

Unit 3.2: Happy maps

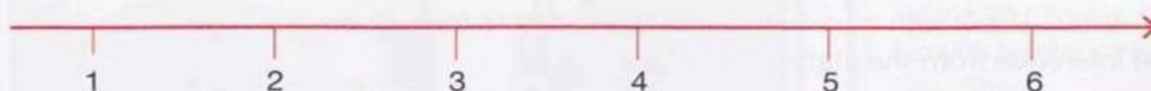
WATCH

D  **1.9 WATCH FOR MAIN IDEAS** Watch the edited TED Talk. Check [✓] the statement that best expresses the speaker's main idea.

1. ☐ Collecting personal data can improve maps.
2. ☐ Mobile mapping apps are likely to improve in the future.
3. ☐ The happy path is better than the most direct one.
4. ☐ You can make surprising discoveries by taking a different path.
5. ☐ The route from A to B is filled with emotion.

E  **1.10 WATCH FOR DETAILS** Watch segment 1 of Quercia's edited TED Talk. Listen for the signals of time order below. Check each one as you hear it. Then complete the time line with the correct information. Watch the segment again to check your answers.

_____ A few years ago ...	_____ ... one day
_____ ... after ...	_____ After a feeling of ...
_____ After a month ...	_____ After that experience ...



1. Quercia finished PhD in _____ **London**
2. Moved to _____
3. Cycled to _____ every day
4. One day took _____
5. Felt surprised, then felt _____
6. Changed focus of his _____

F  **1.11 WATCH FOR DETAILS** Complete the summary of segment 2 of the edited TED Talk. Then watch the segment to check your answers.

Quercia and his colleagues built a crowd-sourcing platform, a _____¹. Thousands of players looked at two city scenes. They had to choose the scene that they thought was more beautiful, quiet, and _____². Based on the players' answers, we are able to see which are the urban _____³ that make people happy. In tests, participants found the happy, the beautiful, the quiet path far more _____⁴ than the shortest one, and just by adding a few minutes to _____ time.

AFTER YOU WATCH

I THINK CRITICALLY Infer. Work with a partner. Read the excerpts from Quercia's talk. Choose the best inference from the statement in bold.

1. *"In this single journey, there was no thought of enjoying the road, no pleasure in connecting with nature, no possibility of looking people in the eyes. And why? **Because I was saving a minute out of my commute.**"*
 - a. The commute was not very pleasant, so a shorter commute was better.
 - b. Saving the minute was not as important as he thought.
 - c. He was surprised that he had saved only a minute.
2. *"After that experience, I changed. **I changed my research from traditional data-mining to understanding how people experience the city.**"*
 - a. Quercia's data-mining approach was not a good way to find out about people's emotions.
 - b. He felt that his earlier work was very old-fashioned and he wanted to do something new.
 - c. He didn't want to work with maps anymore. He wanted to build more games.
3. *"In tests, participants found the happy, the beautiful, the quiet path far more enjoyable than the shortest one, and just by adding a few minutes to travel time."*
 - a. The ideas are still in the early stages. Quercia is still testing them.
 - b. People will probably feel the same way in real-life conditions.
 - c. People will start taking the happy and beautiful path.