

Can Reddit survive in the AI era?

Reddit能在AI时代生存下去吗？

It wants more cash for its data—and more of people's time

它想让数据卖出更高价，也想占据用户更多时间

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交易大厅内，一名戴耳麦的人手持平板，背景屏幕上可见Reddit标志和行情数字。

难度 63 / 100

建议65–85分钟；选做作文另计。

适用读者：能阅读一般英语新闻，希望读准长句、搭配与作者语气的学习者。

入门准备：能辨认基本主谓结构和常见从句，愿意结合语境查词。

About this lesson 本课导读

人类讨论使Reddit的数据对聊天机器人很有价值，但机器人直接提供答案，也可能让用户不再点进原网站。本文围绕这一矛盾，分析数据授权、搜索引流、社区参与和广告收入之间的关系，并区分公司的希望、报道中的指控与已经给出的数据。

- 解释数据越有用、原网站却可能流失访问的矛盾
- 拆解多层定语从句与省略
- 辨别指控、预测、消息来源和已观察数据
- 用不同口径理解访问、使用时长、广告与授权

Before you read 读前思考

Why might a website want readers to visit it even when its information is widely quoted elsewhere?

拓展例句与练习情境用于说明用法。

书末答案 (p.12)

Text 课文

[P01] EARLIER THIS summer “Backrooms”, a horror flick, became one of the most successful independent films ever made, grossing \$393m from a \$10m budget.^{V01 V02} Its source material was unusual: a collection of images of unnervingly empty rooms that spread on Reddit, an internet forum.^{V03} Hollywood producers have since taken to trawling the site for inspiration.^{V04 V05}



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5 [P02] Reddit has had a difficult time of late.^{V06} Its share price has dropped by about a third this year. Strong quarterly earnings last month failed to cheer shareholders, who fret that the company will suffer as users turn to artificial-intelligence chatbots for information, rather than search engines such as Google that direct them to other sites.^{V07 K01} For now Reddit is attempting to cajole chatbot-makers into paying more for its data, both through deals and
10 lawsuits.^{V08} But eventually it hopes bot-weary users will return to one of the internet’s last refuges of human-generated content.^{V09}

[P03] Reddit’s business model lies somewhere between Instagram (which profits off user-generated content) and Wikipedia (which relies on an army of volunteer moderators).^{V10} That balance has sometimes been tricky to manage.^{V11} In 2023 the volunteers who moderate its
15 “subreddits” went on a multi-day strike after the company said it would charge for access to its application programming interface, on which independent developers who build Reddit-based apps rely.^{V12 K02} The platform, which stuck with the policy, may have had larger clients in mind.^{V13 V14} Soon afterwards it struck deals with Google and OpenAI, maker of ChatGPT, which reportedly agreed to pay \$60m and \$70m a year, respectively, to train their models on
20 Reddit’s data.^{V15 K03}

[P04] They may have got themselves a bargain.^{V16} Reddit has become the most-cited source by many of the leading American chatbots, according to an analysis the company commissioned from Profound, a research firm.^{V17} One particularly valuable use of its data is for generating product recommendations. About 40% of conversations on the site relate to commercial ac-

25 tivity including shopping, says Jen Wong, Reddit's operations chief. On subreddits such as r/BuyItForLife, users debate the quality of products—and try to weed out sponsored or bot-generated content—making the results a rare source of high-quality reviews.^{V18V19K04} AI models rely heavily on such content to generate their own recommendations, which chatbot-makers hope to turn into a source of ad revenue.

