

1.19经济学人考研雅思|游戏：共享数据



January 1th 2022 【Leaders】

Gaming

游戏

Share the data

共享数据

It's the best way to **determine** whether video games are **addictive**

共享数据是判断电子游戏是否会让人上瘾的最佳方式

【1】No business would welcome being compared to Big tobacco or gambling. Yet that is what is happening to makers of video games. For years parents have casually complained that their **offspring** are “**addicted**” to their PlayStations and smartphones.

Today, however, ever more doctors are using the term **literally**.

没有一个行业情愿被比作大型烟草业或赌博业。然而，这正是电子游戏制造商所面临的事情。多年来，父母们偶尔会抱怨孩子们对游戏机和智能手机“上瘾”。而如今，越来越多的医生也开始正儿八经地使用“上瘾”这个词了。

【2】On January 1st “gaming **disorder**”—in which games are played **compulsively**, despite causing harm

中文导读

共享数据是判断电子游戏是否会让人上瘾的最佳方式

determine /dɪ'tɜːmɪn/ vt. & vi. (使)下决心, (使)做出决定 vt. 确定, 测定 限定; 制定; 支配 时态: determined, determining, determines **Chromosomes also determine the sex of animals.** 染色体也决定动物的性别。

addictive /ə'dɪktɪv/ adj. 使成瘾的, 上瘾的 (使人)入迷的, 醉心的 **Not to mention my ineffably addictive personality.** 不要提及我忌讳的已根深蒂固的个性。

1

offspring /'ɒfsprɪŋ/ n. 子女, 子孙, 后代 (动物的)崽 **German nationalism was the offspring of military ambition.** 德国民族主义是军事野心的产物。

addicted /ə'dɪktɪd/ adj. 沉溺于某种 (尤其是不良的) 嗜好的; 入了迷的, 上了瘾的 v. 使...上瘾 (addict的过去分词) **he's addicted to computers.** 他对计算机着了迷。

literally /'lɪt(ə)rəli/ adv. 逐字地; 照字面地 确实地, 真正地 **I have received literally thousands of letters.** 我收到了好几千封信。

2

disorder /dɪs'ɔːdə/ n. 混乱; 骚乱 vt. 扰乱; 使失调 **The most common are major depressive disorder and dysthymic disorder.** 最常见的是重度抑郁症和心境恶劣障碍。

compulsively /kəm'pʌlsɪvli/ adv. 强制地, 禁不住地

diagnostic /daɪəg'nɒstɪk/ adj. 诊断的, 判断的 副词: diagnostically **a diagnostic tool.** 诊断器械。

manual /'mænjʊ(ə)l/ adj. 用手的, 手工的 n. 手册, 指南 副词: manually **He bought a manual of car repairs.** 他买了一本汽车维修手册。

publicly /'pʌblɪkli/ adv. 公开地, 公然地 由公众(或政府); 为公众所同意; 以公众名义 **Protesters are calling for a public hearing.** 抗议者要求召开公开听证会。

cure /kjʊə/ vt. 治愈; 治疗; 加工处理; 使硫化 vi. 受治疗; 痊愈; 治病; 被硫化; 被加工处理 n. 治疗; 治愈; 疗法 **It is possible to cure psoriasis.** 牛皮癣是可以治好的。

alcohol /'ælkəhɒl/ n. 酒; 酒精; 含酒精的饮料 **Whisky contains a large percentage of alcohol.** 威士忌的酒精含量极高。

3

defence /dɪ'fens/ n. 防御; 防卫; 防卫设备; 答辩 **The enemy plane assailed our defence position.** 敌机不断猛烈地攻击我们的阵地。

moral /'mɒr(ə)l/ adj. 道德的; 精神上的; 品性端正的 n. 道德; 寓意 **The attempt is morally bound to fail.** 这一企

—gains recognition from the World Health Organisation (WHO), as the newest edition of its **diagnostic manual** comes into force. A few months ago China, the world's biggest gaming market, announced new rules limiting children to just a single hour of play a day on Friday, Saturday and Sunday, and none the rest of the week. Western politicians worry **publicly** about some games' similarity to gambling. Clinics are sprouting around the world, promising to **cure** patients of their habit in the same way they might **cure** them of an addiction to **alcohol** or cocaine.

