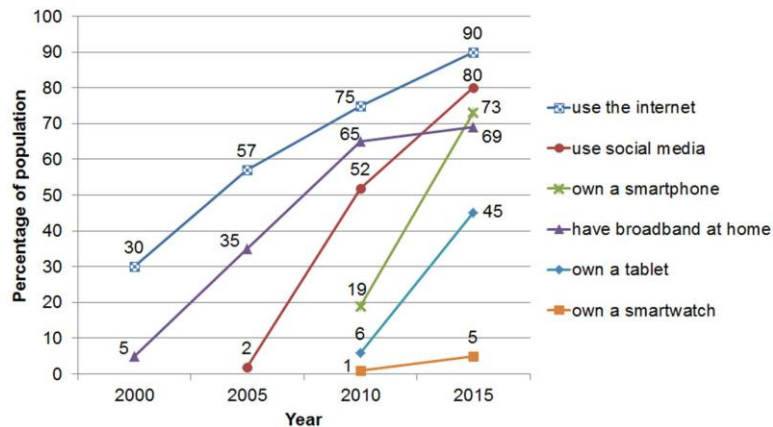


Exam question

The graph shows information about technology usage in the UK over time. Summarise the information by selecting and reporting the main features. Make comparisons where relevant.



The graph shows the rate at which British people adopted new technology over a 15-year period from 2000 to 2015. The figures are given as percentages of the population.

Overall, there was widespread adoption of new technology during these years. Nearly nine out of ten people in the UK were online by 2015. The figures for having broadband in the home, ownership of a smartphone and use of social media platforms were all high that year too, at around 70 to 80 per cent, and nearly half the population owned a tablet. The only exception to this is smartwatch ownership, which remained comparatively low at 5 per cent.

If we look at the trends over time, we can see that the uptake of new technology increased dramatically in this period. For example, internet usage tripled and social media usage grew strikingly by 78 percentage points. Smartphones and tablets appeared in 2010 and, similarly, these followed a steep upward trajectory. However, for some products, the graph shows that growth slowed down noticeably after an initial surge. Social media usage, for instance, was near zero in 2005 and shot up to 52 per cent in 2010, before climbing more slowly to 80 per cent in 2015. Also, broadband subscriptions rose steadily by 30 percentage points every five years to 2010, but by a modest 4 percentage points after then. In contrast, the newer technologies such as tablets showed no sign of levelling off.

Ownership of all the technologies was increasing; it will be interesting to see when it peaks.

Top Tips for writing

1. Give a brief introduction in paragraph 1 and a summary in paragraph 2. You can also give the summary in your final paragraph.
2. Use adverbs and adjectives to give opinions or comment on how big changes are. These often collocate with verbs and nouns for trends.
3. Make generalised descriptions of the data. These are sometimes easier to make sense of than exact percentages.
4. Use specific verbs and nouns for describing trends.
5. Make comparisons between different features of the graph.