

TED演讲者: Kashmir Hill and Surya Mattu | Kashmir Hill and Surya Mattu

演讲标题: What your smart devices know (and share) about you | 你的智能设备知道 (和分享) 关于你的什么

内容概要: Once your smart devices can talk to you, who else are they talking to? Kashmir Hill and Surya Mattu wanted to find out -- so they outfitted Hill's apartment with 18 different internet-connected devices and built a special router to track how often they contacted their servers and see what they were reporting back. The results were surprising -- and more than a little bit creepy. Learn more about what the data from your smart devices reveals about your sleep schedule, TV binges and even your tooth-brushing habits -- and how tech companies could use it to target and profile you. (This talk contains mature language.)

当你的智能设备和你交流的时候, 他还会和谁交流呢? Kashmir Hill 和Surya Mattu想要探寻答案——所以他们为Hill的公寓装备了18种不同的联网设备, 并且建造了一个特殊的路由器去追踪它们和服务器交流的频率, 并看它们传回了什么信息。结果是让人惊讶的——也有点毛骨悚然。了解你的智能设备会揭露你的睡眠时间, 喜欢的电视剧, 甚至是你的刷牙习惯。看看技术公司如何使用这些研究成果去定位和分析你。(这个演讲包含成人用语)

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Kashmir Hill: So for my birthday last year, my husband got me an **Amazon Echo**.

去年我过生日 我的丈夫送给我一个 Amazon Echo。[00:12]

I was kind of shocked, actually, because we both work in **privacy** and security.

实际上我还有点惊讶 因为我俩都从事 隐私与安全方面的工作。[00:17]

(Laughter) And this was a device that would **sit in** the middle of our home with a microphone on, constantly listening.

(笑声) 而这是一个安在我家中的一个设备 开着麦克风 一直在倾听。[00:22]

We're not alone, though.

并非只有我们这样。[00:31]

**According to** a **survey** by NPR and Edison Research, one in six American adults now has a smart speaker, which means that they have a virtual assistant at home.

根据NPR和Edison Research的调查 六分之一的成年美国人 都有一个智能音箱, 这意味着他们 在家里有一个虚拟助手。[00:32]

Like, that's wild.

这真是无法无天啊! [00:42]

The future, or the future dystopia, is getting here fast.

未来, 或者说是反乌托邦式的未来, 快来了。[00:43]

Beyond that, companies are offering us all kinds of internet-connected devices.

除了这个, 许多公司给人们 提供了各种能够联网的设备[00:48]

There are smart lights, smart locks, smart **toilets**, smart toys, smart sex toys.

智能灯, 智能锁, 智能马桶, 智能玩具 智能的性玩具。[00:53]

Being smart means the device can connect to the internet, it can gather data, and it can talk to its owner.

智能意味着设备 可以连接到互联网, 能收集数据, 能与主人交流。[01:00]

**Amazon:** 亚马逊; 古希腊女战士 **Echo:** vt.反射; 重复/vi.随声附和; 发出回声/n.回音; 效仿 **privacy:** n.隐私; 秘密; 隐居; 隐居处 **sit in:** 列席, 旁听; 参加; 代理 **According to:** 根据, 按照; 取决于; 据...所说 **survey:** n.调查; 测量; 审视; 纵览/vt.调查; 勘测; 俯瞰/vi.测量土地 **toilets:** n. [建] 厕所; 洗手间; 坐便器(toilet的复数)/v.上厕所(toilet的三单形式); 梳妆

But once your **appliances** can talk to you, who else are they going to be talking to?

但是一旦这些电器能跟你交流, 它们还将会和谁交流呢? [01:06]

I wanted to find out, so I went **all-in** and turned my one-bedroom apartment in San Francisco into a smart home.

我想查明此事, 于是我费了一番工夫, 把我在旧金山的一个一居室公寓 改造成了一个智能房子。[01:12]

I even connected our bed to the internet.

我甚至把我们的床都连到了互联网。[01:18]

As far as I know, it was just measuring our sleeping habits.

据我所知, 它仅仅只是判断我们的睡觉习惯[01:22]

I can now tell you that the only thing worse than getting a terrible night's sleep is to have your smart bed tell you the next day that you "missed your goal and got a low sleep score."