1月1日，随着世界卫生组织(WHO)最新版诊断手册生效，正式将“游戏障碍”定义为一种疾病。“游戏障碍”指的是在明知游戏有危害的情况下仍然控制不住玩游戏的行为。中国拥有世界最大的游戏市场，在几个月前宣布了新的规定，限制孩子只能在周五、周六和周日玩游戏，且每天不超过一个小时，其余时间不能玩。对于某些游戏与赌博有相似之处，西方政治家公开表示担忧。诊所在世界各地如雨后春笋般涌现，它们承诺会像治疗酗酒者和瘾君子那样帮助病人摆脱游戏上瘾的习惯。

【3】Are games really **addictive**? psychologists are split. The case for the **defence** is that this is just another **moral panic**. Killjoys of yore issued similarly **dire** warnings about television, rock 'n' roll, jazz, **comic** books, novels and even crossword **puzzles**. As the newest form of mass media, gaming is merely enduring its own time in the stocks before it eventually ceases to be **controversial**. Furthermore, defenders argue, the criteria used to diagnose gaming addiction are too loose. Obsessive gaming, they suggest, is as likely to be a symptom (of **depression**, say) as a

图肯定会失败。

panic /'pænik/ n. 恐慌，惊慌；大恐慌 adj. 恐慌的；没有理由的 vt. 使恐慌 vi. 十分惊慌 **The banks were panicked into selling dollars.** 银行惊恐地抛售美元。

dire /'daɪə/ adj. 可怕的，恐怖的 比较级：direr, direst **Precaution was impossible in those dire circumstances.** 在紧迫的环境下无暇再去周密慎重

comic /'kɒmɪk/ adj. 滑稽的，好笑的 喜剧的 n. 连环漫画杂志 喜剧演员 **The ending of the play is comic.** 此剧的结局是喜剧性的。

retorts /ri'tɔ:t/ n. 反驳；曲颈瓶（retort的复数） vt. 反驳（retort的第三人称单数） **Mr Boffo retorted that he was unjustly convicted.** 其他的国外媒体可能也在劫难逃。

puzzles /'pʌzls/ n. 智力游戏；游戏拼图；谜题（puzzle的复数） v. 使迷惑；感到迷惑；冥思苦想（puzzle的三单形式） **The boy puzzled his way through geometry.** 那男孩煞费苦心地钻研几何学。

controversial /kɒntrə'vɜ:ʃ(ə)l/ aadj. 有争议的；有争论的名词：controversialist 名词：controversiality **Any public or semipublic expression of racism is controversial.** 任何公开或半公开种族主义措词都会引起争论

depression /di'preʃ(ə)n/ n. 忧伤，消沉，沮丧 经济大萧条，不景气时期 凹陷，洼地 低气压(地区) **The economic depression hits shipbuilding industry badly.** 经济萧条使造船业蒙受严重损失。

4

prosecution /prɒsɪ'kju:ʃ(ə)n/ n. 起诉，诉讼 原告 **The finance director is subpoenaed by prosecution.** 财务经理被检查机关传讯。

irresistible /ɪrɪ'zɪstɪb(ə)l/ adj. 不可抵抗的；不能压制的；极为诱人的 副词：irresistibly **I had an almost irresistible impulse to giggle.** 我有一种几乎难以抗拒的冲动，想要哈哈大笑。

pigeons /'pɪdʒɪn/ n. 杂波；鸽子（pigeon的复数） **Instinct led the pigeons back to the roost.** 鸽子的本能使它们返回鸽棚。

revenue /'revənju:/ n. 收入，收益；财政收入，税收 **The country diminished the revenue by reducing tax.** 这个国家通过减税而使税收减少了。

5

combination /kɒmbɪ'neɪʃ(ə)n/ n. 合作，结合，组合 联合体，组合物 密码组合，字母组合 排列，组合 形容词：combinational **These players made a very good combination.** 这些运动员配合得很好。

psychological /saɪkə'lɒdʒɪk(ə)l/ adj. 心理的；精神的 心理学的；关于心理学的 副词：psychologically **This explanation fits the facts and is psychologically plausible.** 这一解释与事实相符，从心理角度看也有理。

maximise /'mæksɪmaɪz/ vt. 把...增加到最大限度；尽量增大（等于maximize） **to maximise returns to shareholders** 使股东的利润最大化

rewarding /rɪ'wɔ:dn/ adj. 报答的；值得做的 **I did not expect the job to be intrinsically rewarding.** 我并没有期望这份工作本身会有什么好处。

disorder in its own right.

