

TED演讲者: Jaron Lanier | 杰伦拉尼尔

演讲标题: How we need to remake the internet | 我们要如何重建网际网路

内容概要: In the early days of digital culture, Jaron Lanier helped craft a vision for the internet as public commons where humanity could share its knowledge -- but even then, this vision was haunted by the dark side of how it could turn out: with personal devices that control our lives, monitor our data and feed us stimuli. (Sound familiar?) In this visionary talk, Lanier reflects on a "globally tragic, astoundingly ridiculous mistake" companies like Google and Facebook made at the foundation of digital culture -- and how we can undo it. "We cannot have a society in which, if two people wish to communicate, the only way that can happen is if it's financed by a third person who wishes to manipulate them," he says.

杰伦拉尼尔曾在数位文化发展的初期, 协助刻划过网际网路的远景。当时数位文化的理想是让大家都能使用, 让人类可以分享知识。但即使这样, 最后这远景也因为一些黑暗面而变调了: 我们的生活被个人装置给控制了, 它们监控着我们的资料, 刺激着我们的感官。(听起来很耳熟吗?) 在这场很有远景的演说中, 拉尼尔要我们反思像 Google 及脸书这类以数位文化为基础, 「全球悲剧, 荒谬至极」的公司, 并讨论要如何回到过去。他说: 「我们不能有这样的社会: 如果两个人想要沟通, 唯一可能的办法竟是由想要操纵它们的第三方提供资金。」

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Back in the 1980s, actually, I gave my first talk at TED, and I brought some of the very, very first public **demonstrations** of virtual reality ever to the TED stage.

我的第一场 TED 演讲 是在 1980 年代, 那时我把最早最早的一些 虚拟实境展示带到 TED 舞台上。[00:12]

And at that time, we knew that we were facing a **knife-edge** future where the technology we needed, the technology we loved, could also be our **undoing**.

当时,大家都知道我们 正在面对一个不确定的未来、在那个未来世界里, 有我们需要的科技、喜爱的科技, 但也有可能是毁灭我们的科技。[00:26]

We knew that if we thought of our technology as a means to ever more power, if it was just a power trip, we'd eventually destroy ourselves.

我们知道,如果我们把科技视为 通往更多权力的手段、玩权弄势的工具,我们最终就会摧毁我们自己。[00:43]

That's what happens when you're on a power trip and nothing else.

如果你只想利用科技 来玩权弄势就会这样。[00:54]

So the **idealism** of digital culture back then was all about starting with that recognition of the possible darkness and trying to imagine a way to **transcend** it with beauty and creativity.

在那时候, 数位文化的理想主义 谈的都是,一开始就要我们认清 科技可能会带来的黑暗面, 并尝试用美及创意的方式 来突破这些黑暗面。[00:59]

I always used to end my early TED Talks with a rather **horrifying** line, which is, "We have a challenge.

早期在 TED 演讲时,我的结尾 总是一句蛮吓人的台词: 「我们有一个挑战。[01:18]

We have to create a culture around technology that is so beautiful, so meaningful, so deep, so **endlessly** creative, so filled with infinite potential that it draws us away from **committing** mass suicide."

我们得为科技创造出一种文化, 一种相当美丽、有意义的文化、一种相当深刻、有无尽创意、充满无限潜力的科技文化, 这样的科技文化才能让我们避免掉集体自杀。」[01:30]

demonstrations: n.示范,展示(demonstration复数) **knife-edge:** n.刀刃;锐利物;处于紧要关头;十分焦虑 **undoing:** n.毁灭;取消;毁灭的原因/vt.解开;取消(undo的ing形式) **idealism:** n.唯心主义,理想主义;理念论 **transcend:** vt.胜过,超越 **horrifying:** adj.令人恐惧的;使人惊悚的/v.令人恐惧;使人毛骨悚然(horrify的ing形式) **endlessly:** adv.不断地;无穷尽地 **committing:** v.犯(错误);[计]提交;答应负责(commit的ing形式)

So we talked about extinction as being **one and the same** as the need to create an **alluring, infinitely** creative future.

我们把人类灭绝当作一回事, 就如同我们在谈, 我们需要创造出一个诱人且 有着无限创意未来一样的重要。[01:48]

And I still believe that that alternative of creativity as an alternative to death is very real and true, maybe the most true thing there is.

