

考研英语 英语一 2013年 Text 2

微软与隐私：信息追踪的改变

审题找关键点，精准定位，提高正确率：

26. It is suggested in Paragraph 1 that “behavioural” ads help advertisers to \_\_\_\_\_.
27. “The industry” (Para. 3) refers to \_\_\_\_\_.
28. Bob Liodice holds that setting DNT as a default \_\_\_\_\_.
29. Which of the following is true according to Paragraph 6?
30. The author’s attitude towards what Brendon Lynch said in his blog is one of \_\_\_\_\_.
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段1

①An old saying has it that half of all advertising budgets are wasted—the trouble is, no one knows which half. ②In the internet age, at least in theory, this fraction can be much reduced. ③By watching what people search for, click on and say online, companies can aim “behavioural” ads at those most likely to buy.

【段1】 \_\_\_\_\_

【句】长难句①见微信公众号田静老师的每日长难句49。

段1生词：

- An old saying has it that... 常言道.....
- advertising budgets \_\_\_\_\_
- in the internet age 在互联网时代
- at least 至少
- in theory \_\_\_\_\_
- fraction n. \_\_\_\_\_
- search for \_\_\_\_\_
- click on 点击
- aim sth. at sb. 使某物瞄准、针对某人

- behavioural ads \_\_\_\_\_
- behavioural adj. 行为的, 动作的  
behaviour/behavior n. 行为, 举止
- ad (advertisement) n. 广告
- most likely to do sth. 最有可能做某事

## 段2

①In the past couple of weeks a quarrel has illustrated the value to advertisers of such fine-grained information: Should advertisers assume that people are happy to be tracked and sent behavioural ads? Or should they have explicit permission?

【段2】 \_\_\_\_\_

段2生词：

- in the past couple of weeks \_\_\_\_\_
- quarrel n./v. 争论, 争论
- illustrate v. \_\_\_\_\_
- fine-grained information 精准的信息
- assume v. \_\_\_\_\_
- track v. 追踪, 留下痕迹 n. 足迹, 踪迹; 轨道, 小道
- explicit permission \_\_\_\_\_
- explicit adj. \_\_\_\_\_; 直言的, 毫不隐瞒的  
implicit adj. \_\_\_\_\_
- permission n. \_\_\_\_\_  
permissive adj. 许可的; 自由的, 放纵的  
permit v. \_\_\_\_\_

### 段3

①In December 2010 America's Federal Trade Commission (FTC) proposed adding a "do not track" (DNT) option to internet browsers, so that users could tell advertisers that they did not want to be followed. ②Microsoft's Internet Explorer and Apple's Safari both offer DNT; Google's Chrome is due to do so this year. ③In February the FTC and Digital Advertising Alliance (DAA) agreed that the industry would get cracking on responding to DNT requests.

【段3】 \_\_\_\_\_

【句】长难句①见微信公众号田静老师的每日长难句50。

段3生词：

- Federal Trade Commission (FTC) 联邦贸易委员会
- propose v. \_\_\_\_\_；求婚
- option n. \_\_\_\_\_
- internet browser 互联网浏览器
- Internet Explorer IE浏览器
- be due to do sth. \_\_\_\_\_
- due adj. \_\_\_\_\_
- Digital Advertising Alliance (DAA) 数字广告联盟
- alliance n. 联盟，同盟
- get cracking on... 加快……的速度
- respond to... \_\_\_\_\_
- request n./v. \_\_\_\_\_

### 段4

①On May 31st Microsoft set off the row. ②It said that Internet Explorer 10, the version due to appear with Windows 8, would have DNT as a default.

【段4】

段4生词：

- set off the row 挑起争论
- version n. 版本
- default n. 系统默认值

段5

①Advertisers are horrified. ②Human nature being what it is, most people stick with default settings. ③Few switch DNT on now, but if tracking is off it will stay off. ④Bob Liodice, the chief executive of the Association of National Advertisers, says consumers will be worse off if the industry cannot collect information about their preferences. ⑤People will not get fewer ads, he says. ⑥“They’ll get less meaningful, less targeted ads.”

