



ChatGPT 与传统搜索引擎

Week 7 周四

字数 696 words 难度系数★★★★☆

全文导读

2022 年 11 月，人工智能公司 OpenAI 推出了面向消费者的聊天机器人 ChatGPT。它能够通过学习和理解人类语言来进行对话，还能与聊天对象进行有逻辑的互动。尽管目前还存在诸多问题，但 ChatGPT 有望成为人工智能发展道路上的里程碑。

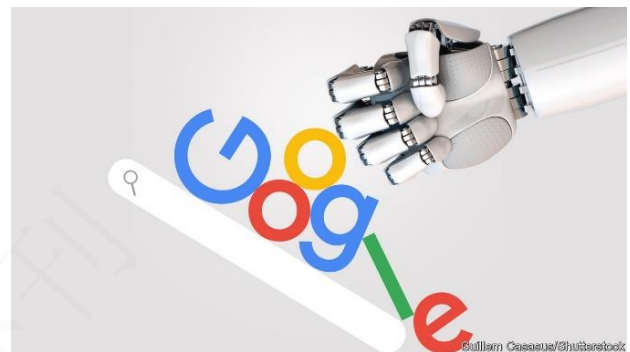
重难点讲义&全文翻译

The battle for search

搜索之战

What do AI **chatbots** mean for the **lucrative** business of searching the internet?

人工智能聊天机器人的出现对于利润丰厚的网络搜索业务意味着什么？



chatbot 重点难词 n. a computer program designed to send messages back to a human user, as if it is having a conversation 一种聊天程序；聊天机器人

lucrative 重点难词 /'lu:krətiv/ adj. a job or activity

that is lucrative lets you earn a lot of money [职业或活动] 可赚大钱的；获利多的 He inherited a lucrative business from his father. 他从父亲那里继承了一家赚大钱的公司。

Para.1

For more than 25 years, search engines have been the internet's front door. **AltaVista**, the first site to

allow searches of the full text of the web, was swiftly **dethroned** by Google, which has dominated the field in most of the world ever since. Google's search engine, still the heart of its business, has made its **parent, Alphabet**, one of the world's most valuable companies, with revenues of \$283bn in 2022 and a **market capitalisation** of \$1.3trn. Google is not merely a **household name**; it is a verb.

AltaVista 背景知识 全球最知名的网络搜索引擎公司之一。2003 年被雅虎收购，于 2013 年 7 月 8 日关闭。

dethrone 重点难词 /di:'θrəʊn/ v. to remove someone from a position of authority or importance 撵〔某人〕下台，使〔某人〕失去重要地位 He dethroned Tyson in a fight that shook the boxing world. 他在一场震惊拳坛的比赛中把泰森赶下了拳王宝座。

parent 熟词僻义 /'peər(ə)nt/ n. a company which owns a smaller company or organization 母公司 Land Rover's new parent 路虎公司新的母公司

Alphabet 背景知识 谷歌母公司，根据中国外交部官方网站，Alphabet 官方中文名为字母表公司。

capitalise 重点难词 /'kæpitəlaɪz/ v. to calculate the value of a business based on the value of its shares or on the amount of money it makes 〔根据公司的股票价值或其收益〕核定〔公司〕的资本 → **market capitalisation** (股票等的) 市值

be a household name/word 固定搭配 to be very well known 家喻户晓的名字/词 Coca-Cola is a household name around the world. 可口可乐是全世界家喻户晓的名字。

划线句: 背景知识 这里 it is a verb 是指 google 一词现在也可作为动词使用，指 to use the Google search engine to obtain information about (someone or something) on the World Wide Web, 即用搜索引擎搜索，尤指用谷歌搜索。

近 25 年来，搜索引擎一直是互联网的门户。AltaVista 是第一个支持全网检索的网站，但很快被谷歌所取代，自此之后谷歌成为大多数国家的搜索引擎领域的霸主。搜索引擎仍是谷歌的核心业务，搜索已经使其母公司 Alphabet，即全球最具价值的公司之一，在 2022 年取得 2830 亿美元的收入，并且市值达 1.3 万亿美元。“谷歌”不仅仅成为一个家喻户晓的名词，它俨然成了一个动词。

