

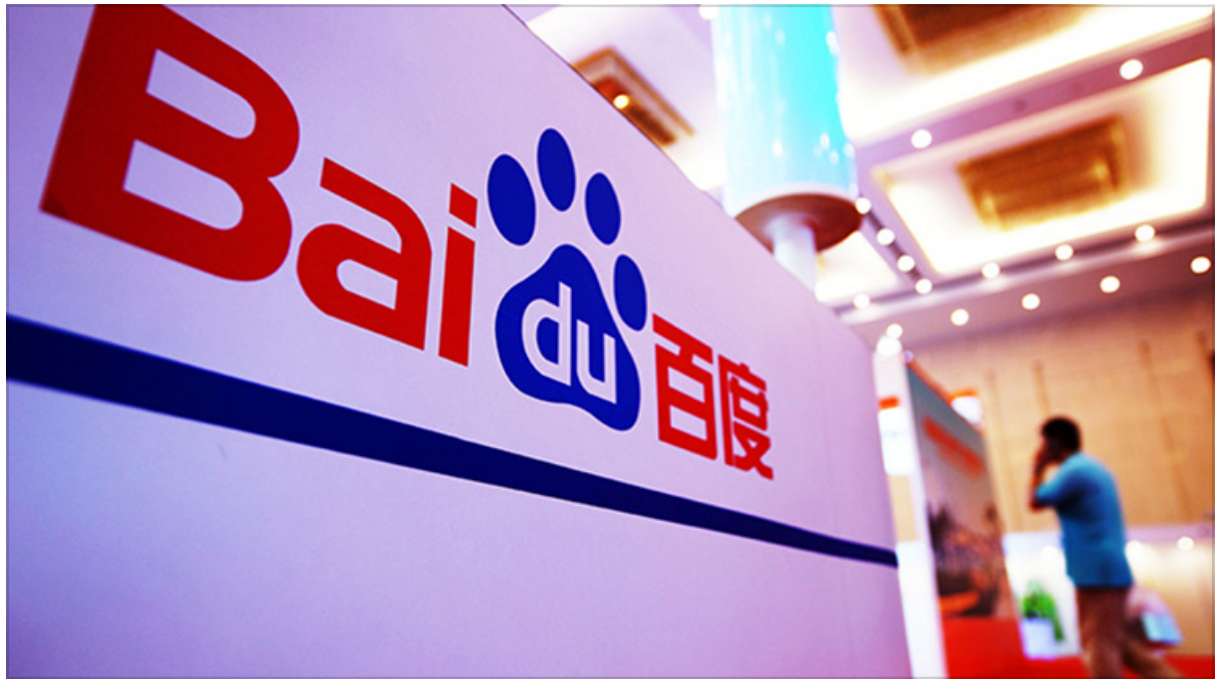
流利阅读 2019.1.30

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China's Baidu pledges to improve search service after complaint

面临投诉后，中国百度承诺改善搜索服务

China's top search engine Baidu Inc said on Wednesday it will improve its media aggregating service after a complaint about the quality of the service and its search results went viral on social media.

周三，中国最大的搜索引擎百度公司表示，它将改善其媒体聚合服务，此前关于其服务质量及搜索结果的投诉在社交媒体上传播甚广。

Baidu was placing low-quality pieces from its Baijiahao service, which selects articles from both legacy and independent media outlets for display on Baidu's own webpages, and other Baidu properties towards the top of its search results, journalist Fang Kecheng wrote in an article on Tuesday.

周二，记者方可成在一篇文章中写道，百度将其百家号服务平台的低质内容和其它百度产品（的内容）在搜索结果中置顶了。百家号选取的文章来自过时的传统媒体或是自媒体，它们被展示在百度自家的网页上。

The complaint comes after Baidu, often compared to Alphabet Inc's Google, underwent a restructuring and rigorous cleanup of illegal medical advertising that emerged in 2016 and led to regulation that slashed the number of eligible advertisers.

百度经常被拿来和 Alphabet 公司旗下的谷歌作比较。在此次投诉事件之前，百度曾于 2016 年对出现的非法医疗广告进行一次调整和严格的清理，随后制定的监管规则大幅削减了合格广告商的数量。

Baidu on Wednesday acknowledged the article in a post on its Twitter-like Weibo account and said that Baijiahao articles account for roughly 10 percent of its search results.