段5生词：

- horrify v. \_\_\_\_\_
- horrified adj. \_\_\_\_\_
- horrifying adj. \_\_\_\_\_
- horror n. 恐惧, 震惊, 厌恶
- human nature \_\_\_\_\_
- human nature being what it is 人性使然, 人性就是这个样子
- stick with... \_\_\_\_\_
- default settings 默认设置
- switch on \_\_\_\_\_
- stay off 保持关闭
- worse off 恶化, 情况更糟
- better off 更好

- collect information \_\_\_\_\_
- preference n. 偏爱, 倾向
- targeted adj. 定向的; 被定为目标的
- target v. \_\_\_\_\_ n. 目标, 对象, 靶子

## 段6

①It is not yet clear how advertisers will respond. ②Getting a DNT signal does not oblige anyone to stop tracking, although some companies have promised to do so. ③Unable to tell whether someone really objects to behavioural ads or whether they are sticking with Microsoft's default, some may ignore a DNT signal and press on anyway.

【段5-6】 \_\_\_\_\_

段6生词：

- oblige sb. to do sth. \_\_\_\_\_
- oblige v. \_\_\_\_\_
- object to... \_\_\_\_\_
- press on 决心继续, 坚定地继续, 向前推进

## 段7

①Also unclear is why Microsoft has gone it alone. ②After all, it has an ad business too, which it says will comply with DNT requests, though it is still working out how. ③If it is trying to upset Google, which relies almost wholly on advertising, it has chosen an indirect method: There is no guarantee that DNT by default will become the norm. ④DNT does not seem an obviously huge selling point for Windows 8—though the firm has compared some of its other products favorably with Google's on that count before. ⑤Brendon Lynch, Microsoft's chief privacy officer, blogged: "We believe consumers should have more control." ⑥Could it really be that simple?

【段7】 \_\_\_\_\_

【句】长难句③见微信公众号田静老师的每日长难句51。

段7生词：

- go it alone 单独行动，独自干
- comply with... \_\_\_\_\_
- work out \_\_\_\_\_；弄懂；锻炼
- upset v. \_\_\_\_\_ adj. 心烦的，混乱的；弄翻的
- an indirect method 间接的方法
- There is no guarantee that... 无法保证……
- guarantee n. \_\_\_\_\_
- by default \_\_\_\_\_
- norm n. 标准，准则
- selling point 卖点
- compared... favorably with... 将……与……进行有利对比
- favourably adv. \_\_\_\_\_
- favorable adj. \_\_\_\_\_
- on that count 在那一方面
- blog v. 发博客

26. It is suggested in Paragraph 1 that “behavioural” ads help advertisers to \_\_\_\_\_.

- [A] lower their operational costs
- [B] ease competition among themselves
- [C] avoid complaints from consumers
- [D] provide better online services

我的答案：\_\_\_\_\_ 正确答案：\_\_\_\_\_

静姐的“填坑指南”：\_\_\_\_\_

27. "The industry" (Para. 3) refers to \_\_\_\_\_.

- [A] online advertisers
- [B] e-commerce conductors
- [C] digital information analysis
- [D] internet browser developers

我的答案：\_\_\_\_\_ 正确答案：\_\_\_\_\_

语意题解题的关键在于：\_\_\_\_\_

本题的答案是根据上文中的\_\_\_\_\_判断出来的

静姐的“填坑指南”：\_\_\_\_\_

28. Bob Liodice holds that setting DNT as a default \_\_\_\_\_.

- [A] goes against human nature
- [B] fails to affect the ad industry
- [C] will not benefit consumers
- [D] may cut the number of junk ads

我的答案：\_\_\_\_\_ 正确答案：\_\_\_\_\_

定位原文在哪段？\_\_\_\_\_

选项A、C和D的正误原因？\_\_\_\_\_

静姐的“填坑指南”：\_\_\_\_\_

29. Which of the following is true according to Paragraph 6?

- [A] Advertisers are willing to implement DNT.
- [B] DNT may not serve its intended purpose.
- [C] DNT is losing its popularity among consumers.
- [D] Advertisers are obliged to offer behavioural ads.

我的答案：\_\_\_\_\_ 正确答案：\_\_\_\_\_

做题前可以先观察\_\_\_\_\_, 找到\_\_\_\_\_一起解决

选项A和D的正误原因？ \_\_\_\_\_

静姐的“填坑指南”： \_\_\_\_\_

30. The author's attitude towards what Brendon Lynch said in his blog is one of \_\_\_\_\_.

[A] appreciation

[B] understanding

[C] indulgence

[D] skepticism

我的答案： \_\_\_\_\_ 正确答案： \_\_\_\_\_

定位原文在哪段？ \_\_\_\_\_

静姐的“填坑指南”： \_\_\_\_\_