

Day 13

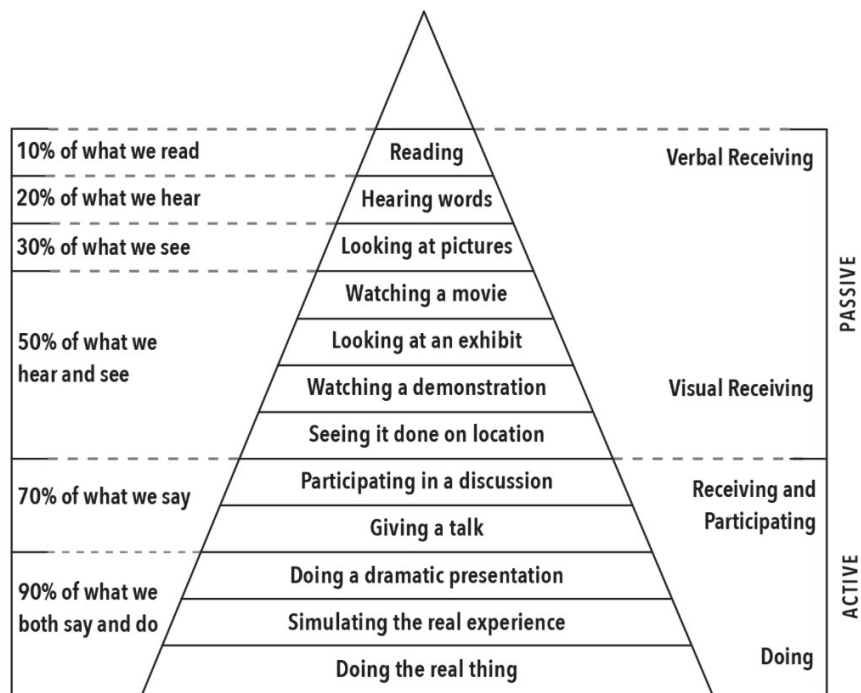
Surrounded by Idiots

9. Learning New Things: How to Use What You've Learned

AA 🔍

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but it's



刚刚在补昨天的直播课。学到 desk-bound 那里，我就顺手搜了一下 Eric 老师说的 wheelchair-bound。我的本意是想找张图片放在氢刻学习卡片里的，后来凑巧看到了几篇讨论 wheelchair-bound 这个词的文章，感觉很有启发。没有想到这么一个简单的词其实隐含了一些我们作为幸运的正常人不曾在意的傲慢或者偏见。

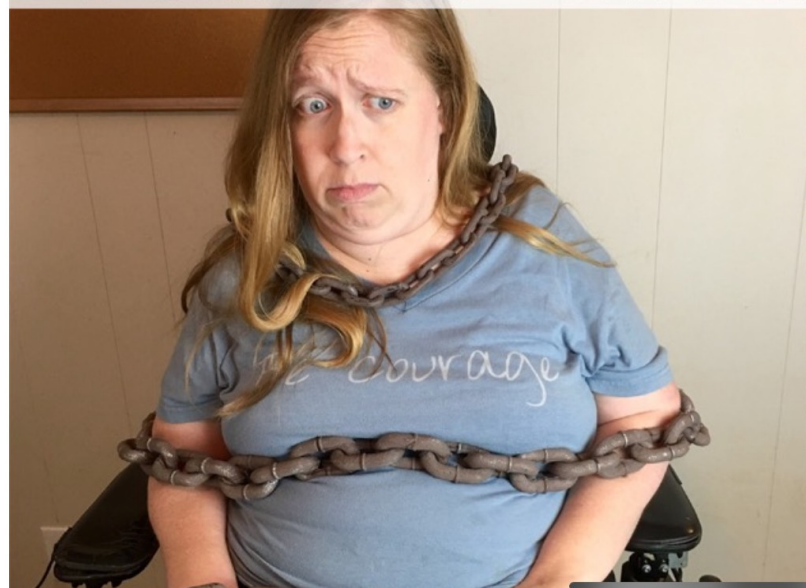
下面是几个原文链接（如果没有太多时间，只看我截的几张图也可以呀~）

<https://disabilityhorizons.com/2018/11/lets-change-the-way-we-talk-about-disability/>

<https://canbc.org/blog/proper-terminology-dont-use-confined-to-or-wheelchair-bound/>

<https://www.freewheelintravel.org/please-stop-saying-wheelchair-bound/>

I am not "wheelchair bound."



Lynn

刚刚在补昨天的直播课。学到 des...

下面是几个原文链接（如果没有太多时间，只...