30 [P05] Google's relationship with Reddit in particular has become less of a two-way exchange. For years Google's ranked search results have been an important source of traffic for the chat site. But as the tech giant shifts users' focus to its AI overviews, referrals have dropped precipitously.^{V20V21} Reddit's stock took its largest-ever single-day plunge last month after it said that “choppy” search referrals had hurt traffic.^{V22} Last quarter the amount of time users spent on 35 Reddit's app each day was down by 8% from a year earlier, compared with gains of 6% and 4% for Instagram and TikTok, respectively, according to Sensor Tower, a data provider.^{K05}

[P06] One option for Reddit is to bargain for a better deal with AI providers. It has been negotiating new agreements with Google and others. If that does not work, lawsuits may.^{K06} Reddit has already sued Anthropic, another model-maker, and Perplexity, an AI search engine.^{V23} Both 40 suits allege that the companies scraped Reddit's data illegally.^{V24V25} (Anthropic and Perplexity have said they did not break the law.) Victory in court—or lucrative settlements—would give the chat site greater leverage in negotiations over licensing its data.^{V26V27}

[P07] Ultimately, though, Reddit hopes to lessen its reliance on other tech firms.^{V28} Traffic from search is “not where our business lives”, said Steve Huffman, its boss, in last month's earnings 45 call. Instead the company hopes to encourage more users to visit its site directly, and spend more time browsing once there.^{K07} That would further boost its ad revenue, which grew by 64% in the second quarter, year on year. Ms Wong is optimistic that the (mostly) human content on Reddit will appeal to users as they grow tired of interacting with chatbots.^{V29} Aspiring film-makers need not fear being starved of material just yet.^{V30}

New words and expressions 生词和短语

按原文出现顺序排列；*为优先练习表达。

V01 · P01 flick

/flɪk/ n. 电影

非正式用语；a horror flick就是恐怖片，不是轻弹动作。

V02 · P01 gross*

/grəʊs/ v. 取得总收入；总共赚得

grossing \$393m指总票房，不是净利润；不能直接减制作预算就声称已算出片方利润。

V03 · P01 unnervingly

/ʌn'nɜːvɪŋli/ adv. 令人不安地

修饰empty的感受效果，说明普通空房间如何带出恐怖氛围。

V04 · P01 take to doing*

/teɪk tə 'duːɪŋ/ phr. 开始经常做；养成做某事的习惯

have taken to trawling中的to是介词，后接动名词。

She has taken to recording ideas on the train.

她开始经常在火车上记录想法。

V05 · P01 trawl*

/trɔːl/ v. 广泛搜寻

从拖网捕鱼借喻搜集灵感，trawl the site不是删掉网站内容。

V06 · P02 of late

/əv leɪt/ phr. 最近；近来

相当于recently，不是“很晚的时候”。

V07 · P02 fret*

/fret/ v. 担忧；烦恼

fret that后接担忧内容；市场反应看的是未来风险，未必与最近业绩同步。

V08 · P02 cajole somebody into*

/kə'dʒəʊl/ phr. 劝诱某人做某事

into后接paying，全文还包括谈判与诉讼压力，语气带争取和施压意味。

V09 · P02 refuge

/refju:dʒ/ n. 避风港；庇护所

将人类内容社区比作可退回的地方；不是对内容纯度的技术保证。

V10 · P03 moderator

/mɒdəreɪtə/ n. 社区管理者；版主

这里负责讨论秩序和版块管理，与影视制片人是不同角色。

V11 · P03 tricky

/ˈtrɪki/ adj. 棘手的；难处理的

志愿管理与商业收入之间的平衡需要维持，不是简单说平台骗人。

V12 · P03 access*

/ˈækses/ n. 访问；使用权限

charge for access to ...对使用某接口收费，两个介词分别跟charge和access。

V13 · P03 stick with*

/stɪk wɪð/ phr. v. 坚持；继续采用

stuck with the policy表示平台没有因罢工放弃；stuck是stick的过去式。

The team stuck with its original design.