我可以告诉你们, 唯一一件 比没睡好还糟糕的事 就是第二天你的智能床跟你说 "你没达到睡眠目标, 并且得到了一个低睡眠分。" [01:26]

(Laughter) It's like, "Thanks, smart bed."

(笑声) 我真想说: "谢谢你, 智能的床先生, [01:35]

As if I didn't already feel like shit today."

好像我今天过的还不够糟似的。" [01:38]

(Laughter) All together, I installed 18 internet-connected devices in my home.

(笑声) 我总共在家里安装了 18个联网的设备。[01:41]

I also installed a Surya.

我还 "安装" 了一位Surya。[01:46]

Surya Mattu: Hi, I'm Surya.

嗨, 我是Surya! [01:49]

(Laughter) I **monitored** everything the smart home did.

(笑声) 我监视着智能屋做的一切事, [01:50]

I built a special **router** that let me look at all the network activity.

我搭建了一个特殊的路由器, 能让我查看所有的网络活动。[01:54]

**appliances:** 电气用具 **all-in:** adj. 包括一切的/n. 全进; 全押 **monitored:** v. 指导, 检测; [自] 监控(monitor的过去分词) **router:** n. [计] 路由器; 剜刨者

You can think of my router sort of like a <b>security guard</b> , <b>compulsively logging</b> all the network packets as they entered and left the smart home.	你可以把我的这个路由器 想成一位安保人员, 当网络数据包进出智能屋时 都被强制地记录下来。 [01:58]
KH: Surya and I are both <b>journalists</b> , he's not my husband, we just work together at Gizmodo.	Surya和我都是记者, 他不是我的丈夫 我们只是一起在Gizmodo工作罢了。 [02:05]
SM: Thank you for <b>clarifying</b> .	谢谢你澄清此事。 [02:10]
The devices Kashmir bought -- we were interested in understanding what they were saying to their <b>manufacturers</b> .	我们对Kashmir买的设备 在和它们的制造者交流什么 非常感兴趣。 [02:11]
But we were also interested in understanding what the home's digital emissions look like to the internet service <b>provider</b> .	但我们同时也对 房子里发出的信息 在网络服务商眼里看起来是什么样子 很感兴趣。 [02:17]
We were seeing what the ISP could see, but more importantly, what they could sell.	我们在看ISP能看见什么, 但更重要的是, 它们能出卖什么。 [02:23]
KH: We ran the experiment for two months.	我们的实验持续了两个月。 [02:27]
In that two months, there wasn't a single hour of digital silence in the house -- not even when we went away for a week.	在这两个月里 房间里没有一个小时的电子静默, 甚至在我们离家的那一周也是。 [02:30]
<b>security guard:</b> 保安人员 <b>compulsively:</b> adv.强制地,强迫地 <b>logging:</b> n.记录;伐木工作/v.把...锯成段木;砍伐树木(log的ing形式) <b>journalists:</b> n.新闻记者(journalist的复数) <b>clarifying:</b> 净化/澄清 <b>manufacturers:</b> [经]制造商;[经]厂商 <b>provider:</b> n.供应者;养家者	
SM: Yeah, it's so true.	确实 [02:36]
Based on the data, I knew when you guys woke up and went to bed.	确实 [02:37]
I even knew when Kashmir brushed her teeth.	我甚至知道Kashmir什么时候刷牙, [02:40]
I'm not going to out your <b>brushing</b> habits, but let's just say it was very clear to me when you were working from home.	我并不是要揭露你的刷牙习惯, 但是我得承认我很清楚的知道 你什么时候在家工作 [02:42]
KH: Uh, I think you just <b>outed</b> them to, like, a lot of people here.	呃,我想你说得够明白了。 [02:48]
