
BBC LEARNING ENGLISH

Media English 媒体英语

Social media apps are 'deliberately' addictive to users

社交小程序“故意”让用户上瘾



美国硅谷的内部人士告诉 BBC，社交媒体公司故意让用户沉迷于他们的产品以从中获取经济利益。

Aza Raskin from the Centre for Humane Technology said social media companies **deliberately** use addictive technology in their apps in order to **lure** us in to spending as much time on their **platforms** as possible.

人文技术中心（Centre for Humane Technology）的阿扎·拉斯金说，社交媒体公司故意在他们的应用程序中使用让人上瘾的技术，以吸引我们尽可能多地呆在他们的平台上。

Aza Raskin invented the **endless scroll** – the app feature that means you don't have to click to get to the next page and can keep scrolling for far longer than maybe necessary or healthy.

阿扎·拉斯金发明了无限下拉滚动的功能，这个应用程序功能意味着你不需要点击进入下一个页面，你可以无限地下拉页面，但滚动的的时间可能比必要的或健康的标准长得多。

Aza says he did not intend to **hook** users with it but says the **business model** of many social media companies is designed to maximise user time online. He says this encourages designers to come up with technological tricks that hook users.

阿扎说他发明这个功能的目的是为了勾住用户，但他表示，许多社交媒体公司的商业模式旨在让用户呆在线上的时间最大化。他说，这鼓励设计师们想出一些能吸引用户的技术诀窍。

Sandy Parakilas, who was a platform operations manager at Facebook in 2011 and 2012, said there was definitely an **awareness** that Facebook was **habit-forming** when he worked at the company.

桑迪·帕拉吉拉斯在 2011 年和 2012 年间担任脸书的平台运营经理，他说他在任期间，公司内部确实意识到脸书容易让用户上瘾。

Facebook and Instagram have told the BBC that their apps are designed to bring people together and that they never set out to create addictive products.

脸书和照片墙告诉 BBC 他们的应用程序的设计理念是让人们聚在一起，而从未想开发让人上瘾的产品。

1. 词汇表

deliberately	故意地
lure	诱惑，吸引
platforms	平台
endless scroll	无限下拉滚动
hook	勾住，吸引住
business model	商业模式

awareness	意识、认识
habit-forming	(活动) 易成瘾的
addictive	使人上瘾的

2. 阅读理解：请在读完上文后，回答下列问题。（答案见下页）

1. What are social media companies accused of doing to make us spend as much time as possible on their platform?

2. Why can the app feature 'endless scroll' be 'unhealthy' for us?

3. How much time are social media companies thought to be wanting us to spend on their platform?

4. True or false? *Some social media companies say their aim is just to link people together online.*

3. 答案

1. What are social media companies accused of doing to make us spend as much time as possible on their platform?

They are accused of deliberately using addictive technology to make us stay longer on their platform.

2. Why can the app feature 'endless scroll' be 'unhealthy' for us?

This app feature means you don't have to click to get to the next page and can keep scrolling for far longer than maybe necessary or healthy.

3. How much time are social media companies thought to be wanting us to spend on their platform?

As much time as possible. Aza Raskin claims the business model of many social media companies is designed to maximise user time online.

4. True or false? *Some social media companies say their aim is just to link people together online.*

True. Facebook and Instagram have told the BBC that their apps are designed to bring people together – that means linking people together.