团队坚持采用原来的设计。

V14 · P03 have in mind*

/hæv ɪn maɪnd/ phr. 心里考虑；打算针对

may have had larger clients in mind推测当时意图，不是作者已证实公司唯一动机。

V15 · P03 respectively*

/rɪˈspektrɪvli/ adv. 分别；依次对应地

按出现顺序将Google与60m、OpenAI与70m配对，不把金额互换。

V16 · P04 bargain

/ˈbɑːɡɪn/ n./v. 划算的交易；谈判争取

P4作名词说买得划算，P6 bargain for作动词说争取更好条件。

V17 · P04 commission

/kəˈmɪʃən/ v. 委托开展

the company commissioned说明研究由Reddit委托，读者需保留来源关系。

V18 · P04 weed out*

/wi:d aʊt/ phr. v. 清除；剔除

从除草借喻剔除低可信内容；try to保留努力与结果之间的距离。

V19 · P04 sponsored

/ˈspɒnsəd/ adj. 获赞助的；商业资助的

与自发用户评价形成对照，但不能仅凭赞助标签断言每条评价虚假。

V20 · P05 referral

/rɪˈfɜːrəl/ n. 转介访问；引流

由搜索等外部入口带来的访问，不是医生转诊这一语境。

V21 · P05 precipitously

/prɪˈsɪpɪtəsli/ adv. 急剧地；陡然地

表下降速度或幅度很大，具体降幅须看数据，不能自行补出百分比。

V22 · P05 choppy

/ˈtʃɒpi/ adj. 波动不定的；不平稳的

原义为水面波浪起伏；在引语中描述搜索转介不稳定。

V23 · P06 sue*

/suː/ v. 起诉

sued表示提起诉讼，不等于已经胜诉。

V24 · P06 allege*

/əˈledʒ/ v. 指控；声称尚待证明之事

两起诉讼的主张必须与紧接的被告否认一起读。

V25 · P06 scrape

/skreɪp/ v. 抓取网页数据

scraped illegally属于诉讼指控的内容，本课不把它改写成法院认定事实。

V26 · P06 lucrative

/luːkrətɪv/ adj. 收益丰厚的

修饰settlements可能给Reddit带来的收益，不代表和解必然发生。

V27 · P06 leverage

/ˈliːvərɪdʒ/ n. 谈判筹码；影响对方的能力

这里不是负债杠杆率，greater leverage不表示借款更多。

V28 · P07 lessen*

/ˈlesən/ v. 减少；减轻

lessen reliance on降低对某事的依赖，并不表示完全切断合作。

V29 · P07 appeal to*

/əˈpiːl tə/ phr. v. 吸引；对.....有吸引力

不是向法院上诉这一法律义项；此处主语是内容。

V30 · P07 be starved of*

/bi: stɑ:vəd əv/ phr. 严重缺乏；得不到所需的

电影人缺素材的比喻呼应开头，just yet表示“眼下还不至于”。

The project was starved of reliable information.

这个项目严重缺乏可靠信息。

Notes on the text 课文注释

1 从电影素材切入，最后再回到电影人

[P01 / P07]

开头的空房间图片说明，Reddit讨论可以产生出人意料的文化素材。结尾Aspiring film-makers ...把读者带回这个场景，用“眼下不会断粮”回应平台前景，而不是另开一个电影产业话题。

grossing与budget分别是票房和制作预算口径；即使算出 $393 \div 10 = 39.3$ ，也只能说报道中的票房是该预算的39.3倍。不能称为39.3倍利润或直接算出净利润，因为收入分成、宣传等成本没有在句中列出。

2 数据有价值，为什么网站却担心失去用户？

[P02 / P04 / P05]

传统搜索把用户带到原网站，原网站获得访问与广告机会。聊天机器人若直接给出答案，就可能使用网站的信息，却不带来同样多的点击。数据的使用价值与原站收到的访问不是同一件事，这正是全文张力所在。

季度业绩强劲却未能提振股价，说明股东还在看未来获客方式会怎样变化。文章用fret报告担忧，并不表示最近的经营数字已经全面崩溃。股价、使用时长、授权收入与广告收入应分别阅读。

