

TED演讲者: Daniel Engber | 丹尼尔·恩伯尔

演讲标题: How the progress bar keeps you sane | 进度条如何让人们保持清醒

内容概要: The progress bar makes waiting more exciting... and mitigates our fear of death.

Journalist Daniel Engber explores how it came into existence.

进度条让等待变得激动人心.....并且减轻了我们死亡的恐惧。记者丹尼尔·恩伯尔探讨了进度条是如何诞生的。

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How many people are bored at their desk for how many hours every day and how many days a week and how many weeks a year for how many years in their life?

有多少人对他们的 电脑桌面感到厌烦, 每天烦多少个小时, 每个礼拜烦多少天, 每年烦多少个礼拜, 一辈子烦多少年? [00:11]

[Small thing. Big idea.]

[小东西,大创意][00:19]

[Daniel Engber on the Progress Bar] The progress bar is just an **indicator** on a computer that something's happening inside the device.

[进度条的故事 —— 丹尼尔·恩伯尔] 进度条是电脑中的指示工具, 用于显示设备中正在进行的任务。[00:22]

The classic one that's been used for years is a horizontal bar.

其中最经典的,用了很多年的, 就是水平进度条。[00:31]

I mean, this goes back to pre-computer versions of this on **ledgers**, where people would **fill in** a horizontal bar from left to right to show how much of a task they had completed at a factory.

甚至在电脑诞生前就开始用了, 在账簿中,人们将水平条填色, 来显示工厂里已经完成任务。[00:35]

This is just the same thing on a screen.

这跟屏幕上的进度条是一回事。[00:47]

Something happened in the 70s that is sometimes referred to as "the software crisis,"

在70年代发生了一些事, 后来我们称之为“软件危机”, [00:50]

where suddenly, computers were getting more complicated more quickly than anyone had been prepared for, from a design perspective.

突然之间,计算机变得越来越复杂, 发展得越来越快, 超出了所有人的预期, 尤其从设计的角度来看。[00:54]

People were using percent-done **indicators** in different ways.

人们用不同的形式 来显示已经完成的百分比。[01:02]

indicator: n.指示器;[试剂]指示剂;[计]指示符;压力计 **ledgers:** 分类账 **fill in:** 填写;填充;替代 **indicators:** n.指示器 (indicator的复数);指示灯

So you might have a **graphical countdown** clock, or they would have a line of **asterisks** that would **fill out** from left to right on a screen.

有图形化的倒计时钟, 或者在屏幕上从左至右 显示的一排星号符。[01:06]

But no one had done a **systematic survey** of these things and tried to figure out: How do they actually affect the user's experience of sitting at the computer?

但是没有人对此 进行过系统性的调查, 来搞清楚: 到底这些进度条对电脑用户体验 有什么实际影响? [01:14]

This graduate student named Brad Myers, in 1985, decided he would study this.

1985年,这位名叫 布拉德·梅耶斯的本科毕业生, [01:24]

He found that it didn't really matter if the percent-done indicator was giving you the accurate percent done.

他发现进度条 能否准确显示完成百分比 并不十分重要。[01:29]

What **mattered** was that it was there at all.

重要的是,要有一个 进度条摆在那里。[01:36]

Just seeing it there made people feel better, and that was the most surprising thing.

能看到它就会让人们感觉好点, 这结论真让人意外。[01:39]

He has all these ideas about what this thing could do.

关于进度条到底能做什么, 他得出了一些结论。[01:44]

Maybe it could make people relax effectively.

比如能够有效地让人放松。[01:47]

Maybe it would allow people to **turn away** from their machine and do something else of exactly the right duration.

可能它能让人们在等待的同时 离开电脑去干点别的。[01:51]

graphical: adj.图解的;绘画的;生动的 **countdown:** n.倒数计秒 **asterisks:** [计]星号 **fill out:** 填写;变丰满,变大 **systematic:** adj.系统的;体系的;有系统的;[图情]分类的;一贯的,惯常的 **survey:** n.调查;测量;审视;纵览/vt.调查;勘测;俯瞰/vi.测量土地 **mattered:** n.物质;原因;事件/vi.有关系;要紧 **turn away:** 避开;解雇;不准...入内;走开;转过脸

They would look and say, "Oh, the progress bar is half done. That took five minutes.