我仍然相信,创新的另一面 有可能就是死亡, 这个说法是非常真实的, 也许是世上最真实的。[01:59]

In the case of virtual reality -- well, the way I used to talk about it is that it would be something like what happened when people discovered language.

就虚拟实境来说, 我以前谈论它的方式, 会把它说成像是 人类刚发明语言时一样。[02:11]

With language came new adventures, new depth, new meaning, new ways to connect, new ways to coordinate, new ways to imagine, new ways to raise children,

随着语言,出现了新的冒险、新的深度、新的意义、新的连结方式、新的协调方式、新的想像方式、新的养育孩子方式;[02:21]

and I imagined, with virtual reality, we'd have this new thing that would be like a conversation but also like waking-state **intentional** dreaming.

我在想,有了虚拟实境, 我们就会创造出一种 新的对话方式, 但又像是在清醒的状态下, 刻意作梦一样。[02:32]

We called it post-symbolic communication, because it would be like just directly making the thing you experienced instead of **indirectly** making symbols to refer to things.

我们称之为「后象征性沟通」, 因为那就像你直接的亲身体验, 而不只是间接地看到事物的表象。[02:41]

one and the same: 同一个;完全一回事 **alluring:** adj.诱惑的,诱人的;迷人的,吸引人的 **infinitely:** adv.无限地; 极其

intentional: adj.故意的;蓄意的;策划的 **indirectly:** adv.间接地;不诚实;迂回地

It was a beautiful vision, and it's one I still believe in, and yet, haunting that beautiful vision was the dark side of how it could also **turn out**.

那是个很美的远景, 且是我现在仍然相信的远景, 但,围绕在这美好景像的黑暗面 也有可能发生。[02:53]

And I suppose I could mention from one of the very earliest computer scientists, whose name was Norbert **Wiener**, and he wrote a book back in the '50s, from before I was even born, called "The Human Use of Human Beings."

我想,我可以谈谈, 很早期的一位电脑科学家, 他的名字叫诺伯特维纳, 在五〇年代我都没出生时,他写了一本书, 书名叫《人有人的用处》。[03:04]

And in the book, he described the potential to create a computer system that would be gathering data from people and providing feedback to those people in real time in order to put them kind of **partially, statistically**, in a **Skinner** box, in a **behaviorist** system, and he has this amazing line where he says, one could imagine, as a thought experiment -- and I'm **paraphrasing**, this isn't a **quote** -- one could imagine a global computer system where everybody has devices on them all the time,

在书中,他描述到我们是有可能 会制造出一个 收集人类资料的电脑, 并提供即时回应给人类的电脑,[03:21]

为了统计这些行为, 这有点像是把人类放到施金纳箱中 一种控制动物行为的实验箱, 他说了一句很棒的话, 大家可以想像有一种思想的实验—— 我现在要讲的是改述过的释义, 不是引述—— 大家可以想像, 有一个全球的电脑系统, 在此系统中,每个人身上 时时刻刻都有一些装置,[03:35]

turn out: v.(以某种方式)发生;最后是;结果是(尤指天气突然)变得(晴好) **Wiener:** n.(美)维也纳香肠(等于frankfurter)

partially: adv.部分地;偏袒地 **statistically:** adv.统计地;统计学上 **Skinner:** n.剥皮工人;皮革商;骗子 **behaviorist:** n.行为主义者 **paraphrasing:** n.释义;意译;改写/v.改写;解述(paraphrase的ing形式) **quote:** vt.报价;引述;举证/vi.报价;引用;引证/n.引用

and the devices are giving them feedback based on what they did, and the whole population is subject to a degree of behavior **modification**.

这些装置会根据 他们的行为给出回馈, 而在系统里的全部人, 都会受到某种程度的行为修正。[03:56]

And such a society would be **insane**, could not survive, could not face its problems.

这样子的社会简直太疯狂了, 这样的社会无法生存, 无法面对它的问题。[04:05]

And then he says, but this is only a thought experiment, and such a future is **technologically infeasible**.

接着,他说,但这只是个思想实验, 将来要把人类丢到实验箱, 以科学的角度而言,我们也办不到。[04:12]

(Laughter) And yet, of course, it's what we have created, and it's what we must undo if we are to survive.