3 用户、志愿管理者与付费客户分别提供什么？

[P03]

between Instagram and Wikipedia用两个熟悉的平台勾勒混合模式：内容来自用户，秩序依靠志愿管理者，企业却要获得商业收入。2023年的争议展示这种安排的紧张关系，独立应用开发者与大模型公司又是不同规模的接口使用者。

may have had larger clients in mind是作者对平台坚持政策的推测。后面的据报道金额为这一解释提供线索，但并未证明每位管理者的想法，也没有说小开发者都能支付同样价格。respectively严格按Google、OpenAI的先后匹配60m、70m。

4 推荐价值来自哪里，证据又到哪里为止？

[P04]

人们讨论商品长期质量、尝试排除推广或机器内容，使社区讨论对购物推荐有用。try to weed out说的是筛选努力；后文的mostly也承认内容来源不是百分之百纯净，不能总结成“Reddit绝无机器人内容”。最常被引用的分析由Reddit委托Profound完成；40%的说法来自公司运营负责人。保留这些来源归属能帮助读者判断证据范围。委托关系本身不等于研究错误，但“引用频繁”也不直接证明每条内容都可靠。

40%以网站讨论为口径，64%是广告收入的同比增长，8%是报道所述应用使用时长下降。它们不是可以相加的三个市场份额，也不能由40%商业讨论直接推出40%收入。

5 先提高授权收益，再降低对入口的依赖

[P05 / P06 / P07]

P6仍在与其他平台打交道：谈判提高数据授权条件，诉讼或和解则可能增强谈判地位。P7的Ultimately, though把时间拉长，改问用户能否直接来、来了能否多停留，从而支持网站自己的广告业务。

这两条路径可以并行，但需要不同能力：能收取数据使用费，不代表能自动留住社区用户；直接访问更多，也不自动证明数据授权不再重要。公司说搜索不是业务根本，是经营者的表态，不能用来抹去P5中搜索流量下滑的影响。

Special difficulties 难点辨析

1 起诉、指控、否认与胜诉是四种表述

[P06]

has sued说明诉讼已提起，allege引出原告主张，被告紧接着否认违法。Victory ... would give ...描述可能结果产生的影响，不是法院已经作出胜诉判决。复述时必须保留归属和条件。

settlement与court victory并列为取得谈判优势的可能路径，不能把和解自动理解为法院认定违法。此处要训练的是报道语气，而不是用一篇文章替代具体案件结论。

2 同比变化与基数：三个应用不能只比百分数大小

[P05 / P07]

from a year earlier与year on year都表示与上一年相应期间相比，而非与上一个季度相比。若三项各自基期设为100，-8%、+6%、+4%分别对应92、106、104；这些是各自的指数示例，不代表三家应用原本时长一样。

报道没有在这一句交代使用时长是否为每用户均值等完整统计定义，不能擅自改写成“用户人数下降8%”或“每个用户都少用8%”。P7广告收入增长64%也不能直接作为总收入或利润增幅。

Background 背景与延伸

1 把API、训练数据和外部引流放到不同位置

[P03 / P04 / P05]

API可理解为软件按规定方式请求数据或功能的接口；它与普通用户在浏览器中看帖子不是同一个访问方式。训练模型、生成推荐和点击搜索结果进入网站，又是数据与访问发生作用的不同环节。

一份讨论既可能对模型有用，也可能吸引真人来阅读，但这两种价值怎样变成收入，需要看授权协议、访问路径和广告经营。文章并未给出足够资料，把每次模型引用换算成某个确定授权价。

Key structures 关键句型

K01 · P02 who fret that ... as ... rather than ... that ...

Strong quarterly earnings last month failed to cheer shareholders, who fret that the company will suffer as users turn to artificial-intelligence chatbots for information, rather than search engines such as Google that direct them to other sites.