游戏真的会让人上瘾吗？心理学家们众说纷纭。辩方称，这只是又一次道德恐慌罢了。昔日，那些煞风景的人对电视、摇滚乐、爵士、漫画书、小说甚至填字游戏也发出了类似的严重警告。作为大众媒体的最新形式，游戏只不过是走它的必经之路罢了，最终这些争议会烟消云散。此外，辩方认为，诊断游戏成瘾的标准过于宽泛。他们认为，游戏成瘾可能本身就是一种疾病，同样也可能是某种疾病(比如抑郁症)的症状。

【4】The **prosecution retorts** that, unlike rock bands or novelists, games developers have both the motive and the means to engineer their products to make them **irresistible**. The motive arises from a business-model shift. In the old days games were bought for a one-off, upfront cost. These days, many use a “freemium” model, in which the game is free and money is made from purchases of in-game goods. That ties **playtime** directly to **revenue**.

控方反驳称，与摇滚乐队或小说家不同，游戏开发商既有动机也有方法把游戏设计得让人上瘾。其动机源于商业模式的转变。过去，游戏交易多为一次性预付消费。而如今，许多游戏采用“免费增值”模式，即游戏是免费的，开发商通过用户购买游戏中的商品来赚钱。这直接将游戏时长与收益挂钩。

【5】The means is a **combination** of **psychological** theory and data that helps games-makers **maximise** that **playtime**. psychologists already know quite a lot about the sorts of things that animals, including humans, find **rewarding** (thanks to a long line of experiments, stretching back decades to those **conducted** on rats and **pigeons** by B.F. Skinner). Smartphones and modern **consoles** use their

conducted /'kɒndʌktɪd/ v. 管理 (conduct的过去分词)；引导；指挥 The trial was conducted under a blanket of secrecy.审讯在高度保密下进行。

playtime /'pleɪtʌm/ n. 游戏或娱乐的时间；开幕时刻

consoles /kən'səʊl/ n. [建]支柱；控制台 (console的复数) v. 安慰；慰问 (console的三单形式) The new games console hits the streets tomorrow.新款游戏机明天将大量上市。

permanent /'pɜ:m(ə)nənt/ adj. 永久(性)的, 固定的 副词: permanently He is one of our permanent employees.他是我们的终身雇员之一。

funnel /'fʌn(ə)l/ n. 漏斗；烟囱 vt. 通过漏斗或烟囱等；使成漏斗形 vi. 通过漏斗等；成漏斗形 Separate the benzene layer with a separatory funnel.用分液漏斗分出苯层。

constantly /'kɒnstəntli/ adv. 不断地;时常地 He is a fool who bungles constantly.他真是个笨蛋,做起事来总是笨手笨脚的。

tuned /tju:nd/ adj. 调谐的,已调谐的 The children tuned out their mother's commands.孩子们不听妈妈的吩咐。

6

diagnoses /,daɪəg'nəʊsi:z/ n. 诊断,评价,调查分析 Objective To investigate the diagnoses and therapy of akinetic mutism(AM) after brain trauma.目的探讨颅脑外伤病人无动性缄默症(AM)的诊断及治疗方法。

booming /'bu:miŋ/ adj. 兴旺的, 繁荣的; 大受欢迎的 v. 发出隆隆声; 兴旺 (boom的ing形式) The new aircraft creates a sonic boom.那种新飞机会产生声震。

regulatory /'regjʊlətəri/ adj. 管理的; 控制的; 调整的 Kallikrein-kinin system (KKS) as an agreed inflammation regulatory system plays many different important roles during various stages of pathophysiologic process after cerebral ischemia.激肽释放酶—激肽系统 (Kallikrein-kinin system, KKS) 作为公认的炎症调节系统在缺血性脑血管病不同时期的病理过程中发挥多种重要作用。