Para.2

But nothing lasts forever, particularly in technology. Just ask **IBM**, which once ruled business computing, or Nokia, once the leader in mobile phones. Both were dethroned because they **fumbled** big technological transitions. Now tech firms are **salivating** over an innovation that might **herald** a similar shift—and a similar opportunity. Chatbots **powered** by artificial intelligence (AI) let users gather information via typed conversations. Leading the field is **ChatGPT**, made by **OpenAI**, a startup. By the end of January, two

months after its **launch**, ChatGPT was being used by more than 100m people, making it the “fastest-growing consumer **application** in history”, according to **UBS**, a bank.

IBM **背景知识** International Business Machines Corporation, 国际商业机器公司或万国商业机器公司。IBM 的年营收规模从超千亿美元减少至仅 600 亿美元左右。2012 年至 2020 年间, 其营收除了在 2018 年时有同比 0.57% 的增长外, 其他年份一直处于同比下滑的状态。

fumble **重点难词** /'fʌmb(ə)l/ v. To make a mess of; bungle 搞砸, 弄糟

salivate **重点难词** /'sæliveɪt/ v. to look at or show interest in something or someone in a way that shows you like or want them very much – used to show disapproval 垂涎[含贬义] **salivate at/over**: The media are salivating over the story. 媒体对这则新闻趋之若鹜。

herald **重点难词** /'her(ə)ld/ v. to be a sign of something that is going to come or happen soon 预示... 的发生 A flash of lightning heralded torrential rain. 一道闪电预示着暴雨即将来临。

power **熟词僻义** v. to supply power to a vehicle or machine 给[车辆或机器]提供动力, 以动力驱动 It's powered by a Ferrari V12 engine. 它由法拉利 V12 发动机驱动。

ChatGPT **背景知识** 美国 OpenAI 研发的聊天机器

人程序, 于 2022 年 11 月 30 日发布。ChatGPT 是人工智能技术驱动的自然语言处理工具, 它能够通过学习和理解人类的语言来进行对话, 还能根据聊天的上下文进行互动, 真正像人类一样来聊天交流, 甚至能完成撰写邮件、视频脚本、文案、翻译、代码, 写论文等任务。

OpenAI **背景知识** 在美国成立的人工智能研究公司, 核心宗旨在于“实现安全的通用人工智能 (AGI)”, 使其有益于人类。

launch **熟词僻义** n. when a new product, book etc is made available or made known [新产品的] 投放市场; [新书的] 发行 the launch of a new women's magazine 一本新女性杂志的发行

application **熟词僻义** n. a piece of computer software which does a particular job 应用程序, 应用软件 We received training on a number of spreadsheet and database applications. 我们接受过一些电子表格和数据库应用软件方面的培训。

UBS **背景知识** United Bank of Switzerland 瑞银集团, 瑞士联合银行集团, 瑞士银行有限公司。是一家总部位于瑞士苏黎世和巴塞尔的金融服务公司。它是瑞士最大的银行之一, 也是世界最大的私人财富管理机构。

但事无恒久, 尤其是在科技行业。IBM 一度主宰商业电脑, 诺基亚也曾是手机行业的巨头, 看看它们如今的地位如何。这两家公司与重大技术变革擦肩而过, 因此被其他公司取代。如今, 科技公司渴求创新, 因为创新可能预示着与之类似的转变和机遇。人工智能驱动的聊天机器人让用户通过键入的对话搜集信息。该领域的领头羊是由一家创业公司 OpenAI 研发的 ChatGPT。根据瑞典银行集团的信息, 到一月底为止, 即 ChatGPT 发布后的两个月后, ChatGPT 的使用人次超过一亿, 成为历史上用户人数增长最快的 APP。

