own research.

- Your presentation should be designed for a non-specialist audience.

- Originality in interpretation is welcomed.

- Your presentation may be prepared in a variety of formats and should normally include an oral commentary.

- The speaking or running time of your presentation should be a maximum of 15 minutes.

- Whether presented or not, the submission must include a verbatim transcript of the presentation.

This document consists of **12** printed pages.

CAMBRIDGE International Examinations

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Document 1

'Jonathan Franzen: e-books are damaging society.'

Adapted from an article by Anita Singh in *The Telegraph*, a UK newspaper, 29 January 2012

Anita Singh is *The Telegraph*'s Showbusiness Editor. She reports from Cartagena, Colombia.

Jonathan Franzen has launched a passionate defence of the printed book, warning that our desire for the instant gratification of e-books is damaging for society.

The author of Freedom and The Corrections, regarded as one of America's greatest living novelists, said consumers had been conned into thinking that they need the latest technology.

"The technology I like is the American paperback edition of Freedom. I can spill water on it and it would still work! So it's pretty good technology. And what's more, it will work great 10 years from now. So no wonder the capitalists hate it. It's a bad business model," said Franzen, who famously cuts off all connection to the internet when he is writing.

"I think, for serious readers, a sense of permanence has always been part of the experience. Everything else in your life is fluid, but here is this text that doesn't change.

"Will there still be readers 50 years from now who feel that way? Who have that hunger for something permanent and unalterable? I don't have a crystal ball.

"But I do fear that it's going to be very hard to make the world work if there's no permanence like that. That kind of radical contingency is not compatible with a system of justice or responsible self-government."

Speaking at the Hay Festival in Cartagena, Colombia, Franzen argued that e-books, such as Amazon's Kindle, can never have the magic of the printed page. He said: "The Great Gatsby was last updated in 1924. You don't need it to be refreshed, do you?"

Franzen added, "Maybe nobody will care about printed books 50 years from now, but I do. When I read a book, I'm handling a specific object in a specific time and place. The fact that when I take the book off the shelf it still says the same thing – that's reassuring. Someone worked really hard to make the language just right, just the way they wanted it. They were so sure of it that they printed it in ink, on paper. A screen always feels like we could delete that, change that, move it around. So for a literature-crazed person like me, it's just not permanent enough."

Document 2

'Humans have the need to read: It doesn't matter if books are delivered in print or by smartphone, the main thing is to get lost in reading them.'

Comment by Gail Rebuck in *The Guardian*, a UK newspaper, in the 'Comment is Free' section, 30 December 2011

Gail Rebuck is the chairperson and chief executive of Random House UK.

Why should we bother reading a book? All children say this occasionally. Many of the 12 million adults in Britain with reading difficulties repeat it to themselves daily. But for the first time in the 500 years since Johannes Gutenberg democratised reading, many among our educated classes are also asking why, in a world of accelerating technology, increasing time poverty and diminishing attention spans, should they invest precious time sinking into a good book?

The beginnings of an answer lie in the same technology that has posed the question. Psychologists from Washington University used brain scans to see what happens inside our heads when we read stories. They found that "readers mentally simulate each new situation encountered in a narrative". The brain weaves these situations together with experiences from its own life to create a new mental synthesis. Reading a book leaves us with new neural pathways.

The discovery that our brains are physically changed by the experience of reading is something many of us will understand instinctively, as we think back to the way an extraordinary book had a transformative effect on the way we viewed the world. This transformation only takes place when we lose ourselves in a book, abandoning the emotional and mental chatter of the real world. That's why studies have found this kind of deep reading makes us more empathetic.

This is significant because recent scientific research has also found a dramatic fall in empathy among teenagers in advanced western cultures. We can't yet be sure why this is happening, but the best hypothesis is that it is the result of their immersion in the internet and the quickfire virtual world it offers. So technology reveals that our brains are being changed by technology, and then offers a potential solution – the book.

Rationally, we know that reading is the foundation stone of all education, and therefore an essential underpinning of the knowledge economy. So reading is – or should be – an aspect of public policy. But perhaps even more significant is its emotional role as the starting point for individual voyages of personal development and pleasure. Books can open up emotional, imaginative and historical landscapes that equal and extend the corridors of the web. They can help create and reinforce our sense of self.

