

※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

## Instructions

You may answer the following questions in either English or Chinese. However, you will earn extra 10% credits by answering questions in English.

### 1. Terminology

Please explain the following terms:

- 1.1 *Affective Computing* (5%)
- 1.2 *Synesthesia* (5%)
- 1.3 *Null hypothesis* (5%)
- 1.4 *Validity (in statistic)* (5%)
- 1.5 *Embodied experience* (5%)
- 1.6 *Problem space* (5%)
- 1.7 *Paper prototype (in UX)* (5%)
- 1.8 *User journey* (5%)

### 2. Analytical Writing <sup>1</sup>

The Analytical Writing section tests your critical thinking and analytical writing skills. It assesses your ability to articulate and support complex ideas, construct and evaluate arguments, and sustain a focused and coherent discussion. It has two questions, i.e. analyze an issue, and analyze an argument.

The Issue task presents an opinion on an issue of broad interest followed by specific instructions on how to respond to that issue. You are required to evaluate the issue, considering its complexities, and develop an argument with reasons and examples to support your views.

The Argument task presents a different challenge from that of the Issue task: it requires you to evaluate a given argument according to specific instructions. You will need to consider the logical soundness of the argument rather than to agree or disagree with the position it presents.

The two tasks are complementary in that one requires you to construct your own argument by taking a position and providing evidence supporting your views on the issue, whereas the other requires you to evaluate someone else's argument by assessing its claims and evaluating the evidence it provides.

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<sup>1</sup> The instructions about Analytical Writing are adopted from "An Introduction to the Analytical Writing Section of the GRE® revised General Test" published by *Educational Testing Service (ETS)*.

### **2.1 Analyze an Issue**

Please plan and compose a response that presents your perspective on the following topic. You are free to accept, reject, or qualify the claim made in the topic, as long as the ideas you present are clearly relevant to the topic. Support your views with reasons and examples drawn from such areas as your reading, experience, observations, or academic studies.

The examination committee will read your response and evaluate its overall quality, based on how well you

- Consider the complexities and implications of the issue
- Organize, develop, and express your ideas about the issue
- Support your ideas with relevant reasons and examples

You may want to take a few minutes to think about the issue and to plan a response before you begin writing. Be sure to develop your ideas fully and organize them coherently, but leave time to read what you have written and make any revisions that you think are necessary.

#### **Issue topic**

***“Definition of design = Everyone designs who devise courses of action aimed at changing existing situations into preferred ones. The intellectual activity that produces material artifacts is no different fundamentally from the one that prescribes remedies for a sick patient or the one that devises a new sales plan for a company or a social welfare policy for a state.” -- Herbert A. Simon (1969) The Sciences of the Artificial. MIT Press, Cambridge, Mass., Page 130.***

Discuss the extent to which you agree or disagree with the statement above and explain your reasoning for the position you take. In developing and supporting your position, you should consider ways in which the statement might or might not hold true and explain how those considerations shape your position. (30%)

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## 2.2 Analyze an Argument

Please plan and write a critique of an argument presented in the form of a short passage. A critique of any other argument will receive a score of zero.

The examination committee will read your critique and evaluate its overall quality, based on how well you

- Identify and analyze important features of the argument
- Organize, develop, and express your critique of the argument
- Support your critique with relevant reasons and examples

Before you begin writing, you may want to take a few minutes to evaluate the argument and to plan a response. Be sure to develop your ideas fully and organize them coherently, but leave time to read what you have written and make any revisions that you think are necessary.

### Argument topic

***“In recent years, because of the influence of sweeping social, economic, and technical changes, sex roles and sex stereotypes have changed dramatically. Relationship between gender orientation of product and consumer’s gender is becoming indefinite. Product with gendered form might not only attract gender-congruent groups. There might be potential consumers with incongruent gender, but congruent gender schema to the product. On the other hand, except the effect of product preference, the influence called mental-distance that between consumer and product might affect consumer’s choice.”<sup>2</sup>***

Write a response in which you discuss what questions would need to be answered in order to decide whether the recommendation is likely to have the predicted result in the industrial design field. Be sure to explain how the answers to these questions would help to evaluate the recommendation. (30%)

《試題結束》

<sup>2</sup>馬敏元, 詹凡毅 & 李翊禾. (2013). 性別基模探討產品喜好與心理距離之研究. *感性學報*, 1(1), 80-102.