



## Why We Should Practice “Critical Ignoring” in the Digital Age

## 在数字时代我们需要学会“批判性忽视”

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In the days before the internet, critical thinking was the most important skill that **informed** citizens could have. To think critically, you need to read carefully, consider the **credibility** of sources, and **reason out** conclusions on your own.

在互联网出现之前，批判性思维是人们获取信息时所能拥有的最重要的技能。要做到批判性地思考，你需要仔细阅读，考虑消息来源的可信度，并自己推理得出结论。

But in the digital age, according to Anastasia Kozyreva, a psychologist at the Max Planck Institute of Human Development (Berlin, Germany), and her colleagues, an even more important skill is “critical ignoring.” With such an **overabundance** of information, they claim, we need to first **sort the wheat from the chaff**, deciding what’s worth our attention and time, and what’s not.

但德国柏林马克斯·普朗克人类发展研究所的心理学家安娜斯塔西娅·科兹列娃及其同事认为，在数字时代，一项更重要的技能是“批判性忽视”。他们称，面对海量的信息，我们首先需要去芜存菁，决定哪些信息值得我们花时间关注，哪些不值得。

Kozyreva and colleagues claim that we now live in an “attention economy” in which corporations **vie** for our attention, emotion, and time. They **lure** us in with **sensational** stories that **trigger** our emotions while providing little **in the way of** useful information, all so they can expose us to revenue-generating advertisements.

科兹列娃及其同事称，我们现在生活在“注意力经济”中，各家公司竞相争夺我们的注意力、情感和时间。它们用耸人听闻的故事吸引我们，

539 Words

**informed** [ɪnˈfɔːrmd] *adj.* 了解情况的，见多识广的 | Keep me informed of any developments. 随时通知我进展情况。

**credibility** [ˌkredəˈbɪləti] *n.* 可信性，可靠性 | There are serious questions about the credibility of these reports. 对这些报告的可靠性有很大的疑问。

**reason out** (通过推理) 解释，解决 | I tried to reason him out of his fears. 我竭力劝说他消除恐惧。

**overabundance** [ˌovərəˈbʌndəns] *n.* 过于丰富(或充足)，过剩，过量 | There is an overabundance of tomatoes this year. 今年番茄过剩。

**sort/separate the wheat from the chaff** 去芜存菁，识别优劣，分清好坏 (wheat [wi:t] *n.* 小麦 chaff [tʃæf] *n.* 谷壳，糠)

**vie** [vaɪ] *v.* 竞争，争夺 | Five players are still vying for the last position on the team. 5名运动员还在竞争该队的最后一个位置。

**lure** [lʊr] *v.* 引诱，诱惑 *n.* 吸引力，诱惑力；诱饵 | Young people are lured to the city by the prospect of a job and money. 年轻人希望打工赚

激发我们的情感，却几乎不提供有用的信息，这一切都是为了让我们的接触到广告，而广告能给它们带来收入。

In the digital age, these researchers point out, people are no longer consumers. Rather, they're the products whose attention is being sold on the advertising marketplace. That means each link you click on is a sale of your time and attention, often with little or no benefit to yourself.

这些研究人员指出，在数字时代，人们不再是消费者，而是成了商品，人们的注意力在广告市场上出售。这意味着你每次点击链接都是在出售你的时间和注意力，而通常对你自己没有什么好处。

To protect ourselves from attentional **manipulation** online, we need to develop new ways of interacting with information. Kozyreva and colleagues **advocate** for learning the skill of critical ignoring, in which readers **intentionally** control their information environment to reduce their exposure to false and low-quality information. In this way, critical ignoring is a **complementary** skill to critical thinking.

为了保护自己免受网上的注意力操纵，我们需要培养新的与信息互动的方式。科兹列娃及其同事提倡学习批判性忽视的技能，即读者有意控制他们的信息环境，以减少他们接触到的虚假和低质量信息。这样一来，批判性忽视与批判性思维相辅相成。

The first strategy is self-nudging. This involves avoiding low-quality information so that we have more **quality time** for ourselves. It also **entails** the removal of distracting and hard-to-resist stimuli from the environment around you.

第一种策略是自我推动。它包括避免低质量信息，这样我们就有更多的优质时间留给自己。它还需要去除周围环境中令人分心和难以抗拒的刺激。

Of course, we need to stay informed of world events and in touch with others, so we can't just ignore the internet altogether. When you do go into social media, Kozyreva and colleagues recommend setting time limits. Limiting yourself in this way

钱，从而被吸引到城市。

**sensational** [sen'seɪʃənl] *adj.* (故事、报道) 耸人听闻的，哗众取宠的；轰动的，引起哗然的；极好的，绝妙的 | sensational headlines 耸人听闻的标题

**trigger** ['trɪɡər] *v.* 引起，触发 *n.* 起因，诱因；扳机 | Nuts can trigger off a violent allergic reaction. 坚果可以引起严重的过敏反应。

**in the way of** 关于，就……而言 | There isn't much in the way of entertainment in this place. 这个地方没有多少娱乐活动。

**manipulation** [mə,nɪpju'leɪʃn] *n.* 影响，操纵，控制 | The inquiry found that manipulation of stock prices was widespread. 此项调查发现操纵股票价格的行为很普遍。