(笑声) 但,没错,我们人类现在 就已经陷入这样的窘境, 而如果人类想要生存, 就要赶紧回头。[04:18]

So --

所以,[04:27]

(Applause) I believe that we made a very particular mistake, and it happened early on, and by understanding the mistake we made, we can undo it.

(掌声) 我认为,我们犯了一个 非常特殊的错误, 它在很早就发生了, 而透过了解我们所犯下的错误, 我们就能将它还原。[04:28]

It happened in the '90s, and going into the turn of the century, and here's what happened.

事情发生在九〇年代, 正要进入世纪的转折点, 发生的经过如下。[04:44]

Early digital culture, and indeed, digital culture **to this day**, had a sense of, I would say, **lefty**, socialist mission about it, that unlike other things that have been done, like the invention of books, everything on the internet must be purely public, must be available for free, because if even one person cannot afford it, then that would create this terrible **inequity**.

早期的数位文化, 当然,还有至今的数位文化, 有一种.....我会说是左翼、 社会主义使命的感觉, 这不像其它已有的东西, 比如书籍的发明, 在网路上的一切都 必须要是完全公开的, 必须要可以免费使用, 因为,如果有一人负担不起, 那就会造成很糟的不平等。[04:53]

modification: n.修改,修正;改变 **insane:** adj.疯狂的; 精神病的; 极愚蠢的 **technologically:** adv.科技地;技术上地

infeasible: adj.不可实行的 **to this day:** 至今 **lefty:** n.左撇子;左翼分子 **inequity:** n.不公平,不公正

Now of course, there's other ways to deal with that.

当然,有其它方法 可以处理这个问题。[05:21]

If books cost money, you can have public libraries.

如果书籍要钱, 你可以用公共图书馆。[05:24]

And so forth.

诸如此类。[05:27]

But we were thinking, no, no, no, this is an exception.

但我们在想,不、不、不, 这是个例外。[05:28]

This must be pure public commons, that's what we want.

它必须要是单纯地能让公众 使用的,我们希望如此。[05:31]

And so that spirit lives on.

如此,精神才能传承下去。[05:35]

You can experience it in designs like the **Wikipedia**, for **instance**, many others.

你可以体验这些设计, 比如像维基百科 及其它许多这类的设计。[05:38]

But at the same time, we also believed, with equal **fervor**, in this other thing that was completely **incompatible**, which is we loved our tech **entrepreneurs**.

但同时, 我们也能带着同等的热情, 相信另外一种 完全不一样的事情, 那就是,我们爱我们的科技企业家。[05:43]

We loved Steve Jobs; we loved this Nietzschean myth of the **techie** who could dent the universe.

我们爱史蒂夫贾伯斯, 我们爱这种尼采般的神话, 这些能改变世界的科技天才。[05:55]

Right?

对吗? [06:02]

And that **mythical** power still has a hold on us, as well.

而那神话般的力量 仍能持续地获得我们的支持。[06:04]