上个月公布的强劲季度业绩未能让股东振奋；他们担心，用户转向人工智能聊天机器人获取信息，而不再使用谷歌这类会把用户引向其他网站的搜索引擎，公司将因此受损。

主句是Strong quarterly earnings ... failed to cheer shareholders。who引出股东的担忧，fret的that从句说公司会受损；as从句解释用户怎样转向获取信息。先找到failed，再往担忧内容中下钻。

rather than比较chatbots与search engines两种入口。末尾that direct them ...修饰search engines，them指用户；不是说聊天机器人必定把用户导向外站。错接这个that，会把全文核心机制读反。

Good sales failed to reassure managers, who feared that demand would weaken as buyers turned to rentals rather than shops that sell new equipment.

良好销量未能让管理者放心，他们担心买家转向租赁而非出售新设备的商店，需求会因此走弱。

K02 · P03 on which ... who ... rely : 先找介词, 再找从句主干

In 2023 the volunteers who moderate its “subreddits” went on a multi-day strike after the company said it would charge for access to its application programming interface, on which independent developers who build Reddit-based apps rely.

2023年, 公司表示将对应用程序编程接口的访问收费后, 管理各个“subreddit”板块的志愿者进行了持续数日的罢工; 开发基于Reddit的应用的独立开发者依赖这一接口。

主句为the volunteers ... went on a multi-day strike, who moderate ...先限定志愿者。after从句中的the company said后又省略了that, 接未来收费的转述would charge。

最后on which回指application programming interface。内部主语为independent developers, who build Reddit-based apps修饰developers, rely才是该关系从句的谓语。还原为Independent developers ... rely on the interface, on的来历就清楚了。

The company restricted access to a database, on which researchers who study local transport rely.

公司限制了对一个数据库的访问, 而研究本地交通的学者依赖这个数据库。

K03 · P03 respectively : 被插入说明隔开的对应关系

Soon afterwards it struck deals with Google and OpenAI, maker of ChatGPT, which reportedly agreed to pay \$60m and \$70m a year, respectively, to train their models on Reddit’s data.

不久之后, 它与谷歌以及ChatGPT开发商OpenAI达成协议; 据报道, 两家公司分别同意每年支付6000万美元和7000万美元, 使用Reddit的数据训练模型。

主干it struck deals with Google and OpenAI; maker of ChatGPT插入解释OpenAI。which ... agreed在respectively及两项金额的语境中说的是前面两家公司, 不宜仅按最近的名词ChatGPT判断指代。

Google与\$60m、OpenAI与\$70m依序配对; a year修饰每年付款。reportedly标明这是报道获知的金额, to train ...说明数据用途, 不是说模型训练每年只能发生一次。

The firm signed with Alpha and Beta, which reportedly agreed to pay two and three million dollars a year, respectively.

公司与Alpha和Beta签约, 据报道两家分别同意每年支付二百万和三百万美元。

K04 · P04 making ... : 并列动作后的结果

On subreddits such as r/BuyItForLife, users debate the quality of products—and try to weed out sponsored or bot-generated content—making the results a rare source of high-quality reviews.

在r/BuyItForLife等版块, 用户讨论商品质量, 并尝试剔除赞助内容或机器人生成的内容, 使讨论结果成为高质量评价的一种难得来源。

主句users debate ... and try to weed out ..., 破折号突出第二项筛选努力。making the results ...把这些社区活动产生的结果接到主干上; results在这里是讨论形成的内容, 而非股价结果。

make + 宾语 + 名词补语说“使其成为某种来源”。但try to只保证努力被描述了, 不保证每条推广内容都已清除。句法可以说明作者怎样建立因果, 读者仍须留意论据范围。

Readers compare repair experiences and try to remove misleading posts, making the discussion a useful guide for beginners.

读者比较维修经历, 并尝试删除误导性帖子, 使讨论成为初学者的有用指南。

K05 · P05 compared with与respectively : 不同平台的同比变化

Last quarter the amount of time users spent on Reddit's app each day was down by 8% from a year earlier, compared with gains of 6% and 4% for Instagram and TikTok, respectively, according to Sensor Tower, a data provider.

