

2019 年 4 月 18 日

记一次断网实验：社交媒体的价值与弊病之争

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What would happen if Facebook were turned off?

背景介绍

blame A for B 把B归罪于A

引起社会恐慌的事情

Facebook is blamed for all sorts of social horrors: from addiction and

geno- 种族和群

因为受到责备

/ˈdʒenəsaɪd/

恐惧, 厌恶

的根源

-cide 杀死

bullying to the enabling of genocide. New research suggests such

accusations are not entirely without merit. It may be time to consider what

控告, 指责

/ˈmerɪt/ n. 优点, 价值

life without Facebook would be like.

worth

on merit 凭借自身的价值, 凭借才能

eg. Students are selected solely on merit.

eg. Zurini got the job on merit.  
Z老师是凭才能得到这份工作的。

学生们都是仅仅凭  
才能被选拔进来的。

研究过程

Several thousand Facebookers were recruited and sorted into control

招募参与者与研究的人

对照组

and treatment groups. Members of the treatment group were asked to

/diːˈæktɪveɪt/ 接受实验操作的组别 /ˈprɒvfaɪl/

deactivate their Facebook profiles for four weeks in late 2018.

de- 否定

v. 关闭, 使无效

n. 档案, 帐号

接近未来的

activate 激活 of deactivate the alarm  
关掉闹钟

实验结果

Those booted off enjoyed an additional hour of free time on average.

迫使...停止迫使...离开 额外的, 附加的

but v. 但是

They consumed much less news, and were thus less aware of events but

polar a. 两极的

also less polarised in their views about them than those still on the network.

v. 使两极分化使截然对立

boost one's morale

鼓舞士气

(动作)

Leaving Facebook boosted self-reported happiness and reduced feelings of

/buːst/ v. 提高; 增强 a. 自我报告的, 自述的

depression and anxiety. Even so, most are loth to call it quits entirely. That

抑郁

/ləʊθ/ a. 不愿意的 停止做某事已互不相欠

reluctance would seem to indicate that Facebook, despite its problems, eg. let's call it quits

/rɪˈlʌktəns/ n. 勉强, 不情愿 因 unwillingness

reluctant a.

generates lots of value for consumers, which would presumably vanish

产生

vanish into thin air v. (尤指突然) 消失

eg. I accepted his advice with great reluctance.

我极不情愿地接受了他的建议。

eg. I'm loth to spend it all at once.  
我刚刚拿到这个月的工资, 不想把这笔钱花光



由 扫描全能王 扫描创建

语法: 因为条件句的谓语部分里面有 were, 又是虚拟语气, 所以可以省略连词 if, 并且将 were 提到条件句的主语之前.

条件状语从句

(were the network to disappear.)

还原: The value would presumably vanish, if the network were to disappear.

为什么彻底离开社交网络真的不是一件容易的事情. 甚至我们完全无法离开.

How could that be? A social network thrives thanks to increasing returns to scale. The more people on a network, the more potential

v. 繁荣兴旺; 茁壮成长 (经济/企业蓬勃发展)

connections it facilitates and the larger its value to each user. Such effects

规模报酬/ facilitate

v. 使...更容易, 使便利; 推动

helped power Facebook's rise. You could say Facebook is the world's first

mega- 巨大的  
很重要的

v. 提供助力 /θrɔ:n/

digital megacity, thronging with people, enabling huge amounts of human

megastar

n. 超级巨星

/ˈmegəsi:ti/ n. 特大城市 (大城市) 蜂拥, 群集 n. 一大群人

contact, both good and bad.

搭配 throng

be throng with sb/sth

状态

The street is thronging with people  
The street is thronged with people  
这条街挤满了人

eg. The company managed to thrive during a recession.  
这家公司在经济萧条时期也发展的很好.

lavender that thrives in poor soil  
在贫瘠的土壤中茁壮成长的薰衣草

eg. to facilitate the development of tourism.  
促进旅游业的发展.

