**Text 2**

① An old saying has it that half of all advertising budgets are wasted—the trouble is, no one knows which half. ② In the internet age, at least in theory, this fraction can be much reduced. ③ By watching what people search for, click on and say online, companies can aim “behavioural” ads at those most likely to buy.

有一个很老的说法，一半的广告预算都被浪费掉了-问题在于，没人知道是哪一半。在互联网时期，只是在理论上，这部分可以大量减少。通过监视人们在网上搜索什么，点击什么，说什么，功能能够将“行为”广告投送给可能会买的人。

fraction 部分

① In the past couple of weeks a quarrel has illustrated the value to advertisers of such fine-grained information: Should advertisers assume that people are happy to be tracked and sent behavioural ads? Or should they have explicit permission?

在过去的两周，一场争论已经表明了精准获取的信息对于广告商的价值：广告商是否可以假设人们是否乐于被追踪和投送行为广告？他们是否明确权限？

quarrel 争吵

explicit 明确

① In December 2010 America’s Federal Trade Commission (FTC) proposed adding a “do not track” (DNT) option to internet browsers, so that users could tell advertisers that they did not want to be followed. ② Microsoft’s Internet Explorer and Apple’s Safari both offer DNT; Google’s Chrome is due to do so this year. ③ In February the FTC and Digital Advertising Alliance (DAA) agreed that the industry would get cracking on responding to DNT requests.

在2010年FTC提议在浏览器上增加“不要追踪我”的选项，从而用户可以告诉广告商他们是否乐于被追踪。微软的IE浏览器和Apple的Safari浏览器都提供DNT功能;Google的Chrome预期今年也提供。2月，FTC和DAA同意这一行业将会加快DNT的推进。

due 预期

get cracking on 开始努力；加快速度

① On May 31st Microsoft set off the row. ② It said that Internet Explorer 10, the version due to appear with Windows 8, would have DNT as a default.

微软率先挑起争论，他说IE计划window8将会设置DNT为默认。

set off 出发，启程

row 争吵

① Advertisers are horrified. ② Human nature being what it is, most people stick with default settings. ③ Few switch DNT on now, but if tracking is off it will stay off. ④ Bob Liodice, the chief executive of the Association of National Advertisers, says consumers will be worse off if the industry cannot collect information about their preferences. ⑤ People will not get fewer ads, he says. ⑥ “They’ll get less meaningful, less targeted ads.”

广告商开始恐慌。人类的天性是什么，大多数人用默认设置。很少有人更改DNT，如果默认追踪关闭，那么将永远关闭。广告协会的执行官说如果行业不能收集消费者的偏好信息，消费者将会很糟糕。

① It is not yet clear how advertisers will respond. ② Getting a DNT signal does not oblige anyone to stop tracking, although some companies have promised to do so. ③ Unable to tell whether someone really objects to behavioural ads or whether they are sticking with Microsoft’s default, some may ignore a DNT signal and press on anyway.

现在还不清楚广告商如何回应。得到了DNT信号并不意味着必须停止追踪，尽管一些公司承诺停止追踪。由于不能区分是否有人真正反对行为广告还是因为他们采用了微软的默认设置，一些公司可能忽略DNT的提示，继续追踪。

① Also unclear is why Microsoft has gone it alone. ② After all, it has an ad business too, which it says will comply with DNT requests, though it is still working out how. ③ If it is trying to upset Google, which relies almost wholly on advertising, it has chosen an indirect method: There is no guarantee that DNT by default will become the norm. ④ DNT does not seem an obviously huge selling point for Windows 8—though the firm has compared some of its other products favorably with Google’s on that count before. ⑤ Brendon Lynch, Microsoft’s chief privacy officer, blogged: “We believe consumers should have more control.” ⑥ Could it really be that simple?

为什么微软独自这样做尚不清楚。比较微软也有自己的广告业务，而且说要完全服从DNT请求，尽管现在还在思考怎样做。如果微软想要打压完全依赖广告的谷歌，它选择了一条间接的办法：没有保证DNT默认是常态。DNT也似乎不是win8的大卖点-经

working out 想出

favorably 有利的

26. It is suggested in Paragraph 1 that “behavioural” ads help advertisers to

[A] lower their operational costs.

[B] ease competition among themselves.

[C] avoid complaints from consumers.

[D] provide better online services.

27. “The industry” (Para.3) refers to

[A] online advertisers.

[B] e-commerce conductors.

[C] digital information analysts.

[D] internet browser developers.

28. Bob Liodice holds that setting DNT as a default

[A] goes against human nature.

[B] fails to affect the ad industry.

[C] will not benefit consumers.

[D] may cut the number of junk ads.

29. Which of the following is true according to Paragraph 6?

[A] Advertisers are willing to implement DNT.

[B] DNT may not serve its intended purpose.

[C] DNT is losing its popularity among consumers.

[D] Advertisers are obliged to offer behavioural ads.

30. The author’s attitude towards what Brendon Lynch said in his blog is one of

[A] appreciation.

[B] understanding.

[C] indulgence.

[D] skepticism.