How Numbers Can Ruin Your Life

数字怎样毁了你的生活

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How many numbers have **found their way into** your brain today? 10? 100? 1,000?

今天有多少数字进入了你的大脑？10 个？100 个？1000 个？

What if you include the number of steps and heartbeats from your smartwatch? Likes and followers on social media? Numbers at work, from your bank, in games, apps, and in your **inbox**? According to estimates, we now **collectively** generate more numbers every day than all of humankind combined **scraped** together between creation and year 2010.

如果你把智能手表上的步数和心跳数也算进来呢？再加上社交媒体上的点赞数和粉丝数又是多少？还有工作中的数字，以及银行、游戏、应用程序和收件箱中的数字？据估计，我们现在每天产生的数字加起来比人类从诞生到 2010 年所产生的数字总和还要多。

Now, try to stop and think for a moment how these numbers, **consciously** and unconsciously, make their way into your brain and influence the decisions you make every single day. Because these numbers do fool you. Numbers at work **tweak** your motivation and effort. Social media numbers make the social scene a competitive nightmare and create winners and losers. Your Fitbit numbers make you run faster in the short run, but eventually turn running into a work and a **chore**. And every single number you let into your brain serves as a **frame of reference** against which you compare and evaluate the world.

现在，试着停下来想一想，这些数字是如何有意或无意地进入你的大脑，并影响你每天所做的决定的。因为这些数字确实欺骗了你。工作中的数字会改变你的动机和努力。社交媒体上的数字使社交场景变成充满竞争

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find your way (to/into…) 偶然来到，无意中处于 | He eventually found his way into acting. 他最后干起了演艺这一行。

inbox [ˈɪnbɑːks] *n.* （电子邮件）收件箱

collectively [kəˈlektɪvli] *adv.* 共同地，集体地 | People refer to these different medical conditions collectively as heart disease. 人们把这些不同的病情统称为心脏病。

scrape [skreɪp] *v.* 凑集，积攒；刮除；摩擦 | scrape together some money 凑出一笔钱

consciously [ˈkɒnʃəsli] *adv.* 有意地，故意地 | I wasn't consciously trying to upset you. 我并不是故意要惹你不高兴的。

tweak [twiːk] *v.* 稍稍调整；拧，扭 | Maybe you should tweak a few sentences before you send in the report. 报告交上去之前，有几个句子你也许应该修改一下。

chore [tʃɔːr] *n.* 日常事务，例行工作；令人厌烦的任务，乏味无聊的工作 | Shopping is a real chore for me. 对我来说，购物真是件苦差事。

frame of reference 参照系，参照标准，准则 | She used her work

的噩梦，分出了赢家和输家。乐活（运动记录器）上的数字让你在短期内跑得更快，但最终会把跑步变成一项任务和苦差事。你大脑中的每一个数字都是你比较和评价一切的参照系。

How many friends do you have compared to someone else? Check social media. How good is that restaurant? Check Tripadvisor. Which film should we watch tonight? Check the ratings. Whether on your smartphone, desktop, or inside your own head, numbers **dictate** decisions and **perceptions** of value.

和别人相比，你有多少朋友？看看社交媒体。那家餐厅怎么样？搜搜猫途鹰（旅游点评网站）。今晚看哪部电影？查查收视率。无论是在你的智能手机上、电脑上，还是在你自己的脑海里，数字都影响着你的决定和你对价值的感知。

Social media **algorithms** react to numbers in the form of views, comments, and shares and give more space to the posts that get a lot of those goods. And people are **suckers** for numbers. Not only do people click more on information and news items with numbers in them (which in turn get the algorithms to spread the posts even more), but they also believe that information to be truer. Studies show that people perceive news items that have attracted lots of likes online as more credible than news items with few likes. In addition, people have a harder time **distinguishing** which news items are true or fake when they have many likes—it's as if the high numbers **get in the way of** critical thinking.

社交媒体算法会对浏览、评论和分享的数据做出反应，给此类数据较高的帖子更多空间。人们为数字着迷。他们不仅会更多地点击带有数字的信息和新闻（这反过来又会让算法进一步传播这种帖子），而且他们也相信这些信息更真实。研究表明，人们认为在网上获得点赞多的新闻比点赞少的新闻更可信。此外，当新闻有很多点赞时，人们更难分辨真假——就好像数字太大妨碍了批判性思维一样。

So be aware: Numbers are everywhere, you believe them to be true (even when they are not), and they **bias** your

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experience as a frame of reference for her teaching. 她把自己的工作经历作为教学的参考依据。

dictate [ˈdɪkteɪt] *v.* 支配，决定，影响；口述；命令，规定 | It's generally your job that dictates where you live now. 一般来说，你住在什么地方是由你的工作决定的。

perception [pərˈsepʃn] *n.* 知觉，感知；洞察力；看法，见解 | The public's perception of him is slowly changing. 公众对他的看法在慢慢改变。

algorithm [ˈælgərɪðəm] *n.* 算法，计算程序

sucker [ˈsʌkər] *n.* 对……入迷的人，难以抗拒……的人；容易上当受骗的人，傻瓜 | I'm such a sucker for romance. 我对浪漫毫无招架之力。

distinguish [dɪˈstɪŋgwɪʃ] *v.* 区分，辨别；使具有……的特色，使有别于 | Could he distinguish right from wrong? 他能分辨是非吗？

get in the way of 挡……的路，妨碍 | Your social life must not get in the way of your studies. 你不能让社交生活影响学业。

bias [ˈbaɪəs] *v.* 影响，使有偏见 *n.* 偏见 | The experiment contained an error which could bias the results. 这项实验有一个错误，可能导致结果出现偏差。

detox [ˈdiːtɑːks] *n/v.* 脱瘾；排毒

decisions in more ways than you can imagine. Maybe you need a **detox**.

| Honey can help to detox the body.
蜂蜜能帮助身体解毒。

所以要注意：数字无处不在，你相信它们是真的（即使它们不是真的），它们会以你无法想象的方式影响你的决定。也许你要戒掉"数字瘾"了。

➢ 脉络梳理

Para. 1-2   引出话题：人们的生活中充斥着各种各样的数字

Para. 3-5   分析数字对人们的决策和判断产生的影响

Para. 6   总结全文，指出人们应当警惕数字的影响，避免过度关注数字

➢ 长难句拆解

主句

And every single number ... serves as a frame of reference

定语从句，修饰 number   定语从句，修饰 frame of reference

you let into your brain   against which you compare and evaluate the world.