Favorites

14:25

@Lynn 这个意识特别好，一点点积累自己也对语言更敏感。从语言学习上我拓展了 -bound 的用法，但从文化上我们要注意这样的用法。让我想到之前我提过一个类似的 commit suicide，一些人认为用 commit 不妥（commit 一般和 crime 搭配，suicide 是 crime 吗？）





wheelchair bound pc



in.gov

<https://www.in.gov> › spd › files › Basic_Etiquette ▾ DOC

Glossary of Acceptable Terms - IN.gov

Do not say: “**Wheelchair bound**” or describe someone as “confined to a **wheelchair**”. Instead say: “**Wheelchair** user or “person who uses a **wheelchair**”.

其他用户还问了以下问题

What are PC words for disabled? ▾

What is the politically correct term for wheelchair bound? ▾

How do I stop saying wheelchair bound? ▾

What is wheelchair bound mean? ▾

反馈



ca.gov

<https://www.courts.ca.gov> › 7-terminology ▾ PDF

DISABILITY TERMINOLOGY CHART

Wheelchair bound, confined or restricted to a **wheelchair**. Person who uses a **wheelchair**, **wheelchair** user. **Handicap** parking. Accessible parking, parking for ...

1 页



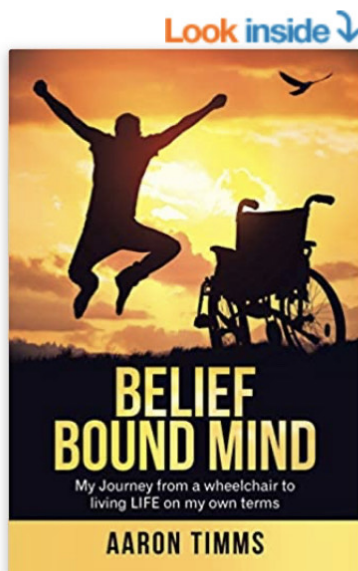
canbc.org

<https://canbc.org> › blog › proper-terminolog... ▾ 翻译此页

Don't Use “Confined to” or “Wheelchair Bound”

佛历2560年4月21日 — The terms “confined to a **wheelchair**” and **wheelchair bound** are

Books › Religion & Spirituality › Occult & Paranormal



Belief Bound Mind: My Journey from a Wheelchair to Living Life on My Own Terms Paperback –

August 25, 2019

by Aaron Timms (Author)



1 rating

[See all formats and editions](#)

Kindle

\$3.99

[Read with Our Free App](#)

Paperback

\$8.99

1 Used from \$8.82

bound

词目

短语动词

习语

例句

词目

bound adjective >

bound verb >

bound noun >

bound irregular form of >

近似词目

boundary >

bounden >

bounder >

boundless >

bounds >

boundaries irregular form of >

3. (in compounds 构成复合词) prevented from going somewhere or from working normally by the conditions mentioned 因…受阻（或不能正常工作）

◆ *Strike-bound travellers face long delays.* 因罢工滞留的旅客要耽搁很长时间。

◆ *fogbound airports* 因雾不能正常作业的机场

4. (also in compounds 亦构成复合词) travelling, or ready to travel, in a particular direction or to a particular place 正旅行去（某地）；准备前往（某地）

◆ *homeward bound* (= going home) 在回家途中

◆ *Paris-bound* 前往巴黎的

◆ *northbound / southbound / eastbound / westbound* 向北／向南／向东／向西行进的

检索

书签

检索记录

分类词汇

参考信息

学习卡

阅读器

设置

• (feel) honour-'bound to do sth

(*formal*) to feel that you must do sth because of your sense of moral duty （感到）道义上应做某事

- ◆ *She felt honour-bound to attend as she had promised to.* 她觉得既然答应了就应该出席。

➔ compare **duty-bound**

BrE / /

NAmE / /

adjective [not before noun] (*formal*)

having to do sth because it is your duty 责无旁贷；义不容辞

- ◆ *I felt duty-bound to help him.* 我觉得帮助他责无旁贷。

Longman Dictionary of Contemporary English

+

↗

LDOCE

Activator

2

Q

*-bound

✕

..a

Partial matches

15

→ bind¹ (v)

duty bound

→ bound² (adj)

eastbound

⇒ bound² (adj)

homeward bound

→ homeward

I'll be bound

→ bound² (adj)

London-bound

⇒ bound² (adj)

Mexico-bound

⇒ bound² (adj)

northbound

⇒ bound² (adj)

on the rebound

→ rebound² (n)

snow-bound

→ bound² (adj)

southbound

⇒ bound² (adj)

strike-bound

→ bound² (adj)

tradition-bound

→ bound² (adj)

westbound

→ bound² (adj)

8 snow-bound/strike-bound/tradition-bound etc

controlled or limited by something, so that you cannot do what you want or what other people want you to:

▶ a fog-bound airport

▶ people who are wheelchair-bound

▶ a desk-bound sergeant

(= having to work in an office, instead of doing a more active job)

9 → NEWSPAPERS, PRINTING, PUBLISHING

a bound book is covered on the outside with paper, leather etc

→ bind:

bound in

▶ a Bible bound in leather

▶ a leather-bound volume of Shakespeare's plays

10 I'll be bound (old-fashioned)

used when you are very sure that what you have just said is true:

▶ He had good reasons for doing that, I'll be bound.