If reading were to decline significantly, it would change the very nature of our species. If we, in the future, are no longer wired for solitary reflection and creative thought, we will be diminished. But as a reader and a publisher, I am optimistic. Technology throws up as many solutions as it does challenges: for every door it closes, another opens. So the ability, offered by devices like e-readers, smartphones and tablets, to carry an entire library in your hand is an amazing opportunity. As publishers, we need to use every new piece of technology to embed long-form reading within our culture. We should concentrate on the message, not agonise over the medium. We should be agnostic on the platform, but evangelical about the content.

We must also get better at harnessing the ability of the internet to inform readers, and potential readers, about all the extraordinary new books that are published every year, and to renew their acquaintance with the best of Britain's rich literary tradition. The research shows that if we stop reading, we will be different people: less intricate, less empathetic, less interesting. There can hardly be a better reason for fighting to protect the future of the book.

Document 3

'An ode to the (real) book – long may it last.'

Adapted from an article by Chris Thurman in *Business Day*, a South African newspaper, 9 February 2012

Is it still possible to defend old-school books? First, let's dispense with the environmental argument.

Do printers "kill trees" to make paper books?

Well, technically, yes — but those trees are specially grown for the purpose in huge, carefully managed forests. The Sappis of this world claim they are performing an ecological good by planting "renewable" carbon-guzzling vegetation. Okay, that might be pushing it, but the point is: the scrapyards where computers and gadgets go to die (most of them in third-world countries) aren't exactly eco-friendly either.

Assuming there's no ethical issue at stake, what about finance? E-books are undoubtedly cheaper — and often free — but the outlay for an e-reader is still prohibitive to many, particularly in a country such as South Africa. Moreover, our government could make printed books much more affordable with a few sensible tax reforms.

The real financial hit in our electronic age, however, is felt not by consumers but by the producers: authors and publishers.

Ewan Morrison, a British author and one of the most vocal doomsayers declaring the imminent "death of the book" as we know it, suggests a wholesale shift to e-books will make it impossible for writers to earn a living wage from their work.

The self-publishing "bubble", Morrison predicts, will also kill off publishers who, despite their many flaws, do at least perform a minimal kind of quality control.

If all this is inevitable (and there are many who, challenging Morrison's model, argue it is not) what else will we lose? US writer Jonathan Franzen recently went so far as to suggest e-books are "corroding values": not only is the "permanence" of printed books "reassuring" to individuals when "everything else in life is fluid", but in a broader sense the "radical contingency" of text seen only on a screen is "not compatible" with the principles on which "justice and responsible self-government" are based.

Again, Franzen may be overstating the case. But it is true that certain kinds of reading (and rereading) experiences are possible only in a world of printed books. Ever visited a bookstore or library in search of a particular book, only to find yourself more interested in the titles shelved on either side? That kind of serendipity is impossible with Amazon's automated "If you like this book, you may also like..." recommendations.

Finally, there's the book-as-totem. Cherishing the relationship you've built with a particular copy of a book is more than nostalgia; it's part of your identity. The different textures and smells of volumes old and new add richness to the sense data of reading. Marginal scribbles become messages sent to your future self, or to other future readers. Making human contact — now that's something e-readers will never be able to do.

Document 4

'Curling Up with E-Readers.'

An article by Suzie Boss in *Stanford Social Innovation Review*, a magazine published by the Stanford Center on Philanthropy and Civil Society at Stanford University, USA.

Efforts to improve global literacy typically focus on getting books into the hands of children. Could electronic reading devices leapfrog old-fashioned paper books and catalyze a new culture of reading in places like sub-Saharan Africa? That's the idea behind Worldreader.org, a start-up nonprofit with world-changing aspirations.

Dispensing Kindles and other e-readers in the developing world may seem like a fancy solution to a low-tech problem. But Worldreader founder David Risher, a former Amazon executive, says the big goal is to drive down "the cost per book read to the absolute lowest it can be." Reading selections in many village schools are too limited and, he adds, often too Western to engage young readers. If donated books gather dust in the back of classrooms, they do little to engender a love of reading.

"Lack of access to books has been solved by e-books," Risher argues, noting that thousands of titles are available as digital books. "But there's no market driven plan to get e-readers to the developing world." Worldreader, strong on corporate experience, intends to "prime the market pump," he says, "and put thousands of books into millions of kids' hands."