数据提供商Sensor Tower称，上季度，用户每天花在Reddit应用上的时间比一年前下降8%；相比之下，Instagram和TikTok分别增长6%和4%。

主语中心是the amount of time, users spent ...为修饰time的关系从句，省略了关系词that；主句谓语was down by 8%。from a year earlier确定比较期间。

compared with gains ...补充对照，6%对应Instagram、4%对应TikTok。主语中心amount是单数，因此主句用was；gains则是名词复数，概括另外两个平台各自的增幅。不要让复数users把主句动词误引成were。

The amount of time visitors spent in the museum was up by 5% from a year earlier, compared with gains of 2% and 3% at the library and gallery, respectively.

游客在博物馆花费的时间同比增加5%，而图书馆和画廊分别增加2%与3%。

K06 · P06 If that does not work, lawsuits may : 条件与双重替代

If that does not work, lawsuits may.

如果这条路行不通，诉讼或许能奏效。

that回指谈判争取更好协议的办法；may后省去work，意思是诉讼可能奏效。does not work说条件下第一条路径不成功，不是说公司员工停止上班。

条件从句用现在时，不等于整个结果已经发生；may进一步保留结果的不确定性。可展开为If negotiating a better agreement does not work, lawsuits may work.

If a written request does not work, a meeting may.

如果书面请求不起作用，开会或许能奏效。

K07 · P07 once there : 省略后的地点与动作主体

Instead the company hopes to encourage more users to visit its site directly, and spend more time browsing once there.

相反，公司希望促使更多用户直接访问网站，并在进入网站后花更多时间浏览。

主干the company hopes to encourage more users to visit ... and spend ...。visit与spend是两个并列的不定式动作，共用前面的to；once there修饰用户进入网站后的浏览。

once there可展开为once they are there，they回指users。more time是希望实现的变化，不是本句已报告实现的统计结果。

The library hopes to encourage more residents to enter the building and spend time reading once there.

图书馆希望吸引更多居民走进馆内，并在到馆后花时间阅读。

Exercises 练习与写作

Listening 听力 (选做)

选做：听录音，找出公司希望获得的两类资源。

02 What two things does Reddit want more of in the subtitle and argument?

Comprehension 理解

回答时保留来源、条件和统计口径。

03 Why did strong quarterly earnings fail to reassure shareholders?

04 In what ways is Reddit compared with Instagram and Wikipedia?

05 According to the reported agreements, which company was to pay \$60m a year and which \$70m?

06 Why can product discussions be valuable to AI providers?

07 Does the reported 8% decline measure the number of Reddit users?

08 What has been established by the passage about the lawsuits, and what remains a possible outcome?

09 How does Reddit hope to reduce dependence on other technology firms?

Words in use 词汇

用词库填空，每项一次。

词库：taken to / weed out / stuck with / lessen / appeal to

10 He has ___ writing down ideas before breakfast.

11 The editors try to ___ unreliable reports.

12 Despite criticism, the team ____ its original policy last year.

13 A second supplier could ____ our dependence on the first.

14 Clear examples may ____ readers who are new to the subject.

Key structures 句型

先定位主干，再补回省略和比较关系。

15 What does that direct them to other sites modify in P2?

16 Use on which: “Researchers rely on the database. The firm restricted access to it.”

17 Two firms, Alpha and Beta, paid \$2m and \$3m, respectively. How much did Beta pay?

18 Rewrite with which made: “Users compared experiences, making the forum a useful guide.”

19 Use the past simple: “The amount of time users spent on the site ____ (be) lower last quarter.”

20 Expand both that and the omitted verb in P6’s If that does not work, lawsuits may.

21 Expand once there: “Visitors can spend more time reading once there.”

Summary writing 摘要

用80–100词说明平台面对的矛盾和两条应对路径。

22 Write an 80–100-word summary.

Composition 作文 (选做)