11 bound and determined (AmE)

very determined to do or achieve something, especially something difficult:

▶ Klein is bound and determined to win at least five races this year.

Word origin

Sense 1-3, 5-11:

Date: 1300-1400

Origin: From the past participle of → BIND¹

bound² (adj)

🔍

📖

🕒

🔖

📄

🔧

Longman Dictionary of Contemporary English

+

↗

LDOCE

Activator

2

Q

*-bound

✕

..a

Matched whole words

20

abound

bound (+)

earthbound

eastbound

fogbound

hidebound

housebound

icebound

inbound

musclebound

northbound

outbound

Outward Bound

housebound

/ˈhaʊsbəʊnd/

adjective

UK

US

→ ILLNESS & DISABILITY

not able to leave your house, especially because you are ill or old

Longman Dictionary of Contemporary English

© Pearson Education Limited 2009, 2011, 2015

housebound

🔍

📖

🕒

🔖

📄

🔧

 张海露 Eric 
15-7-16 from iPhone 6

Mugger: "Excuse me, good sir, may I ask you to move aside so I can rob the shop clerk, please?" Muscle bound shopper: "Oh, certainly, go ahead."
Mugger: "Thank you, have a good day! *to the clerk* RAISE UP, MOFOKA! THIS IS A-- UGH...!" *mugger gets submitted by a sleeping hold*

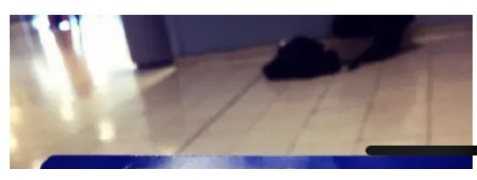
@这里是美国:在德州达拉斯南部一家加油站，一个蒙面抢劫犯冲进来，推开了前面结账的顾客，掏出匕首威胁收银员交出钱来。但是，他没想到的是，他刚刚推开的是一位前海军陆战队员，现役消防队员，于是。。。



 Repost  Comments  Likes

 张海露 Eric 
15-5-20 from iPhone 客户端

Moscow bound! with the blessing of my lucky number 2 ✌



< 2023 实用英语实验室  (386) ...

 左一 Zoey
我准备以后拿老师的公众号当词典，哪里有不不懂的先去那儿查一下子 😊


Yesterday 21:10

推荐一个学英语必备公众号

英语学习中的小 Google，早关注，早进步


 英语学习笔记

@左一 Zoey 这两年我英文学习写的比较少了，但之前的存量已经很多，遇到一些表达可以也搜搜我的公众号。我的公众号是我的长期英语学习笔记，可以用来做个参考。更重要的是，既然加入了我的社群，那就充分的利用我 🤗

林语堂笔下的苏轼靠谱吗？



he considers himself responsibly **bound** by some concept or criterion of accuracy or facts. nevertheless, it is important to remember that...

2017-12-4 阅读2749

我爱你也爱这个美丽的世界，但是请让我去死



who is wheelchair bound after a motorcycle accident. will has always lived a huge life--big deals, extreme sports, worldwide travel--and...

2017-5-8 阅读4747

读亚马逊传记学点英文



he considers himself responsibly **bound** by some concept or criterion of accuracy or facts. nevertheless, it is important to remember that...

2016-7-17 阅读3503

我是如何摆脱哑巴英语的



but is **bound** to crawl into a unique and unexpected direction after several exchanges.上面两个段落，是典型的我自己的风格的书面表达...