7

underpinning /'ʌndə'pɪniŋ/ n. 基础,支柱,支撑 the theme of honour underpinning the two books.荣誉这一主题是这两本书的基调。

overblown /əʊvə'bləʊn/ adj. 停息的,盛开过的 v. 吹散; 用力吹; 过分渲染 an overblown rose.凋败的玫瑰。

woolly /'wɒli/ adj. 羊毛制的,像羊毛的 (人或其思想) 糊涂的;不清楚的 比较级: woollier also woolier woolliest wooliest 名词: woolliness This cloth has a warm woolly feel.这块布摸上去毛茸茸的。

rely /rɪ'laɪ/ vi. 信赖; 依靠 时态: relied, relying, relies 名词: relier They relied on brains rather than brawn.他们靠的是脑力,而不是体力。

symptoms /'sɪmptəm/ n. 病徵; 症状; 症候 Most of swine lung plague is acute disease and pneu monic symptoms and septicæmic symptoms.其流行特征是以急性型最多,以肺炎症状和败血症症状为主,部分病畜康复后可再次感染。

permanent internet connections to **funnel** gameplay data back to developers. That allows products to be **constantly** fine-tuned and tweaked to boost spending. The industry is even beginning to use the argot of the gambling business. The biggest spenders are known as “whales”—a term that originated in casinos.

这种将心理学理论和数据相结合的方法，帮助游戏开发者最大化游戏时长。心理学家已经很了解，哪些事情会让包括人类在内的动物获得成就感（这要归功于几十年前斯金纳(B.F. Skinner)用老鼠和鸽子所做的一系列实验)。智能手机和现代游戏机一直联网，游戏开发者可以获得游戏数据，不断调整游戏以刺激消费。这个行业甚至开始使用博彩业的行话。花钱最多的人被称为“鲸鱼玩家”——这个词最早在赌场使用。

【6】 While psychologists argue the finer points of what exactly counts as addiction, and whether gaming’s design tricks cross the line, the industry should recognise that, in the real world, it has a problem, and that problem is growing. Now that gaming addiction comes with an official WHO code, **diagnoses** will become more common. Clinics are already reporting **booming** business, as lockdowns have given gamers more time to spend with their hobby. The **regulatory** climate for tech is getting chillier. And being lumped in the public mind, fairly or not, with gambling and tobacco will not do the industry any favours.

尽管心理学家们就成瘾的定义细节以及游戏的设计技巧是否越界存在争议，但游戏行业应该认识到，现实世界中存在游戏成瘾的问题，而且这个问题愈发严重。既然世卫组织将游戏成瘾列入疾病分类，那么对此的诊断将会更加常见。诊所的生意蒸蒸日上，因为疫情封锁让玩家有更多的时间玩游戏。科技行业

skewed /skju:d/ adj. 歪斜的；曲解的 The arithmetic of nuclear running costs has been skewed by the fall in the cost of other fuels.对核运行费用的计算因其他燃料费用的下降而出现了偏差。

commercial /kə'mɜ:ʃ(ə)l/ adj. 商业的，商务的 n. 商业广告 Commercial exploitation of resources threatens our survival.开发自然资源作商业用途威胁我们的生活。

sensitivity /sensɪ'tɪvɪti/ n. 敏感；敏感度 An instrument used to measure tactile sensitivity.触觉测量计用来测量触觉的一种装置。

8

hoard /hɔ:d/ n. (钱财、食物或其他珍贵物品的)储藏，积存 vt. & vi. 积蓄并储藏(某物) 时态: hoarded, hoarding, hoards 名词: hoarder She hoards her money — she never spends it.她积蓄钱，但从来不花钱。

contention /kən'tenʃ(ə)n/ n. 竞争，争夺 争论，争执 论点，主张 With that defeat, Marshall dropped out of contention.那次失利后，马歇尔退出竞争的行列。

alternative /ɔ:l'tɜ:nətɪv/ adj. 两者择一的，供替代的 不寻常的，非传统性的 非正统的 n. 取舍，抉择，可供选择的事物选择的余地，可供选择的机会 副词: alternatively This kind of newspaper is alternative press.这种报纸是非正统性报刊。

lash /læʃ/ vt. 鞭打；摆动；扎捆；冲击；煽动；讽刺 vi. 鞭打；猛击；急速甩动 n. 鞭打；睫毛；鞭子；责骂；讽刺 The alligator lashed its tail in the water.鳄鱼在水中迅猛地摆动着尾巴