SM: Don't be <b>embarrassed</b> , it's just <b>metadata</b> .	别尴尬,这只是元数据罢了 [02:51]
I knew when you turned on your TV and how long you watched it for.	我知道你什么时候打开电视, 看多久。 [02:54]
Fun fact about the Hill household: they don't watch a lot of television, but when they do, it's usually in <b>binge</b> mode.	Hill家有一个有趣的现象: 他们要么不看电视 要么就大看特看 [02:57]
Favorite shows include "Difficult People" and "Party Down."	他们最喜欢的节目有 难处之人 "和 "派对之后 "。 [03:03]
KH: OK, you're right, I loved "Party Down."	没错,我爱死 "派对之后" 了, [03:06]
It's a great show, and you should definitely watch it.	是个不错的节目,你真应该看看。 [03:08]
But "Difficult People" was all my husband, Trevor.	"难处之人" 则是我丈夫Trevor看的。 [03:10]
<b>brushing:</b> adj.擦拭的;疾驰的/n.刷净;干扰;创面电灼术 <b>outed:</b> adv.出现;在外;出局;出声地;不流行地/adj.外面的;出局的;下台的/n.出局/prep.向;离去/vi.出来;暴露/vt.使熄灭;驱逐 <b>embarrassed:</b> adj.尴尬的;窘迫的/v.使...困窘;使...局促不安(embarrass的过去分词形式) <b>metadata:</b> n.[计]元数据 <b>binge:</b> n.狂欢,狂闹;放纵/vt.放纵/vi.狂饮作乐;大吃大喝	
And Trevor was actually a little upset that you knew about his <b>binges</b> , because even though he'd been the one to connect the TV to the router, he forgot that the TV was watching us.	Trevor在你知道他的喜好后 还有点心烦, 因为即使是他自己 将电视连上了路由器, 他忘了电视在看着他。 [03:13]
It's actually not the first time that our TV has <b>spied</b> on us.	这也不是电视机头一回监视我们。 [03:22]
The company that made it, VIZIO, paid a 2.2 million-dollar settlement to the government just last year, because it had been collecting second-by-second information about what millions of people were watching on TV, including us, and then it was selling that information to data <b>brokers</b> and <b>advertisers</b> .	造电视的公司,VIZIO 去年付给政府 220万美元的和解费, 因为他们每一秒都在收集信息, [03:26]
SM: Ah, classic <b>surveillance</b> economy move.	关于数百万看电视的人们信息, 包括我们, 然后把这些信息卖给数据经纪人和 广告商。 [03:35]
The devices Kashmir bought almost all <b>pinged</b> their servers daily.	啊,经典的监督经济之举。 [03:42]
But do you know which device was especially <b>chatty</b> ?	Kashmir买的设备几乎每天 都要和他们的服务器联系一下, [03:46]
The Amazon Echo.	但是你们知道那个设备话最多吗? [03:50]
It <b>contacted</b> its servers every three minutes, <b>regardless of</b> whether you were using it or not.	Amazon Echo。 [03:52]
不管你用不用, 它每三分钟都与其服务器联系一次。 [03:54]	
<b>binges:</b> n.狂欢,狂闹;放纵/vt.放纵/vi.狂饮作乐;大吃大喝 <b>spied:</b> v.侦探,找出(spy的过去式) <b>brokers:</b> n.[经]经纪人(broker复数) <b>advertisers:</b> n.广告商(advertiser的复数形式) <b>surveillance:</b> n.监督;监视 <b>pinged:</b> n.子弹飞过空中的声音;[电子]声脉冲/vi.发出撞击声;砰地发声 <b>chatty:</b> adj.饶舌的;爱讲闲话的;非正式的 <b>contacted:</b> 交往,接触(contact的过去式和过去分词) <b>regardless of:</b> 不顾,不管	