2016-10-29 阅读4943

Do What You Love

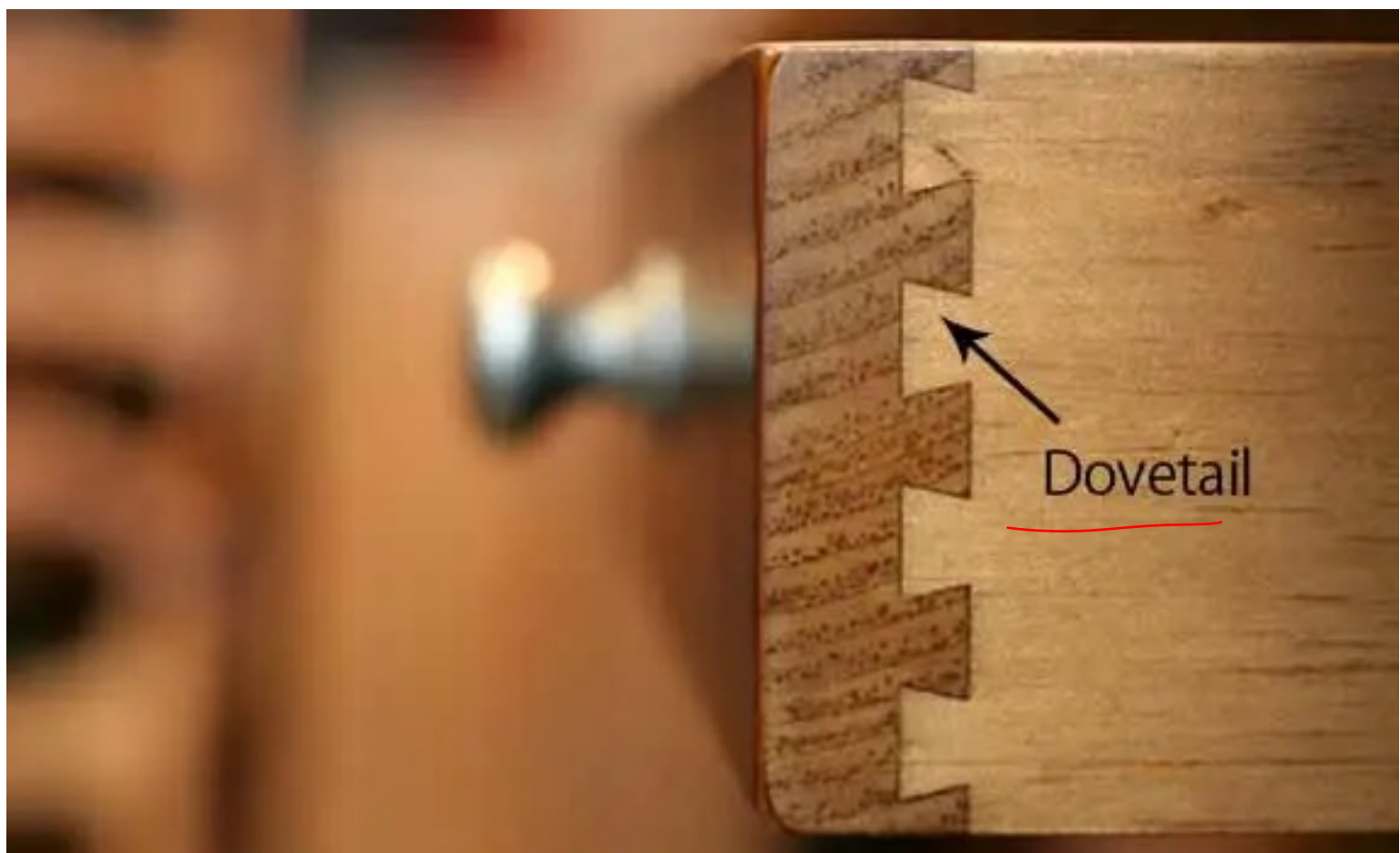
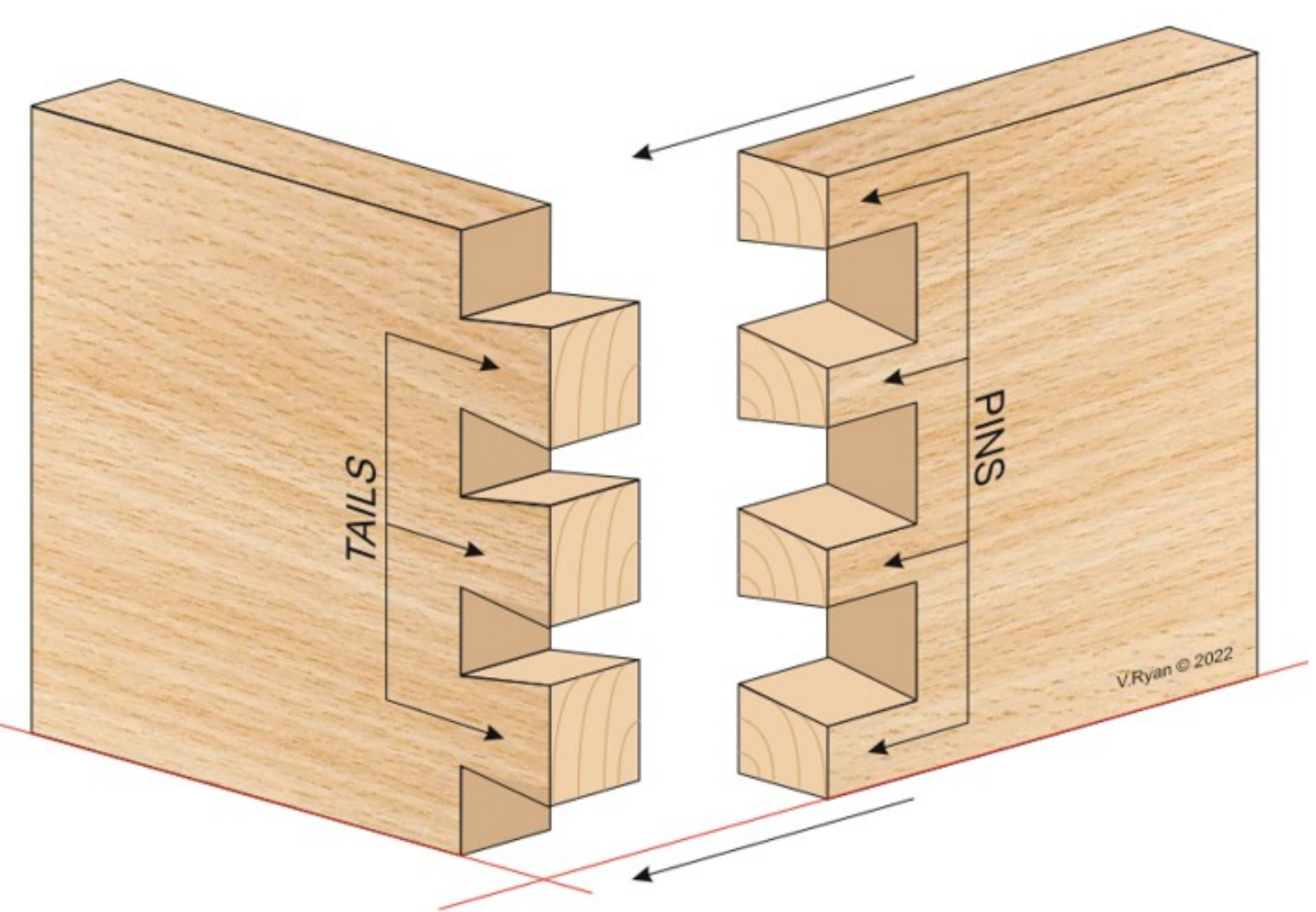