Para.3

AI is already used **behind the scenes** in many products, but ChatGPT has put it **centre stage**, by letting people chat with an AI directly. Chatgpt can write essays in various styles, explain complex concepts, summarise text and answer **trivia** questions. It can even (**narrowly**) pass legal and medical exams. And it can **synthesise** knowledge from the web: for example, listing holiday **spots** that match certain criteria, or suggesting menus or **itineraries**. If asked, it can explain its reasoning and provide detail. Many things that people use search engines for today, in short, can be done better with chatbots.

behind the scenes 固定搭配 in the part of a theatre, etc. that the public does not usually see 在后台; 在幕后 The students were able to go behind the scenes to see how programmes are made. 学生可以跑到后台, 去看看节目是怎么制作出来的。

centre stage 固定搭配 if someone or something is centre stage, it has everyone's attention, or is very important 注意的中心; 重要地位 Anne's sculpture took centre stage at the show. 安妮的雕塑作品成为展会上大家关注的焦点。

trivia 重点难词 /'trɪviə/ n. detailed facts about history, sport, famous people etc [有关历史、体育运动、名人等的] 详细知识, 细节 a trivia quiz 知识问答比赛

narrowly 熟词僻义 adv. by only a small amount 勉强地; 差一点 A man narrowly escaped death when a fire broke out in his home on Sunday morning. 周日早晨一名男子家中起火, 险些丧命

synthesise 重点难词 /'sɪnθaɪsaɪz/ v. combine (a number of things) into a coherent whole 综合 pupils should synthesise the data they have gathered. 小学生们应当把他们收集到的数据综合起来。

spot 熟词僻义 n. a particular area or place 地点; 场所; 处所 a quiet/secluded/lonely, etc. spot 宁静、僻静、偏僻等的地方

itinerary 重点难词 /aɪ'tɪn(ə)(rə)rɪ/ n. a plan or list of the places you will visit on a journey 旅行计划; 预定行程

许多产品的后台端已经使用了人工智能, 但是 ChatGPT 让人们能够与人工智能直接交流, 从而将人工智能推向了大众的面前。ChatGPT 可以撰写多种风格的文章, 解释复杂的概念, 总结文本内容并回答琐碎问题。ChatGPT 甚至可以通过法律考试和医学考试 (虽然是勉强通过)。此外, ChatGPT 还可以汇总网页上的知识, 例如, 罗列符合特定标准的旅游景点, 或者给出饮食或者旅游行程的建议等。如果用户询问的话, ChatGPT 可以解释其推理过程、提供相关细节。简而言之, 人们如今使用搜索引擎做的许多事情, 这款聊天机器人都可以做得更好。

Para.4

Hence the **flurry** of announcements, as rival firms try to seize the **initiative**. On February 7th Microsoft, which has invested more than \$11bn in OpenAI, revealed a new version of Bing, its search engine, which incorporates ChatGPT. Satya Nadella, Microsoft's boss, sees this as his chance to challenge Google. For its part, Google has announced **Bard**, its own chatbot, as a "companion" to its search engine. It has also taken a \$300m **stake** in **Anthropic**, a startup founded by ex-Openai employees, which has built a chatbot called **Claude**. The **share** price of Baidu, known as the Google of China, **jumped** when it said it would release its chatbot, called **Ernie**, in March.

flurry 重点难词 /'flʌrɪ/ n. a time when there is suddenly a lot of activity and people are very busy 一阵忙乱 After a quiet spell there was a sudden flurry of phone calls. 平静了一阵子之后，电话突然响个不停。

initiative 重点难词 n. if you have or take the initiative, you are in a position to control a situation and decide what to do next 主动权 Why don't you take the initiative and ask him out? 为什么你不主动约他出去呢？

Bing 背景知识 必应，微软公司旗下的搜索引擎产品。

incorporate 重点难词 /ɪn'kɔ:pəreɪt/ v. to include something as part of a group, system, plan etc 把 [某事物] 并入；包含 We've incorporated many environmentally friendly features into the design of the building. 我们在这座建筑的设计中加进了许多环保元素。

划线句 难句分析 On February 7th Microsoft 【主语】，which has invested more than \$11bn in OpenAI 【定语从句修饰 Microsoft, 指明其余 OpenAI 的关系】，revealed 【谓语】 a new version

of Bing 【宾语】，its search engine 【Bing 的同位语，补充介绍 Bing】，which incorporates ChatGPT 【定语从句修饰 a new version, 说明新版本有什么特点】。

