2018년 10월 4일 키워드 스피킹 방송 / 주제: 페이스북

<광고>

전체	영어만
(QR code)	(QR code)

Summary

In his book "Everybody Lies", big data analyst Seth Stephens **discussed how honest people are when they search Google even though they lie when taking online and telephone surveys**. If the question is whether people become as honest on Facebook as they are on Google, what will be the answer? Many people would answer that **people tend to embellish their lives on Facebook** or other social media sites **as opposed to when they're doing searches on Google.**

Facebook says its worldwide usage is on a steady increase and hit 2.2 billion users. But recently, we see many people around us who say that they're leaving the site. Some simply say **they're tired of information overload** while others express their concerns about their personal information being leaked. There are also those who say that **Facebook has become a place of overly politicized views**. For many people, fake news on Facebook has become a big issue, too.

This negativity wasn't so from the start. **Facebook started off as an innovative way of connecting people online**. **Its Newsfeed functionality can bring updates about your friends and the information you're interested in directly to your screen**. Many found it convenient and fun. But now, all those concerns about fake news, privacy violations and politicized comments **have caused disenchantment with the app**.

Last July, Facebook's stock price plummeted, **losing 19 percent of its market cap in only one day, which was the biggest one day's loss of market cap in value in the stock market's history**. Still, **the newcomers outnumber the people deleting the app** and Facebook's users are on the rise. Many people are curious, **including fans and skeptics**, how far the world's biggest social media company can go connecting people around the world.

해석
1. discussed how honest people are when they search Google even though they lie when taking online and telephone surveys 사람들이 인터넷이나 전화 조사에 응할 때는 거짓말을 하지만 구글에서 검색을 할 때는 얼마나 솔직한지를 논한다
2. people tend to embellish their lives on Facebook 사람들은 페이스북에서 자신의 삶을 치장하는 경향이

있다

3. as opposed to when they're doing searches on Google 구글에서 검색을 할 때와는 반대로

4. they're tired of information overload 과다 정보에 지쳤다

5. Facebook has become a place of overly politicized views 페이스북이 지나치게 정치적인 의견을 표출하는 장소가 되었다

6. This negativity wasn't so from the start. 처음부터 이렇게 부정적인 면이 있지는 않았다

7. Facebook started off as an innovative way of connecting people online. 페이스북은 온라인에서 사람들을 연결하는 혁신적인 방식으로 출발했다

8. Its Newsfeed functionality can bring updates about your friends and the information you're interested in directly to your screen. 뉴스피드 기능은 친구의 소식이나 관심있는 정보를 바로 가져와 보여준다

9. have caused disenchantment with the app 페이스북에 환멸을 느끼게 만들었다, 페이스북에 실망하게 했다

10. losing 19 percent of its market cap in only one day, which was the biggest one day's loss of market cap in value in the stock market's history 하루만에 시가총액의 19퍼센트가 사라졌는데, 이는 주식시장 역사상 하루 손실액으로는 최대다

11. the newcomers outnumber the people deleting the app 페이스북 앱을 삭제하는 사람보다 새로 가입하는 사람 수가 더 많다

12. including fans and skeptics 좋아하는 사람과 부정적인 사람을 모두 포함하여

Keywords / Key Sentences

1. 뉴스피드를 통해 친구들의 소식을 들을 수 있고 관심있는 정보도 편하게 볼 수 있어 많은 사람들이 좋아한다. People love to use Facebook as they can see updates about their friends and get information they're interested in very conveniently. / Facebook is an easy and great way for staying in contact with people you know. / Users of Facebook will stay loyal to the site because they can easily keep in touch with their social network.

2. 페이스북에 올리는 일상은 꾸민 경우가 많다. On Facebook, people tend to show off "a perfect life" in such a way that does not reflect their own reality. / People who post on social media create a false image of how their life really is. / Reality and how people portray themselves online are usually drastically different.

3. 가짜뉴스가 많고 정치적인 적개심을 표명하는 경우도 많다. There are many fake news feeds on Facebook and many people express hatred based on political views. / Polarizing political views and one-sided news stories have flooded Facebook. / Biased articles and personal political views are everywhere on Facebook.

4. 가짜뉴스와 개인 정보 유출을 차단하기 위해 더 많은 인력이 필요하고, 더 많은 인력은 더 많은 비용을 초래한다. 그렇게 되면 이익은 줄어들게 된다. To control fake news and leakage of personal information, Facebook needs more personnel. More employees lead to higher costs, which eventually undermine the company's profitability. / Manpower is needed to prevent personal information leaks and monitor news articles from suspicious sources. Adding more employees will affect the bottom line of the company. / The only way to stop abuse of Facebook is to hire more staff to monitor the site. This strategy would be costly and have a negative impact on the stock price.