which they were duty-bound to use in service to others. in his treatise on ethics, "the groundwork for the metaphysics of morals, " kant...

2016-2-25 阅读3503

Thinkers as profound as Kant have grappled with this question. In the old days before the death of God, the faithful believed that their talents were gifts from on high, which they were duty-bound to use in service to others. In his treatise on ethics, "The Groundwork for the Metaphysics of Morals," Kant ponders: Suppose a man "finds in himself a talent which might make him a useful man in many respects. But he finds himself in comfortable circumstances and prefers to indulge in pleasure rather than take pains in enlarging his happy natural capacities." Should he?

Live your life as
though your
every act were to
become a
universal law.



8 [V-ERG 及物/不及物动词] 使(不同想法或行动)协调一致; If you square two different ideas or actions with each other or if they square with each other, they fit or match each other. [V with n] [V n with n]

That explanation squares with the facts, doesn't it...

那个解释和事实相符，不是吗？

He set out to square his dreams with reality.

他开始让自己的梦想接近现实。

3 [V-RECIP 相互动词] 数字、陈述或事件一致，相符，相匹配; If numbers, statements, or events jibe, they are exactly the same as each other or they are consistent with each other. [pl-n V] [V with n] [Mainly AM]

The numbers don't jibe...

数字不一致。

How did your expectations jibe with the reality?

你的期望和现实有多大差距？

Biden's global democratic jamboree

The world in brief • Mar 29th 2023 • 1 min read



President Joe Biden's second Summit for Democracy kicks off on Wednesday. Its ostensible purpose is to improve the quality of the world's democracies, and to help increase their number. Two days of virtual talks will include representatives from 120 governments: those with stellar democratic credentials (Norway and New Zealand) and others with shakier records (India, Israel and Mexico).

The first summit, held in December 2021, agreed to increase women's participation in government, enhance anti-corruption laws and strengthen independent judiciaries. But progress is not checked. The second edition may thus serve more as a demonstrative foil to the diplomatic overtures of Russia and China, whose leaders met last week in Moscow. Their transactional approach finds favour in much of the developing world. Both autocracies were left off Mr Biden's invite list—as was Turkey, a functioning democracy that has nonetheless moved closer to Russia.

credential

credibility

cre·den·tials 

BrE /krəˈdenʃlɪz/ 

NAmE /krəˈdenʃlɪz/ 

noun [plural]

1. ~ (as/for sth) the qualities, training or experience that make you suitable to do sth 资格; 资历

◆ He has all the credentials for the job. 

