


Lesson 7	Technology in Our Lives		No.7-4
			READ 1
	124쪽	Living with Big Data (빅데이터와 함께 살아가기)	

Living with Big Data		
Have you ever () an online bookstore / and () surprised / ↳ 현재완료() 용법 수동태(be surprised by)	Big Data란?	
by the books that the store recommended for you? Many of them looked ↳ () 관•대		
interesting to you. So how did the bookstore know / what you liked? know의 목적어 (내가 무엇을 좋아하는지/내가 좋아하는 것)		
This is all possible / because of big data. (전)~때문에		
What is big data?		
Big data is data sets / that are very big and complex. As information ↳ () 관•대 ↳ ()	Big Data란?	
and communication technology develops, / the amount of data √ we have S ()		
/ is getting much greater than before. This is mainly because / almost V get +비교급: 점점 더 ~해지다 (접)~때문에		
everything / that we do online /leaves a trace. For example, the photos S ↳ () 관•대 V SI		
√ you upload on your blog and the records of your purchases at online () S2	Big Data활용절차	
stores / () all part of big data. V	정보 수집	
Simply collecting data, however, is not enough. Big data has to be analyzed, / (동명사/분사) V 조동사수동태(have to be p.p) : ~되어져야 한다.	⇒ ()에 의한 정보 분석	
and this is (do) by big data experts. Using various methods, / experts 수동태 분사구문(~하면서)=()	⇒ ()한 () 도출	
analyze big data / and draw meaningful results from it. These results 유익미한 결과		
then can be used to make decisions / or to predict the future. 조동사수동태(can be p.p) ↳ to 부정사의 () 용법 ↳ : 사용될 수 있다. : ~하기 위해	⇒ ()이나 ()에 사용	

Q1 What happens as information and communication technology develops?

▶ The () of data we have is getting much () than before.

Q2 What do big data experts do?

▶ They () big data and () meaningful results from it.

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

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