The infrastructure for supporting e-readers already exists in much of the developing world, thanks to a network for connecting and charging mobile phones in even the most remote regions. E-readers use the same network to download books. During Worldreader's trial in a village school in Ghana, students used an existing solar charging station to power up their Kindles, which were donated by Amazon. Their comfort with mobile phones and texting meant students had little trouble using e-reader features such as an online dictionary or text-to-speech capability. Because the devices include a built-in light source, students were able to introduce family members to a new activity: reading at home after dark.

Jonathan Wareham, professor and director of research at ESADE in Barcelona, Spain, has been studying Worldreader's early efforts. The low cost of distributing digital books offers great potential to improve literacy, he says, but the idea is not without challenges. Technical issues will be the easiest to solve, he predicts. "Getting the supporting ecosystem around the device itself is where the work is."

To gain traction, Worldreader needs to create "a system of content, distribution, pedagogy, administrative, cultural, and political support. These challenges are nothing less than massive," Wareham admits. "You go in expecting to address literacy, and you end up trying to rewrite cultural rules."

Teachers may find e-readers easier to adopt than classroom computers because they don't call for a wholesale change of teaching methods. "Teachers already know how to use books," Risher says. Compared with technology initiatives like One Laptop per Child, Worldreader "is trying to solve a narrower problem," he adds.

Nor is Worldreader interested in pursuing a brick-and-mortar solution. Risher applauds global school-building initiatives like Room to Read, but says his organization is focusing on "the other side of the same coin. When people come together to learn, they still need access to books – as many as possible." Ideally, those books will include culturally relevant titles by local authors.

Worldreader is encouraging local publishers to digitize their book lists, which can then be sold online internationally. 'We want to make sure they understand this is an economic opportunity for them," Risher says, emphasizing that digital book sales is not a business Worldreader wants to get into. "We want to be the catalyst to help make it happen."

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Worldreader's start-up costs have come largely from Risher and his co-founders, along with in-kind donations from Amazon and other businesses. Fundraising will be required to grow the lean organization, which currently operates from Seattle and Barcelona. There are plenty of unknowns, Risher admits. "We don't know the cost of e-readers in five years. We don't know the scale we will get to. We do know that Moore's Law is on our side. The cost continues going down."

Worldreader expects to learn more from its next round of testing in Ghana. Will children read more if their reading choices are virtually unlimited? Will the novelty wear off once students get used to e-readers? From firsthand observation, Risher is encouraged. In a village in Ghana, he says, "I'd watch kids read one book, finish, then ask if they could download another. That's magical."

Document 5

'Books 2.0: A New Chapter.'

Adapted from an article by Sheree-Lee Olson in *The Globe and Mail*, a Canadian newspaper, in the 'Globe Style' section, July 30 2011

For some people, the most potent smell of summer has nothing to do with Coppertone. It's a decidedly earthier bouquet: pine sap, wood smoke – and books. Those would be the people who ignore the crisp paperback in their beach tote and instead spend the weekend riffling through the swayback bookshelf at the musty cottage they rented off the Internet, then poring over unputdownable titles like Puck of Pook's Hill or Bourinot's Rules of Order.

For them (okay, us), old books are like identity documents, household gods with bent spines and beloved covers – "conduits of memory" is how Toronto curator Noa Bronstein describes them. "Carriers of fingerprints, coffee and wine stains, folds, tears and annotations, books become a reflection and extension of the self."

What happens to memory, then, as we enter a post-book age, where the physical form is becoming a quaint throwback, replaced by the sleek lines of the latest eReader?

Clearly, nostalgia is helping fuel the trend to repurposing old books as objects of design – elevating them, according to U.S. artist Lisa Occhipinti, "to a new form where the cover can be seen as an image and the insides, the pages, can be freed to reveal their tone, their words, their typography, their illustration."

Examples are stacking up. Vintage hardcover books are used for lamp bases and shades, a clever play on the culture of reading lamps. Anthropologie stores feature lights incorporating old book spines, while haute U.K. upcycler Lula Dot offers a stunning chandelier using vintage books splayed into sconces.

Lisa Occhipinti's Narrative Vases are often made with illustrated books.

In Esquire, a review of hardboiled fiction featured a skull fashioned from the pages of a book, a technique made famous by Italy's Stefano Arienti. Meanwhile, shops show off shoes perched on book pedestals, while Toronto's EQ3 furniture shop pleats the pages of display books like fancy napkins.

