

TED演讲者: Margaret Gould Stewart |

演讲标题: How the hyperlink changed everything | 超链接如何改变世界

内容概要: The hyperlink is the LEGO block of the internet. Here's the bizarre history of how it came to be, as told by user experience master Margaret Gould Stewart.

超链接相当于互联网的构建单元。一起跟随用户体验大师Margaret Gould Stewart了解一下超链接的这一怪诞历史吧。

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I remember thinking to myself, "This is going to change everything about how we communicate."

我记得曾经这样想过, "这将会颠覆我们交流的方式。" [00:11]

[Small thing.]

【小发明】 [00:17]

[Big idea.]

【大点子】 [00:18]

[Margaret Gould Stewart on the Hyperlink] A **hyperlink** is an interface element, and what I mean by that is, when you're using software on your phone or your computer, there's a lot of code behind the interface

【超链接: Margaret Gould Stewart 讲给你听】超链接是一个界面元素, 我的意思是, 当你在手机或者电脑上使用软件时, 软件界面的背后是无数代码, [00:20]

that's giving all the instructions for the computer on how to manage it, but that interface is the thing that humans interact with: when we **press on** this, then something happens.

指导着计算机如何管理软件的运行, 不过这个界面只是面对人类的界面: 当我们点击超链接, 有些事情就会发生。 [00:33]

When they first came around, they were pretty simple and not particularly **glamorous**.

不过超链接刚诞生的时候 结构很简单, 没什么特别之处。 [00:42]

Designers today have a huge range of options.

而当今的设计员拥有了大量的选择。 [00:47]

The hyperlink uses what's called a **markup** language -- HTML.

超链接运用了一种标记语言——HTML。 [00:51]

There's a little string of code.

有一小段代码。 [00:56]

And then you put the address of where you want to send the person.

然后你可以输入把某对象送达的地址。 [00:57]

hyperlink: n. 超链接 **press on:** 强加于; 向前推进 **glamorous:** adj. 迷人的, 富有魅力的 **markup:** n. 涨价; 利润; 审定

It's actually remarkably easy to learn how to do.

这个过程非常简单易学。 [01:02]

And so, the whole range of **references** to information elsewhere on the internet is the domain of the hyperlink.

那么针对互联网中任何地方的 信息的一整套参考路径 就是超链接的域。 [01:04]

Back when I was in school -- this is before people had wide access to the internet -- if I was going to do a research paper,

我还在学校读书的时候—— 那会儿互联网还没有普及—— 如果我想写一份研究报告, [01:12]

I would have to physically walk to the library, and if they had the book that you needed, great.

不得不去图书馆查阅, 如果能找到你需要的书, 那再好不过。 [01:19]

You sometimes had to **send out** for it, so the process could take weeks.

有时候你需要申请借阅, 等上几个星期也不足为奇。 [01:24]

And it's kind of crazy to think about that now, because, like all great **innovations**, it's not long after we get access to something that we start to **take it for granted**.

现在想想真是有点不可思议, 就像面对很多伟大的创新一样, 我们很快就会对一些新技术 习以为常。 [01:28]

Back in 1945, there was this guy, Vannevar Bush.

回到1945年, 有个叫万尼瓦尔·布什 (Vannevar Bush) 的人。 [01:39]

He was working for the US government, and one of the ideas that he **put forth** was, "Wow, humans are creating so much information, and we can't **keep track of** all the books that we've read or the connections between important ideas."

他当时在为美国政府工作, 他提出了一个点子, "嘿, 人类创造出了这么多信息, 但是我们却不能保存 所有阅读过的书籍 或者重要的想法之间的联系。" [01:43]

references: n. [图情] 参考文献; 参照; 推荐信 (reference的复数) / v. 附... 以供参考; 把... 引作参考 (reference的三单形式) **send out:** 发送; 派遣; 放出 **innovations:** n. 创新 (innovation的复数); 改革 **take it for granted:** 认为理所当然; 想当然 **put forth:** 提出; 发表; 启航; (植物等) 长出; 放出 **keep track of:** 记录; 与... 保持联系

And he had this idea called the "memex,"

于是他提出了 "麦克斯存储器 (memex) " 的概念, [01:56]

where you could **put together** a personal library of all of the books and articles that you have access to.