周三，百度在其微博（类似“推特”的平台）账户的一篇帖子上接受了这篇投诉文，并表示“百家号”文章只占其搜索结果的 10% 左右。

“The media attention suggests Baijiahao can be done better,” the statement said.

百度的声明中说：“媒体的关注，代表着百家号还可以做得更好。”

“We will continue to court quality media outlets and creators and use positive mechanisms to encourage authors to spread high-quality original content,” it said, adding Baijiahao was designed to optimize retrieval speeds for mobile users.

“我们会持续引入优质的媒体和创作者，用良好的机制鼓励作者传播高质量的原创内容”。声明还表示，百家号的设计是为了提高手机用户检索信息的速度。

Shares of U.S.-listed Baidu tumbled 6.4 percent on Tuesday, or about \$4 billion by value, weighed down by earnings and target price downgrades from Citi and Jefferies, while the widespread sharing of Fang's article sparked concerns over its advertising practices.

周四，受到花旗银行和杰富瑞投行的收益和目标价格下调的压力，美国上市的百度股价暴跌了 6.4%，或者说蒸发了约 40 亿美元。与此同时，方可成的文章得到广泛转发，引起了人们对百度广告业务的担忧。

“For Baidu over time, media exposure has been on the negative side,” said Pacific Epoch analyst Raymond Feng, adding Baidu faces competition from other Chinese tech companies, many of which offer a broader range of ad placement styles than Baidu.

（咨询公司）弘亚世代的分析师雷蒙德·冯表示，“一直以来，媒体对百度的报道都是负面的。”他还表示，百度还面临着来自中国其它科技公司的竞争，其中许多公司提供的临时广告投放方式比百度更丰富。

Baidu declined to comment on the market fluctuations.

针对市场波动，百度方面不予评论。

重点词汇

pledge/pledʒ/

v. 发誓，保证

- = promise
- Soldiers must pledge allegiance to their country. 士兵必须宣誓效忠他们的国家。
- pledge to keep the secret 保证保守秘密

aggregate/ˈægrɪgeɪt/

v. 使聚集，使积聚

- aggregate data
- aggregate votes

legacy/ˈlegəsi/

adj. 老式的，陈旧的

- The Greeks have a rich legacy of literature. (n.) 希腊人拥有丰富的文学遗产。
- legacy systems

undergo/ˌʌndərˈɡoʊ/

v. 经历，经受

- undergo an operation 接受手术
- undergo a revival 经历复兴

restructuring/ˌrɪːˈstrʌktʃərɪŋ/

n. 调整，改组，重建

- restructure (v.)
- restructure the company
- restructure one's life

rigorous/ˈrɪɡərəs/

adj. 严格的，严密的，严谨的

- = strict
- His work succeeded in meeting the rigorous standards.

emerge/iˈmɜːrdʒ/

v. 出现，浮现

- A diver emerged from the water.
- A new problem emerged.

slash/slæʃ/

v. 大幅削减；劈，砍

- commit suicide by slashing a wrist
- Prices have been slashed by 50 percent!

eligible/'elɪdʒəbl/

adj. 合格的；理想的，合适的

- He is not vicious, and as far as fortune goes, he's an eligible match.
- be eligible for something
- You could be eligible for a university scholarship.

court/kɔːrt/

v. 求取，设法获得

- court public attention
- court approval

mechanism/'mekənɪzəm/

n. 机制，结构方式

- the mechanism for collecting taxes 征税机制

optimize/'ɒptɪmaɪz/

v. 使优化，完善

- We need to optimize our use of the existing technology. 我们需要优化现有技术的使用。
- optimize a plan

retrieval/rɪ'tri:vəl/

n. (信息) 检索

- retrieve (v.) 取回
- teach the dog to retrieve a ball

tumble/'tʌmbəl/

v. 暴跌，骤降；跌倒；坠落

- He slipped and tumbled down the stairs.
- The oil price is tumbling.

weigh sb./sth. down

施加压力；使焦虑；使沮丧

- She was weighed down with shopping bags.
- He felt weighed down by his responsibilities.

downgrade /ˌdaʊnˈɡreɪd/

v. 使降级；使降职；轻视

placement /ˈpleɪsmənt/

n. 投放，放置

- place (v.) 放置
- an act of placing

fluctuation /ˌflʌktʃuˈeɪʃn/

n. 波动

- fluctuate v. 波动
- the fluctuations in the exchange rate 汇率的波动
- the fluctuations in temperature 温度的波动