Occhipinti offers more possibilities in The Repurposed Library (yes, that's a book), turning old tomes into mobiles, desktop sculptures and kitchen containers. She even gets meta with a set of bookshelves made of books.

But are these inventive interventions an homage to the book or another page torn from Gutenberg's achievement?

Both, depending on the project and the viewer, says Bronstein, who's the acting curator for the Toronto-based Design Exchange's Out of Sorts: Print Culture and Book Design, a show that explores the future of the book. The works on display include Occhipinti's Bookmobile, a poignant construction of looped pages created from a 1901 book on bees, and Jardin de la Connaissance, a bench built of books by Thilo Folkerts and Rodney LaTourelle.

"I find appropriative book art quite moving and rarely if ever an assault, while others would say the reverse," Bronstein says. "I think that is precisely why these works are so effective."

Jardin was originally designed for a landscape installation at Quebec's Reford Gardens, in which walls and paths of books were allowed to decay in the woods. Some design bloggers found the idea of returning books to nature lovely, while others were like vegetarians told it was okay to eat roadkill: "The idea of deliberately letting books perish like this just makes me cringe and curl up inside," one wrote. "Any other material than Books!!!"

Occhipinti is sensitive to the charge that any kind of messing with books is sacrilege and sticks to those headed for landfill (often a subjective evaluation).

Perhaps the more irredeemable a book, the more thoughtfulness its transformation requires. Beyond her crafty projects, Occhipinti has created more austere works, gathering ruined fragments of obsolete information into sculptural statements.

Book nerds both, Occhipinti and Bronstein have their summer reading lined up, including A Visit from the Goon Squad by Jennifer Egan (Bronstein) and The Summer Before Dark by Doris Lessing (Occhipinti).

Of course, if they happen to be at a cottage with a good bookshelf, they may never get around to them.

Document 6

'The end of books – or a bright new dawn?'

Adapted from an article by Emma Higginbotham in the *Cambridge News*, a local newspaper in the UK, 22 February 2012

The seemingly unstoppable rise of the e-book is becoming difficult to ignore. So, asks Emma Higginbotham, does this spell the death of hardbacks and paperbacks?

When it comes to sensory pleasures, forget roast dinners, rollercoasters and romantic antics: for me, nothing beats buying a brand-new book.

They look beautiful, they feel beautiful, they even smell beautiful. And I've no idea how to spell the noise I make when I break open the pristine pages and snuggle down for a good old read (although it's probably something like 'hoh-hoff-foff' followed by a throaty 'mmm').

But books – physical, 'dead-tree' books, that is – are under threat from their electronic cousins.

These days, even the most technophobic literature-lovers are investing in 'e-reading devices' like iPads, Sony Readers and Kindles: cunning little gizmos that can store hundreds of novels within their surprisingly slim bodies.

In fact, according to retail giant Amazon (who brought Kindles to the world in 2007), sales of e-books in the UK now outstrip sales of hardbacks, while in the States they outsell hardbacks and paperbacks combined.

So could this mean the end of books as we know them?

This week, a panel of experts took part in a debate at Anglia Ruskin University: called All The World's A Page, it analysed what this digital New Dawn means for publishers, booksellers, authors and readers.

Speaking to me in advance of the event, Dr Leah Tether, one of its organisers, knew exactly what the hot topic would be.

"It's always the same question: will there be books in the future? And the answer is there are always going to be books, it's just that they're going to appear in a variety of different formats," she says.

"It's not that you're going to replace one format with another. After all, the book's done pretty well for several hundred years, unchanged. So books will exist, it's just that they'll exist in different ways."

"Amazon would have you believe, particularly in the US, that the majority of their sales are now e-books. I can't honestly say I believe it, because there must still be many people who don't have Kindles," says Leah.

"But it is definite to say that e-book sales are rising every day. They're becoming more and more popular, and over Christmas Kindles sold brilliantly as a gift item."

The reason, she says, is that they're easy to use. "Traditionally gadget-shy people have found that they're comfortable with Kindles because they're relatively simple to operate: you turn it on, pick your book, then off you go. It's something that Kindle in particular is getting right, in that it's not over-complicating matters."

Leah certainly knows her literary onions. As well as co-running Anglia Ruskin's Publishing MA course, she has a PhD in medieval French literature, has spent time as an editor at Penguin, and is part of the university's 'Cultures of the Digital Economy' (CoDE) research unit, which studies the effect all this new technology has on us ordinary Joes and Josephines.