Wikipedia: 维基百科 for instance: 例如 fervor: n.热情;热烈;热心;炽热 incompatible: adj.不相容的; 矛盾的; 不能同时成立的/n.互不相容的人或事物 entrepreneurs: n.企业家(entrepreneur的复数) techie: n.高科技专家;热衷电子学的电子迷;技师 mythical: adj.神话的;虚构的	
So you have these two different passions , for making everything free and for the almost supernatural power of the tech entrepreneur.	所以,你会有这两种不同的热忱,一种是让一切都免费,另一种是科技企业家的力量,近乎超自然的力量。[06:10]
How do you celebrate entrepreneurship when everything's free?	但当一切都是免费时,你要如何赞颂企业家精神? [06:21]
Well, there was only one solution back then, which was the advertising model.	在当时,只有一个解决方案,那就是广告获利模式。[06:26]
And so therefore, Google was born free, with ads, Facebook was born free, with ads.	因此,Google 刚开始 是免费的,但附带广告。脸书刚开始也是 免费的,但附带广告。[06:31]
Now in the beginning, it was cute, like with the very earliest Google.	一开始,这还蛮讨喜的,就像最早的 Google。[06:39]
(Laughter) The ads really were kind of ads.	(笑声) 广告真的就只是广告。[06:45]
They would be, like, your local dentist or something.	广告可能就是你当地的牙医之类的。[06:49]
But there's thing called Moore's law that makes the computers more and more efficient and cheaper.	但有样东西叫做摩尔定律,它让电脑越来越高效也越来越便宜。[06:51]
Their algorithms get better.	演算法也越来越强。[06:56]
We actually have universities where people study them, and they get better and better.	在大学里真的有人在研究它们,且它们越来越好。[06:58]
And the customers and other entities who use these systems just got more and more experienced and got cleverer and cleverer.	客户和使用这些系统的其它机构 变得越来越有经验,且越来越聪明。[07:03]
passions: 感情(passion的复数)/爱好(passion的复数) supernatural: adj.超自然的;神奇的,不可思议的/n.超自然现象;不可思议的事 entrepreneurship: n.企业家精神 entities: n.实体;存在(entity的复数形式);字符实体	
And what started out as advertising really can't be called advertising anymore.	一开始本来只是广告,现在真的不能再称为广告了。[07:11]
It turned into behavior modification, just as Norbert Wiener had worried it might.	它转变成了「行为修改」。这就是诺伯特维纳所担心的。[07:16]
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And so I can't call these things social networks anymore.	所以我已经无法再称 这些东西为社交网路了。[07:24]
I call them behavior modification empires .	我称它们为「行为修改帝国」。[07:28]
(Applause) And I refuse to vilify the individuals.	(掌声) 我是反对诽谤个人的。[07:32]
I have dear friends at these companies, sold a company to Google, even though I think it's one of these empires.	在这些公司中有我亲爱的朋友,我们也曾把一间公司卖给 Google,即使我认为 Google 也是帝国之一。[07:39]
I don't think this is a matter of bad people who've done a bad thing.	我不认为这是坏人做了坏事的问题。[07:46]
I think this is a matter of a globally tragic, astoundingly ridiculous mistake, rather than a wave of evil.	我认为这一场全球性的悲剧,非常荒谬的错误,而不是邪恶的浪潮。[07:51]
Let me give you just another layer of detail into how this particular mistake functions.	让我再做深一层的细节说明,解释这个错误是如何产生的。[08:04]
So with behaviorism , you give the creature, whether it's a rat or a dog or a person, little treats and sometimes little punishments as feedback to what they do.	行为主义是这样的,不论是哪种生物,比如老鼠、狗,或是人,它会根据生物的行为 回馈一点点甜头或惩罚,[08:11]
empires: n.帝国(empire的复数) vilify: vt.诽谤;中伤;轻视;贬低 astoundingly: adv.令人惊奇地 ridiculous: adj.可笑的; 荒谬的 rather than: 而不是;宁可...也不愿 behaviorism: n.行为主义 punishments: n.[动]惩罚(punishment的复数)	
So if you have an animal in a cage, it might be candy and electric shocks.	如果你把一只动物放在笼子中,你给牠的可能就是糖果和电击。[08:24]
But if you have a smartphone , it's not those things, it's symbolic punishment and reward.	但如果你有一支智慧手机,手机虽然不像那些实验箱,但也有象征性的惩罚和奖赏。[08:30]
Pavlov , one of the early behaviorists , demonstrated the famous principle.	巴夫洛夫是最早的行为学家之一,他提出了著名的原则。[08:39]
You could train a dog to salivate just with the bell, just with the symbol.	你只要用一个铃铛或手势,就可以训练一只狗流口水。[08:45]
So on social networks, social punishment and social reward function as the punishment and reward.	在社交网路上,有人会酸你或给你按赞 就像惩罚及奖赏一样。[08:49]
And we all know the feeling of these things.	我们都知道惩罚和奖赏的感受如何。[08:56]
You get this little thrill -- "Somebody liked my stuff and it's being repeated."	你会有点兴奋,「有人喜欢我的东西,且重复按赞。」[08:58]
Or the punishment: "Oh my God, they don't like me, maybe	或被惩罚,「喔,天啊,他们不喜欢我,也许别人比较