让你把能够获得的所有资料 保存在个人图书馆中。 [01:57]

And that idea of connecting sources captured people's **imagination**s.

这个连接资源的点子 点燃了人们的想象。 [02:04]

Later, in the 1960s, Ted Nelson **launches** Project **Xanadu**, and he said, "Well, what if it wasn't just limited to the things that I have?"

到了上世纪60年代, 泰德·尼尔森 (Ted Nelson) 启动了 "上都计划 " (Project Xanadu), 他说, "那如果不仅限于我拥有的资源呢? [02:09]

What if I could connect ideas across a larger body of work?"

如果我可以连接 更庞大的信息体系中的概念呢? " [02:18]

In 1982, researchers at the University of **Maryland** developed

1982年, 马里兰大学的研究人员 开发了一个

a system they called HyperTIES.	叫“HyperTIES”的超文本系统。[02:22]
They were the first to use text itself as a link marker .	他们首创了把文字本身当做链接标记的做法。[02:27]
They figured out that this blue link on a gray background was going to work really well in terms of contrast, and people would be able to see it.	他们发现灰色背景上的蓝色的链接从对比度上来说效果很不错,很好分辨。[02:31]
Apple invented HyperCard in 1987.	苹果公司在1987年发明了超卡(HyperCard)。[02:38]
put together: ..放在一起;组合;装配 imaginings: n.[心理]想象力;空想;幻想物 launches: n.汽艇(launch的复数)/v.[航]发射;下水;投入(launch的单三形式) Xanadu: n.世外桃源;行宫;华夏 Maryland: n.马里兰(美国州名) marker: n.记分员;书签;标识物;作记号的人 in terms of: 依据;按照;在...方面;以...措词	
You had these stacks of cards, and you could create links in between the cards.	你可以用一摞卡片来创建卡与卡之间的链接。[02:42]
HyperCard actually created the ability to jump around in a story.	超卡实际上创造了在一个故事中随意跳跃的能力。[02:46]
These kinds of notions of nonlinear storytelling got a huge boost when the hyperlink came along, because it gave people the opportunity to influence the narrative .	这些类型的非线性讲故事的标记在超链接发展的过程中得到了繁荣发展,因为它给了人们影响叙事方法的机会。[02:52]
These ideas and inventions , among others, inspired Tim Berners-Lee, the inventor of the World Wide Web.	这些想法的发明,和其他点子一样,启发了万维网的创始人蒂姆·伯纳斯-李(Tim Berners-Lee)。[03:01]
The hyperlink almost feels like a LEGO block, this very basic building block to a very complex web of connections that exists all around the world.	超文本跟乐高模块的作用非常相似,是一个遍布全球的非常复杂的网络连接的 基本结构单元。[03:09]
Because of the way that hyperlinks were first constructed , they were intended to be not only used by many people, but created by many people.	基于超链接构建的方式,它们的诞生不仅为了被很多人使用,也是为了被很多人陆续创建出来。[03:17]
stacks: n.堆叠;[图情]书库(stack的复数);进程堆栈应用 notions: n.观念(notion的复数);小商品 nonlinear: adj.非线性的 storytelling: n.讲故事;说谎话/adj.讲故事的;说谎的 narrative: n.叙述;故事;讲述/adj.叙事的,叙述的;叙事体的 inventions: n.[专利]发明(invention的复数);创意曲 LEGO: n.乐高积木(商标名) hyperlinks: n.超链接;超级链接(hyperlink复数) constructed: vt.构造,建造;创立,构筑,搭建(construct的过去分词) created by: 由...创建	
To me, it's one of the most democratic designs ever created.	对我来说,这是史上最民主的设计发明之一。[03:26]

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