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|-----------------|--------------------------------|---------------------------------------------|---------------|
| <b>Lesson 7</b> | <b>Technology In Our Lives</b> |                                             | <b>No.7-4</b> |
|                 | <b>125쪽</b>                    | <b>Living with Big Data (빅데이터와 함께 살아가기)</b> | <b>READ 1</b> |

| <b>How is big data influencing our lives?</b>                                                             |              |                                        |
|-----------------------------------------------------------------------------------------------------------|--------------|----------------------------------------|
| Big data <u>is influencing</u> almost all parts of our lives. (It) <u>helps</u> companies                 |              | <b>Big Data의 영향력</b>                   |
| 영향을 끼치고 있다.                                                                                               | help+목+(to)㉠ | • Big Data는 우리 삶의 거의 모든 부분에 영향을 미치고 있음 |
| (to) <u>understand</u> their <u>customers'</u> needs better / and <u>helps</u> them (to) <u>sell</u> more |              | • It helps _____                       |
| 복수형의 소유격                                                                                                  |              | • It helps _____                       |
| products. (It) <u>helps</u> people (to) <u>avoid</u> heavy traffic. (Its) <u>uses</u> are endless, / and  | ↳ ( )        | • It helps _____                       |
| here are some interesting examples.                                                                       |              | • It helps _____                       |

| <b>[1] Disease Forecast</b>                                                                       |                     |                                                           |
|---------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------|
| Did you know / <u>that</u> health professionals can now forecast a disease /                      |                     | <b>빅데이터 활용사례 1</b>                                        |
| ↳ ( )                                                                                             |                     |                                                           |
| <u>just as</u> weather experts forecast the weather? This is possible / <u>thanks to</u>          |                     | Health professionals can now forecast /                   |
| 마치~처럼                                                                                             | ~덕분에                | the spread of the flu/ by ( )                             |
| big data. For example, <u>when the flu season</u> (comes, will come), / people will buy           |                     | the sales of flu medicine / and online searches about flu |
| ↳시간의 부사절에서는 ( ) 대신 ( )                                                                            |                     | ( )                                                       |
| more flu medicine. They will also search online / about flu symptoms more.                        |                     |                                                           |
| If this kind of data <u>is analyzed</u> wisely, / the spread of the flu <u>can be predicted</u> . |                     |                                                           |
| ↳수동태(분석되어지다)                                                                                      | 조동사수동태(can be p.p)㉡ |                                                           |
|                                                                                                   | : 예측될 수 있다.         |                                                           |

### Q3 How does big data help companies?

▶ It helps them ( ) their customers' ( ) better and helps them ( ) more products.

### Q4 What can health professionals now forecast?

▶ They can now forecast a ( ).