他们会看一眼说, “哦,才过了一半,[01:59] 用了5分钟。[02:02]

So now I have five minutes to send this fax,"

所以我还有5分钟可以 去发个传真。” [02:03]

or whatever people were doing in 1985.

或者干些在1985年的 办公室会干的事。[02:07]

Both of those things are wrong.

但事实并非如此。[02:09]

Like, when you see that progress bar, it sort of locks your attention in a tractor beam, and it turns the experience of waiting into this exciting **narrative** that you're seeing **unfold** in front of you:

其实,当你看着进度条的时候, 滚动的光束会吸引你的注意力。它改变了等待的体验, 把它变成了一件让你兴奋的新鲜事:[02:11]

that somehow, this time you've spent waiting in **frustration**

原本你在沮丧的等待 电脑完成某件事, 却被重新解

for the computer to do something, has been reconceptualized as: "Progress! Oh! Great stuff is happening!"	读为: "进行中! 啊! 美妙的事正在进行中呢!" [02:23]
[Progress...] But once you start thinking about the progress bar as something that's more about dulling the pain of waiting, well, then you can start fiddling around with the psychology .	[进程中.....] 但是当你意识到进度条 不仅仅可以降低 等待时的焦虑的时候, 你就可以来运用 一些心理学的技巧了。[02:33]
So if you have a progress bar that just moves at a constant rate -- let's say, that's really what's happening in the computer -- that will feel to people like it's slowing down.	比如你看到一条匀速运行的进度条, 我们假设它真实反映了 任务的进行情况, 但是人们会觉得它在变慢。[02:46]
narrative: n.叙述;故事;讲述/adj.叙事的,叙述的;叙事体的 unfold: vt.打开;呈现/vi.展开;显露 frustration: n.挫折 dulling: n.发暗;失光;迟钝/v.使变钝;使沉闷;使晦暗(dull的ing形式) fiddling: adj.无用的;无足轻重的;微不足道的(等于fiddly)/n.诈骗/v.拉小提琴;虚度时光(fiddle的ing形式) psychology: n.心理学;心理状态	
We get bored.	我们会等得有些不耐烦。[02:57]
Well, now you can start trying to enhance it and make it appear to move more quickly than it really is, make it move faster at the beginning , like a burst of speed.	好吧,那你就尝试改善一下, 让它走得比实际运行得更快一些, 让它在开始的时候快一些, 像在加速一样。[02:59]
That's exciting, people feel like, "Oh! Something's really happening!"	人们会感到激动, "哦! 进展的很快嘛!" [03:08]
Then you can move back into a more naturalistic growth of the progress bar as you go along .	然后再让进度条恢复到真实的速度, 让它继续。[03:11]
You're assuming that people are focusing on the passage of time -- they're trying to watch grass grow, they're trying to watch a pot of water, waiting for it to boil , and you're just trying to make that less boring, less painful and less frustrating than it was before.	假定人们会注意到时间的流逝, 他们会尝试观察草的生长, 尝试观察一壶水, 等待它烧开, 你所做的就是让过程不那么无聊, 跟以前相比, 不那么痛苦和沮丧。[03:17]
So the progress bar at least gives you the vision of a beginning and an end, and you're working towards a goal.	所以说进度条至少给我们 一个开始和结束的直观体现, 让你感到自己一直在 朝一个目标努力。[03:31]
I think in some ways, it mitigates the fear of death.	我觉得从某个角度讲, 它减轻了对死亡的恐惧。[03:38]
Too much?	说的太夸张了? [03:43]
at the beginning: 首先;从一开始;起初;从头开始 naturalistic: adj.自然的;自然主义的;博物学的 go along: 进行;支持;前进;赞同 boil: vi.煮沸,沸腾;激动;激昂/vt.煮沸,烧开;使...激动;使...蒸发/n.沸腾,煮沸;疖子 frustrating: adj.令人沮丧的/v.使沮丧 (frustrate的ing形式)	

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