招 生 學 年 度	102	招 生 類 別	碩士班
系 所 班 別	資訊工程學系碩士班(乙組)		
科　　　目	英文		
注 意 事 項			

閱讀文章後回答問題(每個問題 4 分)：

(一) Infographics are the Big Macs of data. They look good with their fancy designs, pretty type, and in some cases, cute cuddly characters. They go down easy because they fill our appetite for quick, easily-repurposeable information. They look like research and information the way a Big Mac looks like a hamburger. My question is, how often do they actually provide any substantive, useful facts? (a.k.a. Where's the beef?)

1. 何謂 Infographics？(4%)
2. 文中的 go down easy 的意思為何？(4%)
3. 依文中的意思，big Mac 是否是真正的 hamburger？(4%)
4. a.k.a.的意思為？(4%)
5. "Where's the beef?"隱含的意思為何？(4%)

(二) There's bad news as well: The review cites a July 2012 Government Accountability Office report that found several challenges facing agencies seeking to adopt cloud computing. These obstacles include meeting federal security requirements, obtaining guidance on deployment, acquiring internal cloud knowledge and expertise, certifying and accrediting vendors, ensuring data portability and interoperability, overcoming cultural barriers, and procuring services on a consumption or on-demand basis.

6. 文中所謂的 obstacles 有幾個？(4%)
7. 解釋 expertise 的意思？(4%)
8. 文中的 adopt cloud computing 是甚麼意思？(4%)
9. 何謂 data portability and interoperability？(4%)
10. 何謂 on-demand? (4%)

(三) We know you've had to call your cellphone more than a few times to try to remember where you left it. And the car keys? They're never where they're supposed to be. StickNFind solves that problem for you. Stick these tiny Bluetooth-enabled, coin-sized discs directly onto an object and then track them through an app. The app basically turns your smartphone into a radar screen so you can track the location of the sticker. In fact, for the really forgetful, you can track up to 20 stickers at one time. The app will be available for both iOS and Android.

11. 為什麼你要"call your cellphone"？ (4%)
12. 解釋" They're never where they're supposed to be."？ (4%)
13. StickNFind 的目的為何？(4%)
14. 何謂"an app"？ (4%)
15. 何謂"iOS and Android"？ (4%)

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(四) The dream of a library of Twitter is getting closer to reality. The Library of Congress announced Friday that it is just weeks away from completing its archive of all public tweets from Twitter's launch in 2006 through 2010, but there are technology challenges that need to be figured out before the archive becomes usable. So far, the national library has compiled a massive collection of about 170 billion tweets from that time period, and expects to finish with this stage of the archive by the end of January. The volume of tweets collected into the archive on a daily basis has grown exponentially from 140 million in early 2011 to 500 million as of October, 2012.

16. 甚麼是" library of Twitter"？ (4%)
17. 何謂"archive of all public tweets"？ (4%)
18. 解釋" has grown exponentially"？ (4%)
19. "figure out"的意思為何？(4%)
20. "170 billion"是一百萬的幾倍？(4%)

(五) Six years ago, Steve Jobs took to the stage to introduce Apple's newest product. He called it the iPhone, and said that he and Apple wanted to change the idea of a phone the way they had changed the personal computer. With a high-resolution touchscreen and apps from the likes Google and Yahoo, Jobs said Apple had set a goal of taking 1 percent of the world market for cellphones by the end of 2008. Jobs underestimated himself. As of December 2012, the iPhone held 17.8 percent of the cellphone market, trailing only Samsung. There are now more iPhones sold in the world per day than there are babies born, and some have estimated that the iPhone business alone is now bigger than all of Microsoft. For many people, the iPhone has become a new limb and an irreplaceable part of the daily routine.

21. Steve Jobs 在哪一點 underestimated himself? (4%)
22. Cellphone market 世界上市佔第一是哪家公司？(4%)
23. 世界上每天嬰兒出生的多還是 iPhone 賣得多？(4%)
24. Apple 的公司市值大還是 Microsoft 公司？(4%)
25. 何謂"become a new limb"？ (4%)