somebody else is more popular, oh my God."	受欢迎, 喔, 天啊。] [09:02]
So you have those two very common feelings, and they're doled out in such a way that you get caught in this loop.	你会有这两种很常见的感受, 就这样一点一点地 把你困在这回圈中。 [09:06]
smartphone : n. 智能手机 symbolic : adj. 象征的; 符号的; 使用符号的 Pavlov : n. 巴甫洛夫 (苏联生理学家和实验心理学家, 全名为IvanPetrovich) behaviorists : n. 行为主义者 demonstrated : 演示 salivate : vt. 使流涎; 使过量分泌唾液/vi. 分泌唾液; 流口水 doled : n. 失业救济金; 赈济物; 施舍品/vt. 发放救济; 以小份发给	
As has been publicly acknowledged by many of the founders of the system, everybody knew this is what was going on.	这个系统的许多创始者 都已经公开承认这个现象, 人人都知道发生的状况就是如此。 [09:12]
But here's the thing: traditionally , in the academic study of the methods of behaviorism, there have been comparisons of positive and negative stimuli .	但, 重点是: 传统行为主义方法的学术研究 比较正面和负面的刺激。 [09:19]
In this setting, a commercial setting, there's a new kind of difference that has kind of evaded the academic world for a while, and that difference is that whether positive stimuli are more effective than negative ones in different circumstances, the negative ones are cheaper.	在这样的前提下, 有商业行为的前提下, 会产生一种新的差异, 有好一段时间它都没被学术界发现, 那差异就是, 在不同的情况下, [09:32]
They're the bargain stimuli.	正面刺激是否比 负面刺激更有效之类的.... 结果, 负面刺激比较便宜, [09:42]
So what I mean by that is it's much easier to lose trust than to build trust.	用负面刺激很划算。 [09:48]
It takes a long time to build love.	我这么说的意思是 [09:50]
It takes a short time to ruin love.	我们要花很长的时间才能建立「爱」。 [09:59]
Now the customers of these behavior modification empires are on a very fast loop.	但只要很短暂的时间就能毁了「爱」。 [10:02]
acknowledged : adj. 公认的; 被普遍认可的/v. 承认; 确认(acknowledge的过去式和过去分词); 答谢 traditionally : adv. 传统上; 习惯上; 传说上 comparisons : n. 比较; 类似(comparison的复数形式); 处于对比状态 stimuli : n. 刺激; 刺激物; 促进因素 (stimulus的复数) evaded : vt. 逃避; 规避; 逃脱/vi. 逃避; 规避; 逃脱 bargain : n. 交易; 便宜货; 契约/v. 讨价还价; 议价; (谈价钱后) 卖 ruin : n. 废墟; 毁灭; 灭亡/vt. 毁灭; 使破产/vi. 破产; 堕落; 被毁灭	这些「行为修改帝国」的客户 深陷在非常快的回圈中。 [10:05]
They're almost like high-frequency traders .	他们几乎就像是股票的高频交易者。 [10:11]
They're getting feedbacks from their spends or whatever their activities are if they're not spending, and they see what's working, and then they do more of that.	他们从客户的消费和动作获得回馈, 从而知道哪些效果好, [10:13]
And so they're getting the quick feedback, which means they're responding more to the negative emotions, because those are the ones that rise faster, right?	因为那样, 他们会快速得到回馈, 也就是说他们对负面情绪比较有反应, 因为这些负面刺激的回馈, 比正向刺激来得快, 对吧? [10:21]
And so therefore, even well-intentioned players who think all they're doing is advertising toothpaste end up advancing the cause of the negative people, the negative emotions, the cranks , the paranoids , the cynics , the nihilists .	因此, 即使是出发点很好的業者, 他们认为他们所做的 不过就是为牙膏打广告, 结果却是协助造成了这社会上 充满了负面情绪的人、怪胎、偏执狂、愤世嫉俗、对人生无望的人。 [10:30]
Those are the ones who get amplified by the system.	系统会放大的就是这些人。 [10:47]
And you can't pay one of these companies to make the world suddenly nice and improve democracy nearly as easily as you can pay to ruin those things.	你无法支付其中任何一家公司 让世界突然变好或民主进步, 无法像破坏这些东西那样容易。 [10:50]
high-frequency : adj. 高频率的; 高周波的 traders : n. 交易员; 贸易商(trader的复数形式) feedbacks : n. 回馈 well-intentioned : adj. 好意的, 好心的; 出于善意的 toothpaste : n. 牙膏 cranks : n. [机] 曲柄(crank的复数) paranoids : adj. 类似妄想狂的; 属于偏执狂的/n. 患妄想狂的人; 偏执狂患者 cynics : n. 愤世嫉俗者; 玩世不恭者; 犬儒主义者(cynic的复数形式) nihilists : n. 虚无主义者 amplified : v. 放大; 详述(amplify的过去分词)/adj. 放大的; 扩充的	
And so this is the dilemma we've gotten ourselves into.	所以, 是我们自己 造成了这样的困境。 [11:01]
The alternative is to turn back the clock , with great difficulty, and remake that decision.	替代方案就是 尽全力地让时光倒流, 然后重新做决定。 [11:05]
Remaking it would mean two things.	重新做决定意味着两件事。 [11:13]
It would mean first that many people, those who could afford to, would actually pay for these things.	第一, 许多负担得起这些东西的人 就真的得要为这些东西付钱。 [11:17]
You'd pay for search, you'd pay for social networking .	搜寻要钱、用社交网路要钱。 [11:24]
How would you pay? Maybe with a subscription fee, maybe with micro-payments as you use them.	你要如何付钱? 也许是付订阅费, 也许是在使用时支付极低的费用。 [11:28]
There's a lot of options.	有许多选择。 [11:34]
If some of you are recoiling , and you're thinking, "Oh my God, I would never pay for these things.	如果有些人打退堂鼓, 在想: 「天啊, 我绝不会为这些东西付钱。 [11:36]
How could you ever get anyone to pay?"	你怎么能要任何人付钱? 」 [11:41]
I want to remind you of something that just happened.	那么我要提醒你一件刚发生的事。 [11:43]
dilemma : n. 困境; 进退两难; 两难论法 turn back the clock : 把钟拨慢 remake : n. 重做; 重制物/vt. 再制 Remaking : n. 重做; 重制物/vt. 再制 networking : n. 计算机网络的设计; 一种互助性的网络体系/v. 交流(network的ing形式); 联络 subscription :	