KH: <b>In general</b> , it was <b>disconcerting</b> that all these devices were having ongoing conversations that were invisible to me. I mean, I would have had no idea, without your router. If you buy a smart device, you should probably know -- you're going to own the device, but in general, the company is going to own your data.	总的来说,这些都令人不安,所有设备正在进行的对话 对我来说总是不可见的。[03:58] 要不是你的路由器,我真的一无所知。[04:05] 你应该知道,如果你买了一件智能设备,你是设备的拥有者,但一般来说,智能设备公司会拥有你的数据。[04:08]
And you know, I mean, maybe that's to be expected -- you buy an internet-connected device, it's going to use the internet.	或许这些都预料的到,你买一件联网的设备,它将要使用互联网。[04:17]
But it's strange to have these devices moving into the intimate space that is the home and allowing companies to track our really basic behavior there.	但奇怪的是,现在这些设备 闯进私人空间,我们的家,让这些公司追踪我们的基本行为。[04:24]
SM: So true.	确实如此。[04:32]
Even the most banal-seeming data can be <b>mined</b> by the surveillance economy.	监视经济甚至可以挖掘出 最平庸的数据中蕴含的信息。[04:33]
For example, who cares how often you brush your teeth? Well, as it turns out, there's a dental insurance company called Beam.	举个例子,谁在乎你多久刷一次牙啊? [04:36] 然而结果是,有一家叫Beam牙科保险公司,[04:39]
They've been <b>monitoring</b> their customers' smart <b>toothbrushes</b> since 2015 -- for <b>discounts</b> on their <b>premiums</b> , of course.	他们从2015年 就开始监视顾客的智能牙刷,当然了,顾客因此可以享受 保费的折扣。[04:42]
<b>In general:</b> 总之,通常;一般而言 <b>disconcerting:</b> adj.令人不安的;打扰人的 <b>mined:</b> n.开采 <b>monitoring:</b> n.监视,[自]监控;检验,检查/v.监视,[通信][军]监听,监督(monitor的ing形式) <b>toothbrushes:</b> n.[轻]牙刷(toothbrush的复数) <b>discounts:</b> n.优惠,折价;扣减额(discount的复数形式)/v.打折扣(discount的三单形式);[金融]贴现;低估;漠视 <b>premiums:</b> n.赠品,保险费;额外费用(premium复数)	
KH: We know what some of you are thinking: this is the contract of the modern world.	我们知道你们中有人这么想: 这是现代世界的一个合同。[04:49]
You give up a little privacy, and you get some convenience or some price breaks in return.	你放弃一些隐私,然后可以得到一点方便 或者是折扣。[04:54]
But that wasn't my experience in my smart home. It wasn't convenient, it was <b>infuriating</b> .	但在我的智能屋中,我的经历截然不同。[04:59] 一点也不方便,很让我生气。[05:01]
I'll admit, I love my smart <b>vacuum</b> , but many other things in the house drove me <b>insane</b> : we ran out of electrical <b>outlets</b> , and I had to download over a dozen apps to my phone to control everything.	我承认,我喜欢我的智能吸尘器,但是房子里其他东西 快把我弄得发疯了。电源插座都被用完了,我不得不在手机上下载十几个app 来控制这些东西。[05:05]
And then every device had its own <b>log-in</b> , my toothbrush had a password ...	然后每个设备都有自己的登陆方式,我的牙刷还有个密码呢。[05:17]
(Laughter) And smart coffee, especially, was just a world of hell.	(笑声) 尤其是智能咖啡机,真是糟糕透了。[05:22]
SM: Wait, really? Cloud-powered coffee wasn't really working for you?	等等,真的吗? 云计算咖啡机不适合你吗? [05:27]
KH: I mean, maybe I'm <b>naive</b> , but I thought it was going to be great.	我可能太天真,我以为一切都会进展顺利。[05:31]
<b>infuriating:</b> adj.令人大怒的/v.使发怒(infuriate的ing形式) <b>vacuum:</b> n.真空;空间;真空吸尘器/adj.真空的;利用真空的;产生真空的/vt.用真空吸尘器清扫 <b>insane:</b> adj.疯狂的; 精神病的; 极愚蠢的 <b>outlets:</b> n.出路;销售点;排水口;批发商点(outlet的复数形式) <b>log-in:</b> v.登记;请求联机;记入;进入系统 <b>naive:</b> adj.天真的,幼稚的	
I thought we'd just wake up in the morning and we'd say, "Alexa, make us coffee."	我以为早上起床说: "Alexa, 给我们煮咖啡。" 就可以了,[05:35]
But that's not how it went down.	但事情并不是这样的。[05:39]
We had to use this really particular, brand-specific phrase to make it work.	我们必须得用具体的, 品牌规定好的短语,[05:41]
It was, "Alexa, ask the Behmor to run quick start."	我得说: "Alexa, 让 Behmor快速启动。" [05:45]
And this was just, like, really hard to remember first thing in the morning, before you have had your <b>caffeine</b> .	在每天早上还未摄入咖啡因前, 首要任务。 首要任务。[05:51]
(Laughter) And apparently, it was hard to say, because the Echo Dot that was right next to our bed just couldn't understand us.	(笑声) 显然,说这些话很困难 因为就在我们床边摆着的Echo Dot 就是听不懂我们。[05:57]
So we would basically start every day by screaming this phrase at the Echo Dot.	所以我们都是冲着Echo Dot 大喊来开始每一天。[06:05]
(Laughter) And Trevor hated this.	(笑声) (笑声) [06:10]
He'd be like, "Please, Kashmir, just let me go to the kitchen and push the button to make the coffee run."	他总说: "求你了Kashmir, 就让我去厨房按下那个键 让咖啡机运行起来。" [06:13]