选做：用100–120词，为一个讨论社区提出留住真实用户的办法，并解释其机制。

23 How could a discussion community give people a reason to return directly?

Reference translation 参考译文

P01 今年夏天早些时候，恐怖片《Backrooms》成为有史以来最成功的独立电影之一，以1000万美元预算取得3.93亿美元票房。它的素材来源颇不寻常：一组令人不安的空房间图片，在网络论坛Reddit上传播开来。此后，好莱坞制片人开始到这个网站搜寻灵感。

P02 Reddit最近日子不太好过。其股价今年已经下跌约三分之一。上个月公布的强劲季度业绩未能让股东振奋；他们担心，用户转向人工智能聊天机器人获取信息，而不再使用谷歌这类会把用户引向其他网站的搜索引擎，公司将因此受损。眼下，Reddit正试图通过商业协议和诉讼，促使聊天机器人开发商为其数据支付更多费用。但最终，它希望厌倦机器人的用户回到这个地方——互联网上少数仍有人类创作内容的避风港之一。

P03 Reddit的商业模式介于Instagram与维基百科之间：前者靠用户生成的内容赚钱，后者依赖大批志愿管理者。这种平衡有时很难维持。2023年，公司表示将对应用程序编程接口的访问收费后，管理各个“subreddit”板块的志愿者进行了持续数日的罢工；开发基于Reddit的应用的独立开发者依赖这一接口。平台坚持了这项政策，它心里想的客户或许是更大的企业。不久之后，它与谷歌以及ChatGPT开发商OpenAI达成协议；据报道，两家公司分别同意每年支付6000万美元和7000万美元，使用Reddit的数据训练模型。

P04 它们或许做成了一笔划算的买卖。据Reddit委托研究公司Profound进行的一项分析，Reddit已成为许多领先的美国聊天机器人最常引用的来源。其数据一种尤其有价值的用途，是生成商品推荐。Reddit首席运营官Jen Wong说，网站上约40%的讨论涉及购物等商业活动。在r/BuyItForLife等版块，用户讨论商品质量，并尝试剔除赞助内容或机器人生成的内容，使讨论结果成为高质量评价的一种难得来源。AI模型高度依赖这类内容来生成自己的推荐，而聊天机器人开发商希望把这些推荐变成广告收入来源。

P05 尤其是谷歌与Reddit之间的关系，已越来越不像双向互惠的交换。多年来，谷歌按排名呈现的搜索结果，一直是这个讨论网站的重要流量来源。但随着这家科技巨头把用户注意力转向其AI概览，转介访问量急剧下降。上个月，Reddit表示“不稳定”的搜索转介影响了流量，之后其股价遭遇了有史以来最大的单日跌幅。数据提供商Sensor Tower称，上季度，用户每天花在Reddit应用上的时间比一年前下降8%；相比之下，Instagram和TikTok分别增长6%和4%。

P06 Reddit的一个选择，是与AI提供商谈成条件更好的协议。它一直在与谷歌等公司协商新协议。如果这条路行不通，诉讼或许能奏效。Reddit已起诉另一家模型开发商Anthropic，以及AI搜索引擎Perplexity。两起诉讼均指控对方非法抓取Reddit的数据。（Anthropic和Perplexity表示自己并未违法。）胜诉——或取得丰厚的和解款——会增强这个讨论网站在数据授权谈判中的筹码。

P07 不过，归根结底，Reddit希望减少对其他科技公司的依赖。其负责人Steve Huffman在上个月的业绩电话会上说，搜索带来的访问“并不是我们业务的根本所在”。相反，公司希望促使更多用户直接访问网站，并在进入网站后花更多时间浏览。如果做到这一点，就会进一步推高其广告收入；第二季度，该项收入同比增长了64%。Wong女士乐观地认为，随着用户厌倦与聊天机器人互动，Reddit上主要由人类创作的内容将吸引他们。有志拍电影的人，暂时还不必担心会断了素材来源。

Reference answers 参考答案与解析

开放题不要求与参考答案逐字一致；先检查信息和意思，再修改表达。

Before you read 读前思考

01 读前思考

Visits can support advertising, participation and a direct relationship with readers, while quotations elsewhere may not bring those benefits.