n. 捐献; 订阅; 订金; 签署 recoiling : v. [物] 反冲; 再绕; 后退 (recoil 的 ing 形式)	remind you of something : 提醒你想起某事
Around this same time that companies like Google and Facebook were formulating their free idea, a lot of cyber culture also believed that in the future, televisions and movies would be created in the same way, kind of like the Wikipedia.	之前 Google、脸书这些公司 在发想他们的免费想法时, 有许多网路文化也相信, 在未来, [11:46]
But then, companies like Netflix , Amazon , HBO, said, "Actually, you know, subscribe . We'll give you give you great TV."	我们也会用同样的方式 来制作电视和电影, 有点像维基百科。 [11:59]
And it worked!	但, 接着, 像网飞、亚马逊、HBO 这类公司 比如: 「你只要订阅我们, 我们就给你很好的节目。」 [12:04]
We now are in this period called "peak TV," right?	结果很有效! [12:13]
So sometimes when you pay for stuff, things get better.	我们现在处在所谓的 「电视节目选择超多」 的时期, 对吧? [12:14]
We can imagine a hypothetical --	所以, 有时为东西付钱反而是好事。 [12:18]
(Applause) We can imagine a hypothetical world of "peak social media."	我们可以想像一个假设性的—— [12:22]
What would that be like?	(掌声) 我们可以想像一个 社交媒体超多的世界。 [12:24]
It would mean when you get on, you can get really useful, authoritative medical advice instead of cranks.	那会是什么样子? [12:33]
	那意味着, 当你上社交媒体, 你能得到非常有用、有权威性的医疗建议, 而不是乱七八糟的垃圾。 [12:34]
formulating : v. 使公式化; 系统地阐述; 制定...的配方 (formulate 的 ing 形式) cyber : adj. 网络的, 计算机的 televisions : n. 电视, 电视机; 电视业 Netflix : n. 网飞公司 (出租 DVD; 在线观看电影的网站。) Amazon : 亚马逊; 古希腊女战士 subscribe : vi. 订阅; 捐款; 认购; 赞成; 签署 / vt. 签署; 赞成; 捐助 hypothetical : adj. 假设的; 爱猜想的 authoritative : adj. 有权威的; 命令式的; 当局的	
It could mean when you want to get factual information, there's not a bunch of weird, paranoid conspiracy theories.	也可能意味着, 当你想要取得真实资讯时, 不会得到一堆怪异、偏执的阴谋论。 [12:40]
We can imagine this wonderful other possibility.	我们可以想像这美好的 「另一种可能性」。 [12:47]
I dream of it. I believe it's possible.	我梦想它能成真。我相信它能成真。 [12:53]
I'm certain it's possible.	我很确定它能成真。 [12:55]
And I'm certain that the companies, the Googles and the Facebooks, would actually do better in this world.	我很确定像 Google 及脸书这些公司 他们会做得更好。 [12:58]
I don't believe we need to punish Silicon Valley.	我不认为我们需要去惩罚硅谷。 [13:05]
We just need to remake the decision.	我们只需要重新决定。 [13:08]
Of the big tech companies, it's really only two that depend on behavior modification and spying as their business plan.	在大型科技公司中, 其实只有两间 仰赖行为修改和暗中监视 做为它们的事业计画。 [13:12]
