

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

Living with Big Data	
Have you ever () an online bookstore / and () surprised / ↳ 현재완료() 용법 수동태(be surprised by) by the books <u>that</u> 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	Big Data란? 
What is big data?	
Big data is data sets / <u>that</u> are very big and complex. As information ↳ () 관·대 ↳ () and communication technology develops, / the amount of data √ we have s () / is getting much greater than before . This is mainly because / almost √ get +비교급: 점점 더 ~해지다 (접)~때문에 everything / <u>that</u> we do online /leaves a trace. For example, the photos s ↳ () 관·대 √ SI √ you upload on your blog and the records of your purchases at online () s2	Big Data란? Big Data활용절차
stores / () all part of big data. √ Simply collecting data, however, is not enough. Big data has to be analyzed, / (동명사/분사) √ 조동사수동태(have to be p.p) : ~되어져야 한다. and this is (do) by big data experts. Using various methods, / experts 수동태 분사구문(~하면서)=() analyze big data / and draw meaningful results from it. These results 유의미한 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	정보 수집 ⇒ () 에 의한 정보 분석 ⇒ () 한 () 도출 ⇒ () 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 <u>is influencing</u> almost all parts of our lives. (It) <u>helps</u> companies		Big Data의 영향력
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 _____

[1] Disease Forecast		
Did you know / <u>that</u> health professionals can now forecast a disease /		빅데이터 활용사례 1
↳ ()		
<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 ().