开放题；说明信息被使用与读者实际到访的区别。

Listening 听力

02

Money for its data and people's time on its platform.

分别对应授权收益与访问、参与，不要只答数据。

Comprehension 理解

03

They worried that chatbots would answer users directly and reduce visits previously sent by search engines.

担忧未来的入口变化，并非最近业绩一定亏损。

04

It earns from user-generated content like Instagram and relies on volunteer moderators like Wikipedia.

对照分别是商业化与志愿管理。

05

Google was to pay \$60m and OpenAI \$70m a year.

respectively依次对应；保留reported归属。

06

They contain users' experiences and comparisons that models can use for recommendations, which providers hope to monetise through advertising.

社区筛选是努力，不保证每条内容都可靠。

07

No. The sentence describes time spent on the app, compared with a year earlier; it does not give an 8% fall in user numbers.

没有提供每用户均值等完整口径，不得擅自补足。

08

Reddit has filed suits alleging illegal scraping, and the defendants deny breaking the law. A victory or settlement is presented as a possible source of bargaining power.

指控与判决分开；would而非已经胜诉。

09

By attracting more direct visits and encouraging people to spend longer browsing, supporting its own advertising business.

P7的希望不能直接改成已经实现的用户增长。

Words in use 词汇**10**

taken to

to为介词，后接writing。

11

weed out

先有内容，再筛出不可靠项。

12

stuck with

明确过去时间last year，使用stuck。

13

lessen

降低依赖，不一定完全替代。

14

appeal to

此处表示吸引读者。

Key structures 句型**15**

Search engines such as Google.

them指使用搜索引擎的用户；不能接回聊天机器人。

16

The firm restricted access to the database, on which researchers rely.

可接受表达：

- The firm restricted access to the database on which researchers rely.

on来自rely on，不是access后该用on。

17

\$3m.

第二个名字对应第二个金额。

18

Users compared experiences, which made the forum a useful guide.

which回指前面用户比较经历这件事，不是单独回指experiences。

19

was

主语中心amount为单数，users位于修饰time的从句中；last quarter与题目共同指定过去时。

20

If negotiating a better deal does not work, lawsuits may work.

that回指谈判路径，may后补work；保留可能性。

21

Visitors can spend more time reading once they are there.

they指visitors，there指上下文中的访问地点。

Summary writing 摘要

22

Reddit's human discussions are valuable to AI companies, especially for product recommendations. Yet chatbots may reduce the visits that search engines previously sent to the site. Reddit therefore wants better payment for its data through new agreements or legal action, although court outcomes remain uncertain. In the longer term, it hopes to attract users directly and keep them browsing, strengthening advertising revenue. Its challenge is to maintain useful community content while turning that value into both licensing income and lasting relationships with readers.

需要写出数据价值与流量风险同时存在，并区分眼前谈判、诉讼与较长期直接访问策略。

Composition 作文

23

A useful discussion community should offer more than answers that can be copied elsewhere. It could help members follow topics over time, compare experiences and ask questions of people who understand the details. Clear moderation would make those exchanges easier to trust, while visible explanations of commercial partnerships could reduce confusion about sponsored posts. The community should also recognise volunteers' work and explain changes before imposing them. These measures would not guarantee growth, but they could give readers reasons to participate rather than visit only when a search engine sends them. A lasting relationship would depend on useful exchanges and fair treatment, not simply on owning a large archive.

示例说明持续参与、可信交流和志愿管理如何影响回访；不把任何措施写成必然增长的保证。