

Big data
大数据

- 关于台词的备注:
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Feifei

Neil, what are you doing? That's the biggest spreadsheet I've ever seen!

Neil

Hi, Feifei. Yeah, just you wait. I'm developing a product that will revolutionise English teaching!

Feifei

Great! So why are you looking at screens of numbers?

Neil

Not numbers, data. Big data! This is what I need, and that's our expression in Authentic Real English.

Feifei

那你打算怎么使用这些数据呢?

Neil

I haven't figured it out yet. But that's not important. Everyone's talking about big data.

Feifei

“Big data”大数据确实是一个热门话题。但是大数据是靠分析的，你得知道如何处理这些数据。

Neil

Right.

Feifei

What you're looking at is a list of... football scores... from every country... in 1987?!

Neil

Ah, yes. Not useful?

Feifei

Sadly not! 咱们来听听“big data”大数据到底是什么。

Examples

We are surrounded by data. Every time we use social media, buy something online, or even search for information, we are creating data. Because there's so much of it, and because it comes in many forms, we call it big data.

Companies collect and analyse big data to discover hidden trends and patterns.

For example, online retailers use big data to learn what kinds of things customers like, so they can suggest new products to buy.

Feifei

这里是 BBC 英语教学的“地道英语”节目。这集节目中介绍的表达是“big data”。
So, Neil. How's your research going now?

Neil

Umm... not well. It's hard to know where to start.

Feifei

我觉得你可能需要一些信息，比如用户在语言学习应用程序上的付费模式，用户登录高峰时间，登陆后在线持续的时间，不同语言水平的用户需求如何变化，第一语言的数据，哪种……

Neil

Stop, stop, stop. I'm trying to write all this down. Feifei?

Feifei

Yes?

Neil

Can I hire you as a big data analyst?

Feifei

Sorry, Neil, you're too late. I'm launching a product of my own. It helps predict football scores. In fact, I need a bit more data from... 1987!

Neil

Ah! Well, I might just be able to help you out there!

Feifei

Yes, I think you were actually looking at my screen earlier.

Neil

Oh, sorry! You know, I think I'll leave this big data stuff to the experts.

Both

Bye.