Bard 背景知识 2023 年 2 月 6 日，谷歌宣布将推出一款聊天机器人—Bard。谷歌 CEO 桑达尔·皮查伊将其称为“搜索伴侣” (a companion to search)，他表示，将率先向“可信赖的测试者”开放，并计划在“未来数周”面向公众。**stake** 重点难词 n. if you have a stake in a business, you have invested money in it 股份，股本 He holds a 51% stake in the firm. 他在这家公司拥有 51% 的股份。

Anthropic 背景知识 人工智能初创公司，成立于 2021 年。创始团队来自 ChatGPT 的开发商、人工智能机构 OpenAI。由于在 OpenAI 在发展方向上产生分歧，担心微软对 OpenAI 的首次 10 亿美元的投资后，会使其走上更加商业化的道路，偏离其最初对高级 AI 安全性的关注，彼时为 OpenAI 研发副总裁 Dario Amodei 领导的团队选择离开并成立了 Anthropic。

Claude 背景知识 Anthropic 新推出的一款类似于 ChatGPT 的 AI 助手

share **熟词辟义** n. one of the equal parts into which the ownership of a company is divided 股, 股份 We've got shares in Allied Chemicals. 我们有联合化工的股份。

jump **熟词辟义** v. to rise suddenly by a large amount 突升; 猛涨; 激增 Prices jumped by 60%

last year. 去年, 物价暴涨 60%。

Ernie **背景知识** 文心一言, 百度开发的人工智能项目, Ernie 为“通过知识整合增强代表性”的首字母缩写。百度表示 Ernie 现在可以执行语言理解、语言生成和文本到图像生成等任务。

因此, 伴随竞争对手试图抢占主动权, 竞品入场的消息也纷至沓来。2 月 7 日, 曾为 OpenAI 投资超 110 亿美元的微软公司发布了旗下搜索引擎必应的新版本, 即在新版本中整合进 ChatGPT 的技术。微软老板萨提亚·纳德拉 (Satya Nadella) 将这次必应的新版本视为挑战谷歌地位的机会。而谷歌也未坐以待毙, 谷歌已经宣布将自家的聊天机器人 Bard 和其搜索引擎结合。该公司还斥资 3 亿美元收购了由 OpenAI 前员工建立的创业公司 Anthropic 的股份, Anthropic 已经研发出一款名为 Claude 的聊天机器人。以“中国谷歌”闻名的百度也宣布其将在三月份发布一款名为文心一言(Ernie)的聊天机器人, 消息公布后其股价随之暴涨。

Para.5

Can tech firms make money from this? OpenAI is launching a **premium** version of ChatGPT, which costs \$20 a month for speedy access even at peak times. Google and Microsoft, which already sell ads on their search engines, will show ads alongside chatbot responses—ask for travel advice, **say**, and related ads will **pop up**. But that business model may not be sustainable. **Running** a chatbot requires more **processing** power than **serving up** search results, and therefore costs more, reducing **margins**.

premium **重点难词** adj. of very high quality 优质的 the current consumer trend for premium products 当前消费者喜欢购买优质产品的趋向 → **premium version** 一般称为高级版, 可能需要额外付费。ChatGPT 推出后, 随着大量用户的涌入, 计算成本和服务器压力大大增加, ChatGPT 便顺势推出了付费订阅版 ChatGPT Plus。付费订阅版每月收费 20 美元 (约合 135 元人民币)。购买后, 即使在高峰时段, VIP 用户也可以继续使用

say **熟词辟义** v. to suggest or give sth as an example or a possibility 比方说; 假设 Let's take any writer, say (= for example) Dickens... 我们随便举一个作家为例, 比如说狄更斯...