他做这项工作完全够格。

◆ She will first have to establish her leadership credentials. 

她得首先证明她有担任领导的资格。

2. documents such as letters that prove that you are who you claim to be, and can therefore be trusted 资格证书; 证明书; 证件

wherever **adv.**

whet

the where-withal

BrE /'weəwɪðɔ:l 

NAmE /'werwɪðɔ:l 

noun [singular] ~ **(to do sth)**

the money, things or skill that you need in order to be able to do sth (做某事的) 所需资金, 必要的设备, 所需技术

- ◆ They lacked the wherewithal to pay for the repairs.  
他们缺少维修费。



ludwig.guru

🔍 wherewithal



FILTER

● EXACT (8)

Implicit in the latter was an assumption that volunteerism lacked the powers and wherewithal of the state to provide basic, universal services.

1



The Guardian

He just said give us the weapons and the wherewithal and the air cover and they will take this fight to Isis".

2



The Guardian

This required the wherewithal to format an ebook file and set up a PayPal plug-in, but it meant that authors got all the money from book sales, and were protected from the whims of the big retailers.

3



The Guardian - Books

And even if he did, he doesn't have the energy or wherewithal to deal with the myriad economic and social problems he has created under his dictatorship.

4



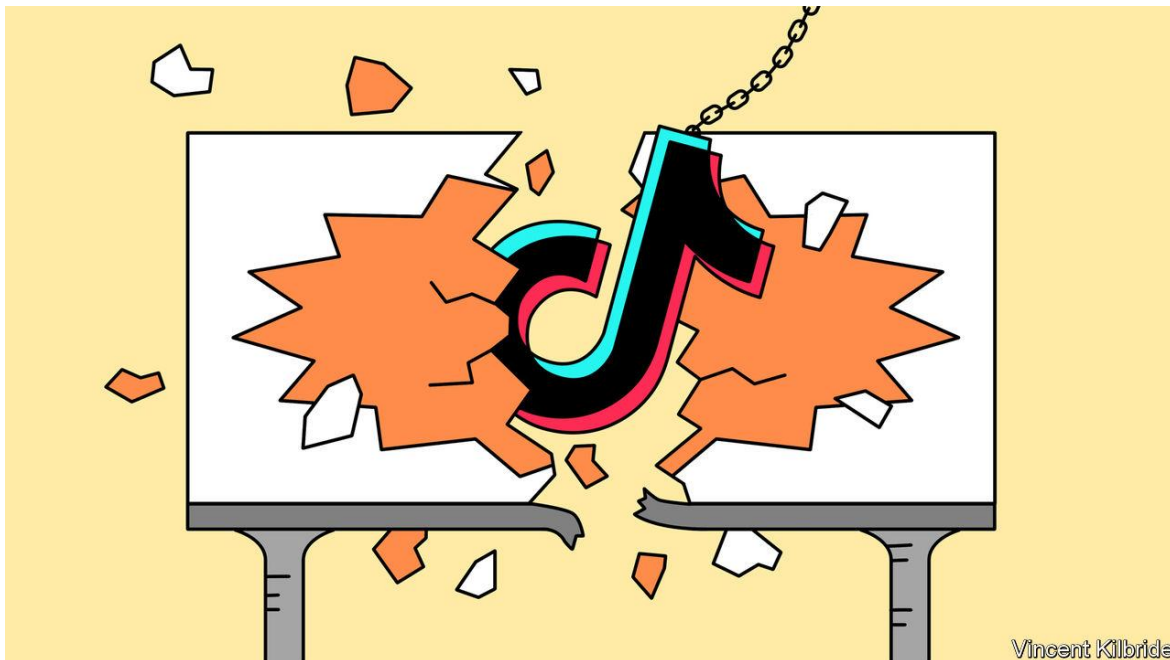
The Guardian - Opinion

Social media

How TikTok broke social media

Whether or not it is banned, the app has forced its rivals to adopt a less lucrative model