And I'd be like, "No, you can't!	我就说:" 不行,你不能这么做! [06:19]
We have to do it the smart way!"	我们得按照最智能的方式来。" [06:21]
(Laughter) I'm happy to report that our marriage survived the experiment, but just barely.	(笑声) 我很高兴我们的婚姻 撑过了这次试验,但真的很勉强。 [06:23]
<b>caffeine:</b> n.[有化][药]咖啡因;茶精(兴奋剂)	
SM: If you decide to make your home smart, hopefully, you' ll find it less infuriating than Kashmir did.	如果你决定要把你家智能化, 希望你不要像 Kashmir那样 被气死。 [06:30]
But regardless, the smart things you buy can and probably are used to target and profile you.	但无论如何,你买的智能设备 很有可能被用来定位和描述你。 [06:35]
Just the number of devices you have can be used to predict how rich or poor you are.	仅仅通过你拥有的智能设备数量 就能推测出你是贫是富。 [06:40]
Facebook's made this tech, and they've also <b>patented</b> it.	脸书制作了这项技术, 他们也获得了专利。 [06:45]
KH: All the anxiety you currently feel every time you go online, about being tracked, is about to move into your living room.	现阶段你每次上网感到的 害怕被追踪的焦虑感 马上要进入你的客厅 [06:48]
Or into your bedroom.	或者你的卧室了。 [06:55]
There's this sex toy called the We-Vibe.	有一种叫做We-Vibe的性玩具 [06:57]
You might wonder why a sex toy connects to the internet, but it's for two people who are in a <b>long-distance</b> relationship, so they can share their love from <b>afar</b> .	你可能想知道一个性玩具 为什么还要联网, 这是给异地恋的情侣准备的, 这样他们就可以在远处 享受他们的爱。 [07:00]
Some <b>hackers</b> took a close look at this toy and saw it was sending a lot of information back to the company that made it -- when it was used, how long it was used for, what the <b>vibration</b> settings were, how hot the toy got.	有些黑客仔细研究了 this 玩具, 发现这个玩具给它的公司 发送大量的信息。 什么时候使用这个玩具、用多长时间 震动设定是什么,玩具变得有多热, [07:10]
<b>patented:</b> adj.专利的 <b>long-distance:</b> adj.[通信][交]长途的;长距离的/vt.打长途电话给/adv.通过长途电话 <b>afar:</b> adv.遥远地;在远处 <b>hackers:</b> n.黑客,骇客;电脑黑客(hacker的复数) <b>vibration:</b> n.振动;犹豫;心灵感应	
It was all going into a database.	这些都要录进数据库。 [07:23]
So I reached out to the company, and I said, "Why are you collecting this really <b>sensitive</b> data?"	所以我联系了这家公司 我说: "你们为什么要收集这么敏感的数据啊?" [07:25]
And they said, "Well, it's great for market research."	他们说: "这是很好的市场调查。" [07:32]
But they were <b>data-mining</b> their customers' <b>orgasms</b> .	他们在挖掘 消费者性高潮的数据, [07:36]
And they weren't telling them about it.	而且他们也不会告诉消费者这件事。 [07:39]
I mean, even if you're <b>cavalier</b> about privacy, I hope that you would admit that's a step too far.	就算你对待隐私的态度很前卫, 我希望你要承认这有点过了。 [07:41]
SM: This is why I want to keep my sex toys dumb.	这就是为什么我还没让 我的性玩具变智能。 [07:46]
KH: That's great.	很好, [07:49]
We're all very glad to know that.	我们很高兴知道这件事。 [07:50]
