



BBC WORLD SERVICE LEARNING ENGLISH

Technology: Anti-social Networking

科技：反社交网络

Technology: Anti-social Networking 科技：反社交网络

The Growth of Online Communities 社交网络使用的增长

Read the text below and do the activity that follows.

阅读下面的短文，然后完成练习：

Have you recently been **poking** your friends, **twittering**, or **blogging**? Well, according to a recent report from the global research company Nielson, you are most definitely not alone.

The report says that **social networking** and blogs have now become more popular than sending personal emails. Moreover, one in every 11 minutes online is accounted for by people using social network or blog sites.

The idea behind these sites is that of global **online communities**. To join a community you need to create a **personal profile**. Then you can **connect** with your friends, share pictures, music and your thoughts.

Social networks are not new but they are **evolving**. Almost all the networks popular in the UK can now be accessed from a mobile phone. Sites such as Facebook seem popular with a broad audience largely thanks to **bolt-on applications** which allow everything from photo-sharing to online gaming.

Not to be outdone, the longer-established sites are **carving a niche** for themselves in the **online marketplace**. Myspace is now largely accepted as the social network of choice for music fans and Bebo appears to be targeting younger audiences through the provision of **parental controls**.

One of the most talked about sites of late has been Twitter, with everyone from P Diddy to Barack Obama twittering about their daily lives. Whether this is a clever public relations **stunt** or a means of directly communicating with fans, it is undoubtedly fascinating **social commentary**.

Of course, there are those who fear that these online communities may in fact be anti-social. They are **anxious** that the more time people spend on these sites, the more difficult it will become for them to communicate in **face-to-face** situations.

We will have to wait to see the **long-term effects** but in the meantime we can rest assured that a large percentage of the world is online with us.

Glossary 词汇表

poking – 戳（在社交网站上常用的和朋友问候的一个方式）	not to be outdone – 不想被超过
twittering – 一个用户可以经由手机短信，电子邮件，即时通讯，或 Twitter 网站来更新的微型社交网络	carving a niche – 开辟一席之地
blogging – 博客	online marketplace – 网上市场
social networking – 社交网络	parental controls – 家长的控制
online communities – 线上社团	stunt – 引人注意的举动，绝招
profile - 概况，简介（用户注册时填写的信息）	social commentary – 社会评论
connect – 连接	anxious – 忧虑的
evolving – 进化，演变	face-to-face – 面对面
bolt-on – 附加的	long-term effects – 长期效应
applications – 程序	rest assured – 放心

1. Reading Quiz 阅读测验

Are these sentences true or false? Circle the correct answer.

以下句子哪句是真?哪句是假? 请圈出正确答案。

1. Social networking and blogging are nearly as popular as sending personal emails. True / False
2. If you join a social network, you are joining an online community. True / False
3. Social network sites are only accessible from mobile phones. True / False
4. Barack Obama has a Twitter page. True / False
5. Some people think that using online social networks might harm people's abilities to communicate in face-to-face situations. True / False

2. Odd one out / 挑出另类词

Circle the odd one out.

圈出另类的一个：



1.

- a. blog
- b. conversation
- c. email

2.

- a. web
- b. surf
- c. browse

3.

- a. double-click
- b. mouse
- c. right-click

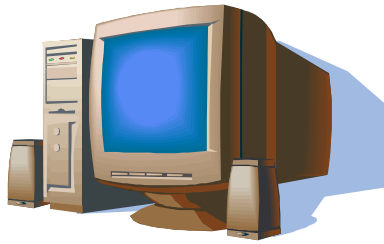
4.

- a. username
- b. sign-in
- c. log-on

3. Fill in the gaps / 填空

Choose the most appropriate past tense verb to fit in the gap for each sentence.

从下列过去式动词表中选出最佳词，做句子填空：



on in off out

First you need to log (1) _____ to the internet and then type (2) _____ the web address of your favourite social networking site.

Once you are on the site, you will usually be asked to sign (3) _____ to your account. To do this you will need to type your username and a password.

If you have not visited the site before, you will need to register as a new user and create a personal profile.

Once you are finished using your account, you should sign (4) _____ of your account and then log (5) _____ of the internet.

4. Wordsearch 单词搜索

Try to find the words associated with the internet in the puzzle below.

There are ten words to find. Words can be written horizontally (g), vertically (i) or diagonally (m)

请在下面的字谜游戏中，找出与网络有关的英语单词来。

共有10个单词，其组成方式可能以水平的 (g) 垂直的 (i) 或对角的 (m) 形式出现。

a	e	a	s	a	g	h	u	i	o	p	l
s	s	a	w	w	e	b	s	i	t	e	u
e	i	n	t	e	r	n	e	t	y	f	f
d	e	w	o	b	b	k	g	b	l	o	g
d	d	w	l	p	l	l	h	u	y	y	g
o	g	e	s	a	j	c	k	k	y	f	e
w	e	s	r	g	u	h	f	g	w	y	d
n	f	b	f	e	m	a	i	l	y	d	w
l	b	n	s	s	f	t	y	y	k	s	b
o	h	o	m	e	p	a	g	e	s	s	w
a	s	a	e	e	f	u	p	l	o	a	d
d	m	l	p	o	i	u	f	e	b	w	e

internet	webpage	website
web	email	blog
chat	homepage	download
upload		

Answers 答案

1. Reading Quiz / 阅读测验

1. Social networking and blogging are nearly as popular as sending personal emails. **False**
2. If you join a social network, you are joining an online community. **True**
3. Social network sites are only accessible from mobile phones. **False**
4. Barack Obama has a Twitter page. **True**
5. Some people think that using online social networks might harm people's abilities to communicate in face-to-face situations. **True**

2. Odd one out / 挑出另类词

1.
 - a. blog
 - b. conversation
 - c. email
2.
 - a. web
 - b. surf
 - c. browse
3.
 - a. double-click
 - b. mouse
 - c. right-click
4.
 - a. username
 - b. sign-in
 - c. log-on

NB: The circled words are all nouns.
The other words are verbs.

3. Fill in the gaps / 填空

First you need to log (1) on to the internet and then type (2) in the web address of your favourite social networking site.

Once you are on the site, you will usually be asked to sign (3) in to your account. To do this you will need to type your username and a password.

If you have not visited the site before, you will need to register as a new user and create a personal profile.

Once you are finished using your account, you should sign (4) out of your account and then log (5) off of the internet.

4. Wordsearch / 单词搜索

			w	w	e	b	s	i	t	e			
	i	n	t	e	r	n	e	t					
				b	b			b	l	o	g		
d				p									
o				a		c							
w				g		h							
n				e	m	a	i	l					
l						t							
o	h	o	m	e	p	a	g	e					
a						u	p	l	o	a	d		
d													