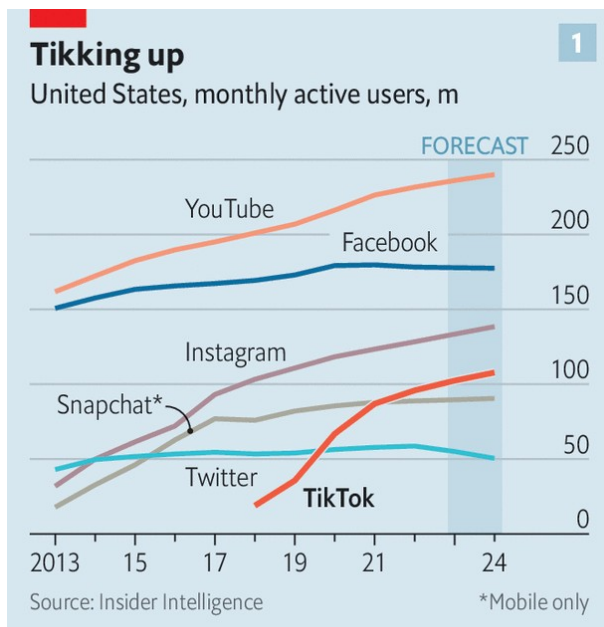
Mar 21st 2023



IS TIKTOK'S TIME up? As the social-media app's chief executive, Shou Zi Chew, was getting ready for a grilling before Congress on March 23rd, after *The Economist* went to press, TikTok's 100m-plus users in America were fretting that their government was preparing to ban the Chinese-owned platform because of security fears. Their anguish contrasts with utter glee in Silicon Valley, where home-grown social-media firms would love to be rid of their popular rival. With every grumble from Capitol Hill, the share prices of Meta, Pinterest, Snap and others edge higher.

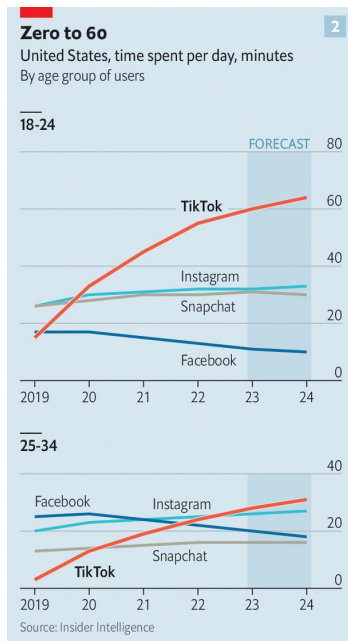
TikTok's fate **is still up in the air** But what is already clear is that the app has changed social media for good—and in a way that will make life harder for incumbent social apps. In less than six years TikTok has **redefined** the world **of** old-fashioned social-networking and got it hooked on algorithmically selected short videos. Users love it. The trouble for the

platforms is that the new model makes less money than the old one, and may always do so.



The Economist

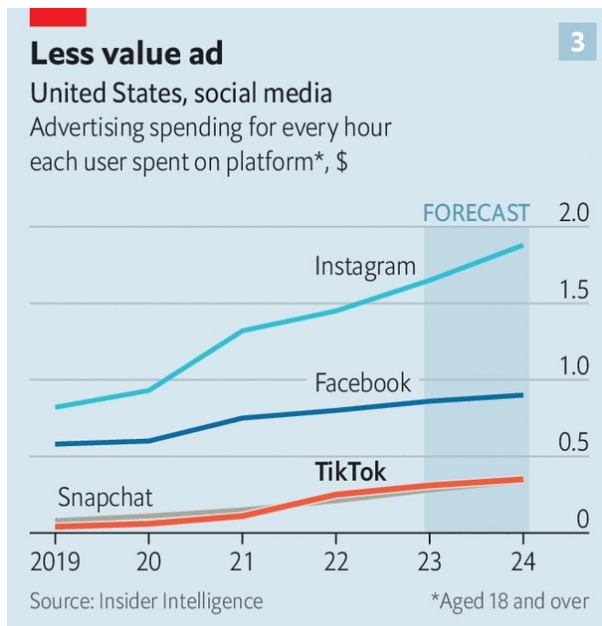
The speed of the change is astonishing. Since entering America in 2017, TikTok has picked up more users than all but a handful of social-media apps, which have been **existed** more than twice as long (see chart 1). Among young audiences, it crushes the competition. Americans aged 18-24 spend an hour a day on TikTok, twice as long as they spend on Instagram and Snapchat, and more than five times as long as they spend on Facebook, which these days is mainly a medium for communicating with the grandparents (see chart 2).



The Economist

TikTok's success has prompted its rivals to reinvent themselves. Meta, which owns Facebook and Instagram, has turned both apps' main feeds into algorithmically sorted "discovery engines" and launched Reels, a TikTok clone bolted onto Facebook and Instagram. Similar lookalike products have been created by Pinterest (Watch), Snapchat (Spotlight), YouTube (Shorts), and even Netflix (Fast Laughs). The latest TikTok-inspired makeover, announced on March 8th, was by Spotify, a music-streaming app whose homepage now features video clips that can be skipped by swiping up. (TikTok's Chinese sister app, Douyin, is having a similar effect in its home market, where digital giants like Tencent are increasingly putting short videos at the centre of their offerings.)