今日词汇

rate [reɪt]

n. 速率；价格、费用

v. 评估、估价；评级、打分、分级

考研出现次数：20+

考频：★★★

考点回顾

阅读考点真题例句：

[例] Social psychologists have amassed oceans of research into what they call the “above average effect”, or “illusory superiority”, and shown that, for example, 70% of us rate ourselves as above average in leadership, 93% in driving and 85% at getting on well with others—all obviously statistical impossibilities.

(2014年英语二26题)

[译] 社会心理学家对所谓的“高于均值效应”或者“虚幻的优越感”进行大量的研究，发现我们中70%的人认为自己的领导力在平均水平之上，93%的人认为自己驾驶水平高超，85%的人认为为人处事方面比别人优秀，这些数据明显都是不可能的。

完形考点真题例句：

[例] The interviewers had rated applicants on a scale of one to five. (2013英语一完形)

[译] 面试官在1-5等级量表上为申请者打分。

短语：1.原文：For years parents have casually complained that their offspring are “addicted” to their PlayStations and smartphones.

词典：be addicted to sth/doing sth

沉迷；上瘾

例句：Many smokers who are chemically addicted to nicotine cannot cut down easily.

的监管形式正变得越来越严峻。无论公平与否，公众把游戏行业

Self-interest on many levels

多层面的利己主义

【7】It would be wise to get ahead of the discussion.

A good place to start would be with hard data. Many of the studies **underpinning** the **contention** that games are **addictive** in a medical sense are **woolly**: they **rely** on self-reported **symptoms**, contested **diagnostic** criteria, **skewed** samples and so on. Even basic questions about the amount of time and money spent by users are hard to answer. The industry has an abundance of data that could help. But gaming firms mostly keep details of how gamers behave secret, citing **commercial sensitivity**.

提前讨论是明智的，可以先从硬数据着手。许多研究支持游戏在医学意义上具有成瘾性这一论点，但这些研究是模糊的：它们依赖于玩家自述的症状、有争议的诊断标准、不准确的样本等等。即使是玩家花费的时间和金钱这样的基本问题也很难得到回答。游戏行业有大量的数据可以帮助我们，但游戏公司大多以商业敏感性为由对玩家行为的细节保密。

【8】In the long run, that will prove unwise. Gaming firms should make more of their data **hoard** available to researchers. If—as seems likely—worries about addictiveness are **overblown**, it is hard to think of a clearer way of showing it. And if not, it is better for firms to recognise the problem now, and do something about it voluntarily. The **alternative** is that regulators will force them to act. And as China has shown, once a government is seized by a fit of **moral panic**, it can

许多有尼古丁瘾的抽烟人不容易把烟戒掉。

2.原文：On January 1st “gaming disorder”—in which games are played compulsively, despite causing harm—gains recognition from the World Health Organisation (WHO), as the newest edition of its diagnostic manual comes into force.

词典：come into force生效

例句：New coronavirus restrictions have come into force in the UK in the last hour.

一小时前新的冠状病毒限制措施在英国生效。

3.原文：Killjoys of yore issued similarly dire warnings about television, rock’ n’ roll, jazz, comic books, novels and even crossword puzzles.

词典：of yore往昔，过去

例句：The images provoked strong surges of nostalgia for the days of yore.

这些影像勾起了对昔日时光的深深怀念。

4.原文：As the newest form of mass media, gaming is merely enduring its own time in the stocks before it eventually ceases to be controversial.

词典：cease to do sth停止

例句：Your words have ceased to have impact. 你的话已经不再影响力了。

5.原文：Obsessive gaming, they suggest, is as likely to be a symptom (of depression, say) as a disorder in its own right.

词典：in one’s own right凭自己的力量；本身

例句：Morgan’s father Junius was a successful businessman in his own right.

摩根的父亲朱尼厄斯本身就是一位成功的商人。

6.原文：The motive arises from a business-model shift.