(Laughter) SM: A data point I'm willing to share.	(笑声) 这是我愿意分享的数据点。 [07:51]
(Laughter) The devices Kashmir bought range from useful to annoying.	(笑声) Kashmir买的设备 从有用的到让人心烦的都有。 [07:55]
But the thing they all had in common was sharing data with the companies that made them.	他们都有一个共同点 就是和制造它们的公司分享数据。 [08:00]
With email service <b>providers</b> and social media, we've long been told that if it's free, you're the product.	有了电子邮件供应商和 社交媒体的经验, 我们长久以来都知道, 如果商品免费,你就是产品。 [08:04]
<b>sensitive:</b> adj.敏感的; 感觉的; [仪]灵敏的; 感光的; 易受伤害的; 易受影响的/n.敏感的人; 有灵异能力的人 <b>data-mining:</b> 数据挖掘 <b>orgasms:</b> n.[生理]性高潮;极度兴奋(orgasm的复数)/v.达到性高潮(orgasm的单三形式) <b>cavalier:</b> n.骑士;武士;对女人献殷勤/adj.傲慢的;漫不经心的;无忧无虑的 <b>providers:</b> n.供应商(provider的复数形式)	
But with the internet of things, it seems, even if you pay, you're still the product.	但是对于互联网来说, 即使你付钱了,你还是产品。 [08:10]
So you really have to ask: Who's the true <b>beneficiary</b> of your smart home, you or the company mining you?	所以你真的得想一想 谁是你的智能屋的受惠人? 你,还是,挖掘你信息的公司? [08:14]
KH: Look, we're a tech <b>savvy</b> crowd here.	在座各位都是科技方面的明白人, [08:19]
I think most of us know that these things connect to the internet and send data out.	我们大多数人都知道 这些东西都连着网, 然后把数据发出去。 [08:21]
And fine, maybe you're OK with living in that commercial <b>panopticon</b> , but others aren't.	可能你觉得住在一座 商业全景敞视监狱监狱里没事, 但其他人未必这么想。 [08:25]
We need the companies to <b>rethink</b> the design of these devices with our privacy in mind, because we're not all willing to <b>participate in</b> "market research,"	这些公司需要重新考虑 这些设备的设计, 要考虑到我们的隐私。 并非所有人都愿意 仅仅因为买了一个联网的设备 [08:30]
just because a device we bought has a <b>Wi-Fi</b> connection.	[08:38]
And I have to tell you, even when you're <b>aware</b> , generally,	我必须告诉你, 即使你知道这件事正在发生, 还是

this is happening, it's really easy to forget that normal household items are spying on you.	很容易忘记这些普通的居家物品 在监视窥伺着你。 [08:41]
<b>beneficiary:</b> n.[金融]受益人,受惠者;封臣/adj.拥有封地的;受圣俸的 <b>savvy:</b> n.悟性;理解能力;懂行(的人)/vt.理解;懂/vi.理解;知道 <b>panopticon:</b> n.圆形监狱 <b>rethink:</b> vt.重新考虑;再想/vi.重新考虑;再想/n.重新考虑;反思;新想法 <b>participate in:</b> 参加;分享 <b>Wi-Fi:</b> abbr.无线保真技术(wirelessfidelity);无线上网技术 <b>aware:</b> adj.意识到的;知道的;有...方面知识的;懂世故的/	
It's easy to forget these things are watching you, because they don't look like cameras.	你很容易就忘记这些东西在看着你,因为它们长得并不像摄像头。 [08:50]
They could look like ...	[08:54]
well, they could look like a <b>dildo</b> .	嗯,它们可以长得像一个假阳具。 [08:56]
Thank you.	谢谢。 [08:59]
(Applause)	(掌声) [09:00]
<b>dildo:</b> n.人造阴茎	

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