

流利阅读 2019.3.22

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Facebook's live streaming is criticized after mosque shooting

新西兰清真寺枪击案后，Facebook 直播功能遭批评

The speed at which a video of the New Zealand mosque shooting spread across social media platforms has demonstrated yet again that tech companies such as Facebook Inc. are still struggling to control content, especially from popular services that offer live streaming of events.

新西兰清真寺枪击案的视频在社交平台上的传播速度再次说明，像 Facebook 这样的科技公司仍不能完全管控其平台上的内容，尤其是那些热门平台提供的活动直播中的内容。

While platforms including Twitter Inc. and YouTube said they moved fast to scrub any content related to the incident from their sites, people reported it was still widely available hours after being first uploaded to the alleged shooter's Facebook account.

尽管包括 Twitter 和 YouTube 在内的许多平台表示，他们迅速从网站上删除了与枪击案相关的任何内容，但据用户反映，这些内容首次被上传到嫌疑人的 Facebook 账号后，在好几个小时

内仍随处可见。

Facebook Chief Executive Officer Mark Zuckerberg has acknowledged the difficulty of policing content from the 2.7 billion users that power Facebook's wildly profitable advertising engine. The company's business model depends on showing people posts they're most apt to have an emotional reaction to, which often has the side effect of amplifying fake news and extremism.

Facebook 的首席执行官马克·扎克伯格承认监管来自 27 亿用户的内容很困难，这些用户为 Facebook 利润丰厚的广告收入提供了强大动力。该公司的商业模式在于给用户推送让他们最容易产生情绪反应的帖子，而这往往会产生放大假新闻与极端主义的副作用。

Indeed, the livestream of the murders highlights how technology helped the alleged shooter connect with like-minded people online. Even after the major tech companies acted to take down the video, commenters continued to praise the murders online.

的确，杀人直播凸显了科技如何帮助嫌疑人与网上和他有相同想法的人建立起联系。即使在主流科技公司采取行动撤下了视频后，评论者仍继续在网上赞扬嫌疑人的谋杀行为。

Facebook has 15,000 employees and contractors sifting through posts to take down offensive content. Zuckerberg has said artificial intelligence algorithms, which the company already uses to identify nudity and terrorist content, will eventually handle most of this sorting. But at the moment, even the most sophisticated AI software struggles in categories where context matters.

Facebook 有 15000 名正式员工和合同制员工负责筛查贴文，以删除恶意内容。扎克伯格曾表示，人工智能算法在未来能处理大部分此类内容的筛选，该公司也已经在使用这些算法来识别裸体画面和恐怖主义内容。不过目前，即便是最尖端的人工智能软件，在处理那些需要上下文语境来理解的内容类型时，也显得相当艰难。

"Hate speech is one of those areas," said Monika Bickert, Facebook's head of global policy management.

Facebook 全球政策管理主管莫妮卡·比科特认为：“仇恨言论就是其中之一。”

——— 文章来源 / 彭博社

重点词汇

mosque/ma:sk/

n. 清真寺

scrub/skrʌb/

v. (尤指用硬刷、肥皂和水) 擦洗, 刷洗

- 搭配短语: scrub the floor; scrub yourself

alleged/ə'ledʒd/

adj. (尤指在证据不足的情况下) 被指控的

- 英文释义: stated as a fact but without any proof
- 词性拓展: allege (v.)

police/pə'li:z/

v. 控制, 监督

- 英文释义: to monitor

be apt to

易于做...的; 常做...的

- 英文释义: be likely to or having a natural tendency to do sth.
- 搭配短语: be apt to be forgetful

side effect/saɪd ɪfekt/

n. 副作用; 连带后果

amplify/ˈæmplɪfaɪ/

v. 扩大, 增强

- 英文释义: to increase sth.
- 搭配短语: to amplify a signal

extremism/ɪk'striːmɪzəm/

n. 极端主义, 偏激的观点

like-minded/laɪk 'maɪndɪd/

adj. 意见相同的, 想法一致的, 兴趣相投的

take down

撤下, 拆除

- 搭配短语: to take down a tent

contractor/kən'træktər/

n. 承包商, 承包方; 合同制员工

sift through

详细筛查

- 英文释义：to examine sth. very carefully in order to decide what is important or to find sth. important
- 相关词汇：sift (v. 筛，过滤)
- sift 搭配短语：sift the flour into a large bowl

offensive/ə'fensɪv/

adj. 冒犯的；令人不适的，厌恶的

algorithm/'ælgərɪðəm/

n. (尤指计算机使用的) 算法，计算程序

nudity/'nuːdəti/

n. 赤裸，裸体

- 词义辨析：nudity, nude
nudity 和 nude 都可以表示赤裸的状态，但二者略有区别。nudity 常指影视剧的裸体画面，而 nude 则表示绘画、摄影、雕塑这种艺术领域的裸体人像。

sort/sɔːrt/

v. 把...分类，整理，筛选

- 搭配短语：sort through the mail
- 词性拓展：sort (n.)

sophisticated/sə'fɪstɪkeɪtɪd/

adj. 精密的，复杂的，尖端的

- 英文释义：clever and complicated in the way that it works or is presented
- 搭配短语：highly sophisticated computer systems

hate speech/heɪt 'spiːtʃ/

(表达仇恨或煽动使用暴力以宗教、种族、性别、性取向等为理由攻击他人的) 仇恨演讲，仇恨言论