It's Google and Facebook.	就是 Google 和脸书。 [13:21]
(Laughter) And I love you guys.	(笑声) 我爱你们。 [13:23]
Really, I do. Like, the people are fantastic.	真的, 我爱你们。那些人都很棒。 [13:26]
I want to point out , if I may, if you look at Google, they can propagate cost centers endlessly with all of these companies, but they cannot propagate profit centers.	如果可以的话, 我想声明这点。比如说 Google, 他们可以和这些公司 无限地将成本中心分散出去, 但他们无法将利益中心散播出去。 [13:30]
factual : adj. 事实的; 真实的 a bunch of : 一群; 一束; 一堆 conspiracy : n. 阴谋; 共谋; 阴谋集团 point out : 指出, 指明 propagate : vt. 传播; 传达; 繁殖; 宣传 / vi. 繁殖; 增殖	
They cannot diversify , because they're hooked .	他们无法多样化, 因为他们被困住了。 [13:41]
They're hooked on this model, just like their own users.	他们被固定在这个模式上, 就如同他们的使用者一样。 [13:44]
They're in the same trap as their users, and you can't run a big corporation that way.	他们和他们的使用者 掉到了同样的困境中; 但是大型的企企业不能那样经营。 [13:47]
So this is ultimately totally in the benefit of the shareholders and other stakeholders of these companies.	因为, 他们最终追求的是股东的利益, 这些公司的股东权益。 [13:52]
It's a win-win solution.	这样才是双赢的解决方案。 [13:58]
It'll just take some time to figure it out.	只是要花些时间就能想通这点。 [14:00]
A lot of details to work out, totally doable .	有很多细节需要考量, 完全是可行的。 [14:03]
(Laughter) I don't believe our species can survive unless we fix this.	(笑声) 我认为若不解决这个问题, 人类就无法生存。 [14:07]
We cannot have a society in which, if two people wish to communicate, the only way that can happen is if it's financed by a third person who wishes to manipulate them.	我们不能活在这样的社会: 如果两个人想要沟通, 唯一可能发生的方式是 由想要操纵他们的第三方提供资金。 [14:13]
(Applause)	(掌声) [14:25]
diversify : vt. 使多样化, 使变化; 增加产品种类以扩大 hooked : adj. 钩状的; 吸毒成瘾的; 入迷的 / v. 用钩固定; 捉住 (hook 的过去分词) shareholders : n. [金融] 股东, 投资者; 股民 (shareholder 的复数) stakeholders : n. 利益相关者; 赌款保存人 (stakeholder 的复数) win-win : adj. 双赢的; 互利互惠的 doable : adj. 可做的 financed : v. 提供资金 (finance 的过去分词); 提供经费, 筹资	

manipulate: vt.操纵;操作;巧妙地处理;篡改	
(Applause ends) In the meantime , if the companies won't change, delete your accounts, OK?	到那时候,如果这些公司仍不改变, 删除你的帐号, 好吗? [14:34]
(Laughter)	(笑声) [14:41]
(Applause) That's enough for now .	(掌声) 我就讲到这边。[14:42]
Thank you so much.	非常谢谢。[14:45]
(Applause)	(掌声) [14:46]
In the meantime: 在此期间;于此际 for now: 目前,暂时	

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