

#10YearChallenge: harmless trend or **boon** to facial recognition technology

The #10YearChallenge gained widespread **traction** on social media this month. It calls for posting two photos of yourself side by side—one from today and one from a decade ago—to show how you’ve changed. People are participating mostly on Facebook and Instagram, which is owned by Facebook.

boon 福利; 恩惠

traction 抓地力; 牵引力

Some made jokes, paid tribute to old hairstyles or drew attention to issues like global warming. Celebrities posted **glamour** shots that showed **negligible** changes from one decade to the next.

glamour 魅力; 魔力

negligible 微不足道的; 可以忽略的

But one post **went viral** without featuring any side-by-side photos. It was written by Kate O’Neill, author of the book “Tech Humanist: How You Can Make Technology Better for Business and Better for Humans.”

“Me 10 years ago: probably would have played along with the profile picture aging **meme** going around on Facebook and Instagram,” she wrote in a tweet last week. “Me now: ponders how all this data could be mined to train facial recognition algorithms on age progression and age recognition.”

go viral 流行

meme 网络上的梗; 表情包

Her words hit a nerve. People responded with concerns about whether they were helping the tech giant get better at identifying people. O’Neill’s post got more than 10,000 retweets and more than 20,000 likes.

Lauren A. Rhue, an assistant professor at the Wake Forest School of Business, said people should **be wary of** any company being in possession of such a large **trove** of biometric data. “There are things we don’t think of as being threats,” Rhue said. “And then five or ten years from now, we realize that there is a threat, but the data has already been given.”

be wary of 警惕

trove 宝藏; 收藏品