pop up **固定搭配** to appear, sometimes unexpectedly 突然出现, 冒出来 Her name keeps popping up in the newspapers. 她的名字不断出现在报纸上。

run 熟词僻义 v. if you run a program, you make it operate 使〔程序〕运行 The RS8 system runs both Unix and MPX-32. 系统既可运行 Unix, 也可运行 MPX-32。

process 熟词僻义 v. to deal with information using a computer 〔计算机〕处理〔数据〕 The new network will enable data to be processed more speedily. 新网络将使数据处理更迅速。

serve up 固定搭配 to give, offer or provide sth 给出; 提供 The teams served up some fantastic entertainment. 这些队献上了精彩的表演。

margin 熟词僻义 n. the difference between what it costs a business to buy or produce something and what they sell it for 利润, 赚头 Margins are low and many companies are struggling. 利润很少, 很多公司都在苦苦挣扎。

科技公司能否从聊天机器人上获利? OpenAI 正打算推出 ChatGPT 的会员版本, 即每月支付 20 美元即可在高峰时段也能快速访问。谷歌和微软已经在其搜索引擎上售卖广告位, 未来会在聊天机器人的回复旁边显示广告, 例如, 当用户询问旅游建议时, 相关广告就会浮现出来。但是这种商业模式可能无法持续。与提供搜索结果相比, 运行聊天机器人需要更强大的处理能力, 因此会产生更高成本、压缩利润空间。

Para.6

Other models will surely emerge: charging advertisers more for the ability to influence the answers that chatbots provide, perhaps, or to have links to their websites embedded in responses. 【翻译作业】 Ask ChatGPT to recommend a car, and it will reply that there are lots of good brands, and it depends on your needs. Future chatbots may be more willing to make a recommendation. But will people use them if their objectivity has been **compromised** by advertisers? Will they be able to **tell**? **Behold**, another **can of worms**.

link 重点难词 n. a special word or picture in an Internet document that you click on to move quickly to another part of the same document or to another document 〔因特网文件中的〕链接 Send an email to the above address to report a broken link (=a link that is not working properly). 如发现链接失败, 请发送电子邮件至上述地址告知。

embed 重点难词 /ɪm'bed/ v. to put something such as a graphic into a computer program or page on the Internet 将〔图表等〕嵌入〔计算机程序〕; 把...放入〔网页内〕

划线句 难句分析 Other models will surely emerge 【主句】: charging advertisers more for 【固定搭配】 charge somebody for something 表示就某事

向某人收费】the ability to influence the answers 【修饰 ability, 说明是影响答案的能力】that chatbots provide 【修饰 answers, 指出是 chatbot 提供的答案】, perhaps, or to have links to their websites embedded in responses 【和前面的 to 并列, 也修饰 ability】. 本句表示: 就广告商的 ability 收费, 后面跟了两个并列的不定式短语, 具体解释是何种 ability。

compromise 熟词僻义 /'kɒmprəmaɪz/ v. to bring sb/sth/yourself into danger or under suspicion, especially by acting in a way that is not very sensible (尤指因行为不很明智) 使陷入危险, 使受到怀疑 She had already compromised herself by accepting his invitation. 她接受了他的邀请, 这件事已经使她的声誉受到了损害

tell 熟词僻义 v. to be able to see how one person or thing is different from another 识别, 辨别, 分辨 Can you tell the difference between sparkling wine and champagne? 你能区分气泡酒和香槟的差别吗?

behold 熟词僻义 int. used in the imperative especially to call attention 瞧; 看呀

can of worms 固定搭配 a very complicated situation that causes a lot of problems when you start to deal with it 极为棘手[困难, 麻烦]的局面 I just don't know what to do – every solution I can think of would just open up a whole new can of worms. 我都不知道该怎么办了——我能想到的每一个办法都会引出许多新的问题。

【翻译作业】如果用户让 Chatgpt 推荐车辆, 那么它会回复说有许多不错的牌子, 具体选择哪辆取决于用户的需要。在未来, 聊天机器人可能会倾向于做出推荐。但是如果广告商破坏了聊天机器人的客观性, 人们还愿意继续使用吗? 人们能否分辨清楚? 看吧, 这是另一个棘手的问题。