**advocate** ['ædvəkeɪt] *v.* 拥护，支持，提倡 | Many experts advocate rewarding your child for good behaviour. 很多专家主张对小孩的良好表现加以奖励。

**intentionally** [ɪn'tenʃənəli] *adv.* 故意地，有意地 | She would never intentionally hurt anyone. 她从来不会故意伤害任何人。

**complementary** [ˌkɑ:mplɪ'mentri] *adj.* 互补的，补充的，相互补足的 | The school's approach must be complementary to that of the parents. 学校与家的教育方法必须相辅相成。

**quality time** 优质时间，宝贵时

prevents you from losing track of time as you click on one attractive link after another. It's also a good idea not to use internet time as a reward so that you'll lessen its **appeal**.

当然，我们需要随时了解世界大事，与他人保持联系，所以我们不能完全无视互联网。科兹列娃及其同事建议，如果你真的要使用社交媒体，那就设定时间限制。这样限制自己可以防止你在点击一个又一个吸引人的链接时忘记时间。另外，不要把上网时间当作奖励，这样你就会降低它的吸引力。

The next strategy is **lateral** reading. Its purpose is to improve judgments about the credibility of information, and its purpose is to protect you from false and misleading information. The strategy involves opening a new **tab** to find out more about the source of the information.

另一个策略是横向阅读。其目的是提高对信息可信度的判断，以及保护你不受虚假和误导性信息的影响。这一策略包括打开一个新的网页，以查找有关信息来源的更多信息。

Likewise, it's also good to check the source of the information in an internet post. Headlines are often **deceiving**. They're designed to attract attention, not provide information. The **gist** of the article may be completely contrary to the **implication** in the headline. A sensational claim may provide a link with a headline that seems to support it, but a careful reading of the original source shows it doesn't.

同样，在帖子中检查信息的来源也是一个好主意。文章标题往往具有欺骗性。标题的目的是吸引注意力，而不是提供信息。文章的主旨可能与标题的含义完全相反。一个耸人听闻的说法可能会附带一个链接，其标题看似支持该说法，但仔细阅读原始来源就会发现并非如此。

We live in a digital age in which we're **overwhelmed** with information, much of it of poor quality, while powerful but **anonymous** actors vie for our attention. By **honing** our critical ignoring skills, we can reap the benefits of the internet while we avoid falling victim to those who try to control our attention,

光（指放松自我、享受乐趣的时间）

**entail** [ɪn'teɪl] v. 牵涉，使必要 | The job entails a lot of hard work. 这工作需要十分艰苦的努力。

**appeal** [ə'pi:l] n. 吸引力，魅力；呼吁；上诉 v. 使……感兴趣；呼吁；上诉 | The prospect of living in a city holds little appeal for me. 住在城市里的机会对我没有什么吸引力。

**lateral** ['lætərəl] adj. 侧面的，横向的；（职位、工作、关系等）平级的，同级的

**tab** [tæb] n. （浏览器中的）第二个（或新）网页；标签；账单

**deceive** [dɪ'si:v] v. 欺骗，蒙骗 | She deceived him into handing over all his savings. 她把他的所有积蓄都骗了出来。

**gist** [dʒɪst] n. 要点，主旨，大意 | I missed the beginning of the lecture—can you give me the gist of what he said? 我错过了讲座的开头，给我讲讲他说话的要点好吗？

**implication** [ˌɪmplɪ'keɪʃn] n. 含意，暗指；可能的影响 | The implication was plain, if left unstated. 即使不说出来，含义也很明显。

**overwhelm** [ˌoʊvər'welɪn] v. （数量大得）使无法对付；击败；使不知所措 | In June the town is overwhelmed by tourists. 6月里该城到处都是游客

**anonymous** [ə'nɒ:nɪməs] adj. 匿

our time, and our minds.

我们生活在数字时代，被信息淹没，其中许多信息质量很差，而强大但匿名的参与者在争夺我们的注意力。通过磨练批判性忽视技能，我们可以从互联网中获益，同时避免被那些试图控制我们注意力、时间和思想的人伤害。

名的 | an anonymous letter 匿名信

**hone** [hoʊn] v. 磨练，训练；磨刀 |  
She honed her debating skills at college. 她在大学时便练就了辩论技巧。

## ➤ 脉络梳理

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## ➤ 长难句拆解

主语+谓语

Kozyreva and colleagues claim

宾语从句，作 claim 的宾语

that we now live in an “attention economy”

定语从句，修饰 attention economy

in which corporations vie for our attention, emotion, and time.