词典：arise from来自于；产生于；由……引起

例句：The difficulty in governing the people arises from their having much knowledge.

民之难治，以其多智。

7.原文：And as China has shown, once a government is seized by a fit of moral panic, it can lash out

词典：lash out迅猛攻击；猛烈抨击；

lash out.

从长远来看，保密是不明智的。游戏公司应该向研究人员提供更多的数据。如果对游戏成瘾被夸大(这似乎很有可能)，那么就没有比公开数据更为一目了然的证明方式。如果游戏成瘾没有被夸大，那么企业最好现在就认识到这个问题，并主动采取行动解决它。否则，监管机构将迫使游戏公司采取行动。正如中国所表现的那样，一旦政府陷入道德恐慌，就会使出雷霆手段。

长难句

1. 原文: While psychologists argue the finer points of **what** exactly counts as addiction, and whether gaming's design tricks cross the line, **the industry should recognise that**, in the real world, it has a problem, and **that** problem is growing.

2. 分析: 本句包含三个宾语从句。首先，主句为“**the industry should recognise that**...”；连接两个宾语从句“**that** it has a problem”以及“**that** problem is growing”；“While psychologists... cross the line”为让步状语从句，其中“**what** exactly counts as addiction”为宾语从句。

3. 译文: 尽管心理学家们就成瘾的定义细节以及游戏的设计技巧是否越界存在争议，但游戏行业应该认识到，现实世界中存在游戏成瘾的问题，而且这个问题愈发严重。

段落大意:

- 【1】游戏上瘾已引起医学界的关注。
- 【2】世卫组织最新版诊断手册将“游戏障碍”定义为疾病。
- 【3】关于游戏是否让人上瘾，支持方的观点。
- 【4】关于游戏是否让人上瘾，反方的观点。
- 【5】游戏开发者利用心理学理论和数据调整游戏来刺激消费。
- 【6】游戏行业应当意识到游戏成瘾问题的严重性。
- 【7】游戏成瘾性相关研究缺乏大量数据，但游戏公司不开放数据。
- 【8】游戏公司应当采取行动，公开数据。

例句: As a politician

Jefferson frequently **lashed out** at the press.
作为一个政治人物，杰斐逊常常抨击新闻界。

写作技巧:

Clinics are **sprouting** around the world, promising to cure patients of their habit in the same way they might cure them of an addiction to alcohol or cocaine.

诊所在世界各地如雨后春笋般涌现，它们承诺会像治疗酗酒者和瘾君子那样帮助病人摆脱游戏上瘾的习惯。

生词: sprout发芽，抽芽；出现，(使)涌现出

sprout的本义为发芽，长芽。引申义就是快速大量出现，正如雨后的春笋。

在写作中，很多话题中会经常写到“快速大量出现”，sprout能地道地表达它。

sprout有时也作sprout up，其同义短语为spring up。

例句: Online courses of all stripes have sprouted up as a direct consequence of the pandemic.

疫情期间各类网络课程大量出现。

背景知识:

1. Gaming disorder: 游戏障碍，也称游戏成瘾。世界卫生组织通过第十一版《国际疾病分类》(International Classification of Diseases, ICD) 草案(简称ICD-11)，正式将“游戏障碍”列为精神疾病之一，并且根据草案条目的并列关系，“游戏障碍”或被认为是与毒瘾、烟瘾、赌博成瘾等具有相同性质的精神障碍。ICD-11将于2022年1月1日起正式生效。

2. Whales: “鲸鱼用户”这种叫法最早来源于国外赌场，在赌场中，具备雄厚资金实力的赌客就是“鲸鱼用户”，他们往往可以投下很大一笔钱去和庄家抗衡，同时他们可以为赌场带来最大的收益。在国内，“鲸鱼用户”更多的被称作“大RMB玩家”。如果我们把付费用户分为三类：每月投入很少资金的用户为“虾米用户”(小RMB玩家)，花费中等数额的为“海豚用户”(中RMB玩家)，那些投入大量资金的就是“鲸鱼用户”(大RMB玩家)，一般一款游戏80%的收入都来源于鲸鱼用户，他们是专业的“填坑选手”，成功的吸引这类玩家，将是游戏成功的必备要素。