Yet much as she embraces the digital revolution, Leah admits that there are disadvantages to it – not least the way it affects how we read.

"Because of the internet, we dip in and out more, and we don't read in a linear fashion," she explains. "If you think about when you read a web page, you start on page one and then you think 'ah, that's an interesting link, I'll click through', and it goes off somewhere else. You're not reading from page one through to page 100. You're reading page one, and then page 50, and then jumping back and forth.

"This has come up recently with the whole Dickens bicentenary: there's an argument that children nowadays can't engross themselves in a linear fashion for long enough to read something like a Dickens novel, because they're so used to jumping around and reading things out of order.

"So I do think that literary fiction may be more difficult for children to read in the future. I hope that's not the case."

Document 7

'Time for total openness.'

An article published by Cameron Neylon in *New Scientist*, the 'Opinion' section, September 3 2011

Cameron Neylon is a biophysicist at the Rutherford Appleton Laboratory in Oxfordshire, UK, and an advocate of open research.

Scientists are facing unprecedented demands to share the fruits of their labours with the world. Bring it on, says Cameron Neylon.

Within scientific circles there is a lot of chatter about "openness". As the reach of the web grows ever wider, scientists face increasing demands to share their data and results – not just with other scientists but with everybody.

The UK's Royal Society recognises the importance of the issue and recently set up a major study on openness. Should you care? Is it just an issue for academia, or is there a bigger picture? My view is that we should all care a great deal.

Many people will be familiar with the open-access movement, which works for wider access to research papers. The arguments for this are well rehearsed. By removing barriers you let people, whether professional researchers or not, make more informed decisions and find new ways to reuse research. Some of these improve quality of life, some yield economic benefits, and some just help people to know more about the world they live in.

Openness advocates are now taking these arguments further. Surely we can do even better if we improve access to the underlying substance of science: the ideas, data and methods.

There are many different views and approaches to achieving this, but what unites them is that they use the internet to enable anyone, anywhere, to contribute to science. The growing success of citizen science, and improving access to data are signs that these approaches are taking root.

It is not all positive or simple. Some scientists are reluctant to share "their" data, even if it was generated with public money. In some cases this has led to Freedom of Information requests, which many see as intrusive.

On top of that there are privacy issues over medical data and concerns that making results freely available will prevent them being developed into useful products or new companies.

We also need to strike a balance between costs and benefits. Openness requires work. How do we make sure that our efforts deliver results? A naive "open everything" is not the answer, but I think the balance should be much more towards open than it is now.

But none of this answers the question I posed at the beginning. Why should you care? There are a lot of reasons.

If you care about the place of science in society or are worried about the quality of information on the web, then openness offers massive potential to engage people more deeply, educate them about how science works and increase the store of quality information on the web.

If you care about evidence-based policy then making that evidence available for criticism and investigation by any interested party, including those you disagree with, can only be a good thing.

Above all, you should care because science thrives on new ideas and critical analysis, wherever they come from. Open science is better science. There will be growing pains as we figure out how best to enable that. But if we believe that science enriches society then we must accept that society can, and perhaps should, enrich our research. And that can only happen if it is open.

Document 8

'Science as a public enterprise: the case for open data.'

Adapted from an article by Geoffrey Boulton, Michael Rawlins, Patrick Vallance, Mark Walport in *The Lancet*, an international medical journal published in the UK, 14 May 2011

'Panel: Issues for open data sharing.'

Cost—benefit

Making scientific data publicly available would be expensive. Who would (or should) pay? To what extent would this eat into the funding of primary research, and would it be compensated for by greater efficiency in the research system? Is the potential for misuse, misinterpretation, and the triggering of spurious findings from data a price worth paying for greater openness?

Triggering and timing

How and when should data release be triggered and how should data quality be assured? Should scientists be permitted to publish their own analysis and conclusions before releasing data to others? What about data that are never published?

Whose data?

Should open release only apply to those in receipt of grants from or employed by public funds? What about data from clinical trials, or data from safety analyses by private companies used to inform decisions of legitimate public interest (eg, Deep Water Horizon and Fukushima)?

Confidentiality, privacy, security, and intellectual property

How should we cope with the need for confidentiality, anonymisation, and data security? How would intellectual property rights be protected? How should we balance personal privacy against wider public benefit?

International

Unless scientists from all jurisdictions allowed their data to be shared, would data sharing have any real traction or meaning?