Para.7

Googling the future

Yet the fact that today's upstarts, such as Anthropic and OpenAI, are attracting so much attention (and investment) from Google and Microsoft suggests that smaller firms have a shot at competing in this new field. They will come under great pressure to sell. But what if an upstart chatbot firm develops superior technology and a new business model, and emerges as a new giant? That, after all, is what Google once did. Chatbots raise hard questions, but they also offer an opportunity to make online information more useful and easier to access. As in the 1990s, when search engines first appeared, a hugely valuable prize—to become the front door to the internet—may once again be up for grabs.

upstart **重点难词** n. a start-up enterprise 创业公司, 初创公司, 新兴公司

shot **熟词僻义** n. an opportunity 机会 Emerging and indie artists can now have a shot at securing label contracts if their songs go viral on the app, creating a dynamic that, American publication Vox argues, puts the power back into artists' hands. 美国网站 Vox 认为, 如果新兴艺术家和独立艺术家的歌曲在应用程序上走红, 他们现在可以有机会获得标签合同, 从而创造一种动态, 将权力重新交到艺术家手中。

划线句 **难句分析** Yet the fact 【主语】 that today's upstarts, such as Anthropic and OpenAI, are attracting so much attention (and investment)

from Google and Microsoft【that 后为同位语从句, 解释 the fact 的内容】 suggests 【谓语】 that smaller firms have a shot at competing in this new field 【that 后为宾语从句, 说明 the fact suggests 了什么内容】.

prize **熟词僻义** n. something that is very valuable to you or that it is very important to have 有价值的事物, 宝贵的事物 Fame was the prize. 名声重于一切。

up for grabs **固定搭配** if a job, prize, opportunity etc is up for grabs, it is available for anyone who wants to try to have it [工作、奖金、机会等] 等待你去争取[赢取]

搜索未来

如今 Anthropic 和 OpenAI 等创业公司吸引了谷歌和微软的密切关注 (以及投资), 这一事实表明, 小型公司在这个新领域内有机会奋力一搏。在推广聊天机器人的产品上他们将承受巨大压力。但是, 如果一家新兴聊天机器人公司开发出卓越技术和新的商业模式、并成为新的巨头呢? 毕竟谷歌就是这么发家的。聊天机器人带来了棘手的问题, 但他们也提供了机会: 让网络信息更有用、更简单易得。正如在上世纪 90 年代搜索引擎首次出现一样, 如今成为互联网门户这一极其宝贵的机会可能会再度得到各公司的竞相争逐。

全文思维导图作业

请大家阅读全文后, 绘制思维导图。

方法提示: 思维导图旨在督促大家从整体框架上把握文章逻辑, 如果读完文章对文章所讲内容一头雾水, 思维导图无从下手, 说明还没有读懂, 继续重复通读几遍文章, 读懂文章之后再去做思维导图。

翻译作业

翻译作业：请将以下句子翻译成中文，要求理解准确、表达流畅

翻译作业：

Other models will surely emerge: charging advertisers more for the ability to influence the answers that chatbots provide, perhaps, or to have links to their websites embedded in responses. (para.6)

写作练习

文章第 7 段提到：Yet the fact that today's upstarts, such as Anthropic and OpenAI, are attracting so much attention (and investment) from Google and Microsoft suggests that smaller firms **have a shot at** competing in this new field.

句子中 **shot**，表示 an opportunity 机会 **have a shot at (doing) sth** 可以表示 “有机会做...” ，如 I've been trying to think of a category I have a shot at. 我想啊想，看哪一方面我有机会。

近义表达有：

1 stand a chance: to be likely to be able to do something or to succeed 有机会/有希望（做某事） You'll stand a better chance of getting a job with a degree. 你有了学位，找到工作的机会就更大

2 there is every chance that: there is a good probability that one thing will happen. 很有可能.....，完全有机会.....I think that there is every chance that you will succeed. 我认为你完全有机会成功。

牛刀小试：

请使用以上表达，将句子翻译成英文

1. 也许他们的恋情从来就是没有希望的。

2. 这项新裁决意味着他可能有机会重返总统之位。
