
BBC LEARNING ENGLISH

Authentic Real English 地道英语

Crowdsourcing

众包



- 关于台词的备注:
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Feifei

欢迎收听 BBC 英语教学的“地道英语”节目。大家好，我是冯菲菲。

Rob

... and hello, it's me, Rob.

Feifei

Er, Rob. What are you doing?

Rob

Oh, just preparing some biscuits for my new business.

Feifei

你是打算转行改卖饼干了吗？

Rob

Not any old biscuits, Feifei – Rob's Amazing Crunch and Crumble Biscuits. This is my new career!

Feifei

You're going to need some help if you want to launch a new biscuit business.

Rob

Hmm, yeah, yeah, you're right. Maybe you could help me put them in boxes?

Feifei

No, Rob. You need more help than that – you need crowdsourcing.

Rob

Oh, is that some kind of magic ingredient to put in the biscuits?

Feifei

不是的，“crowdsourcing”是指“向一个广泛群体征求所需想法和观点，从而发展自己的创业想法”。要注意的是，“crowdsourcing”和“crowdfunding”不同，“crowdfunding”是指“依靠大量的人，每人捐赠少量的钱来帮助某人创业”，也就是我们常说的“众筹 crowdfunding”。我们来听几个使用了“crowdsourcing（群众外包）”的例句。

Examples

I'm launching a crowdsourcing project to gather creative ideas for my new fitness website.

Voice recognition software relies on crowdsourced examples of real people speaking.

I found crowdsourcing a great way to generate honest opinion about the best way to start my vegan restaurant business.

Feifei

你正在收听的是 BBC 英语教学的“地道英语”节目。刚刚我们听过了三个使用了“crowdsourcing”的例句。“Crowdsourcing”具体所指的是“向一个广泛群体征求所需想法和观点，从而发展自己的创业想法”。

Rob

So, Feifei, where do I find people to ask for help?

Feifei

你可以通过互联网和社交媒体询问公众。You can ask members of the public via the internet and on social media – even ask friends and family – the more advice you can get, the better.

Rob

Oh, right, OK. Well, in that case I'm going to message my mum to see if she can help me bake a few more biscuits.

Feifei

Rob, crowdsourcing involves more than just your mum. You need to speak to lots of people!

Rob

Oh, crumbs! Maybe I'll stick with this presenting job for a little bit longer. Do you fancy a biscuit?

Feifei

Thanks.

Rob

Bye.

Feifei

Bye!