The result is that short-form video has taken over social media. Of the 64 minutes that the average American spends viewing such services each day, 40 minutes are spent watching video clips, up from 28 minutes just three years ago, estimates Bernstein, a broker. However, this transformation comes with a hitch. Although users have a seemingly insatiable appetite for short video, the format is proving less profitable than the old news feed.



The Economist

TikTok monetises its American audience at a rate of just \$0.31 for every hour the typical user spends on the app, a third the rate of Facebook and a fifth the rate of Instagram (see chart 3). This year it will make about \$67 from each of its American users, while Instagram will make more than \$200, estimates Insider Intelligence, a research firm. And it is not just a TikTok problem. Mark Zuckerberg, Meta's chief executive, told investors last month that "Currently, the monetisation efficiency of Reels is much less than Feed, so the more that Reels grows...it takes some time away from Feed and we actually lose money."

The most comforting explanation for the earnings gap is that TikTok, Reels and the other short-video platforms are **immature**. "TikTok is still a toddler in the social-media ad landscape," says Jasmine Enberg of Insider Intelligence, who points out that the app introduced ads only in 2019. Platforms tend to keep their ad load low while getting new users on board, and advertisers take time to warm to new products. "You can't really [redacted] and declare that your new ads are 'premium' without any performance history to back it up, so they start at the end of the line," says Michelle Urwin of Skai, an ad-tech firm.

Meta points out that it has been here before. Instagram's Stories feature took a while to get advertisers signed up but is now a big earner. Meta is



Short-video apps are also hampered by weaker targeting. For audiences, part of the appeal of TikTok and its many imitators is that users need do no more than watch, and swipe when they get bored. The algorithm uses this to learn what kinds of videos—and therefore ads—they like. But this guesswork is no substitute for the hard personal data harvested by the previous generation of social networks, which persuaded users to fill in a lengthy profile including everything from their education to their marital status. The **Outcome** is that many advertisers still treat short-form video as a place for loosely targeted so-called brand advertising, to raise general awareness of their product, rather than the hyper-personalised (and more valuable) direct-response ads that old-school social networks specialise in.

Here, at least, TikTok's imitators have an advantage over TikTok itself. Using a trove of data built up over a decade and a half, when there were few rules against tracking users' activity across the wider web, Meta already knows a lot about many of the users watching its videos and can make well-informed guesses about the rest. If a new, unknown user watches the same videos as a group who are known to be rich female graduates with children, say, it is a good bet that the new user has the same profile. TikTok says it has made big investments in its direct-response ads, including new tools for measuring their effectiveness. But it still has catching up to do. "Meta are leveraging their history," says Mark Shmulik of Bernstein.

Social apps will not be the only losers in this new, trickier ad environment. "All advertising is about what the next-best alternative is," says Brian Wieser of Madison and Wall, an advertising consultancy. Most advertisers allocate a budget to spend on ads on a particular platform, he says, and "the budget is the budget", regardless of how far it goes. If social-media advertising becomes less effective across the board, it will be bad news not just for the platforms that sell those ads, but for the advertisers that buy them. ■

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His quiet-quitting dovetails with the trending lying-flat mentality.

About 12,500,000 results (0.39 seconds)

“I recently learned about this term called quiet quitting, where you're not outright quitting your job but you're quitting the idea of going above and beyond,” Khan says. “You're still performing your duties, but you're no longer subscribing to the hustle-culture mentality that work has to be your life. Dec 29, 2565 BE



The New Yorker

<https://www.newyorker.com> › Culture › Work ›

[The Year in Quiet Quitting | The New Yorker](#)

Back Story

A bold “Guys & Dolls” holds lessons for the future of theatre

As Sky Masterson would say: it is

Mar 23rd 2023



LIKE SHOOTING craps, theatre is risky business. Actors can miss cues or forget lines, dancers and jokes may [REDACTED]. Punters risk [REDACTED] royally for tickets only to hate the play. Producers are subject to the vagaries of the economy and (if they rely on it) statutory funding, not to mention the lightning strike of a pandemic. If the show bombs, they risk losing their shirts.

That fate will not befall the new “Guys & Dolls” at [the Bridge Theatre](#) in London. Set in a charmed, harmless New York underworld, Frank Loesser’s musical of 1950, adapted from Damon Runyon’s stories, features two pairs of wires-crossed lovers. Sky Masterson is a hustler who bets he can take a mission leader, Sarah Brown, on a date to Havana. For 14 years, meanwhile, two-bit craps promoter Nathan Detroit has been engaged to Miss Adelaide, a fixture at the Hot Box—a night spot where, in this version, some of the choreography is downright filthy.

Storm forming

As video games grow, they are eating the media

The games business has lessons for other industries and for governments

Mar 23rd 2023

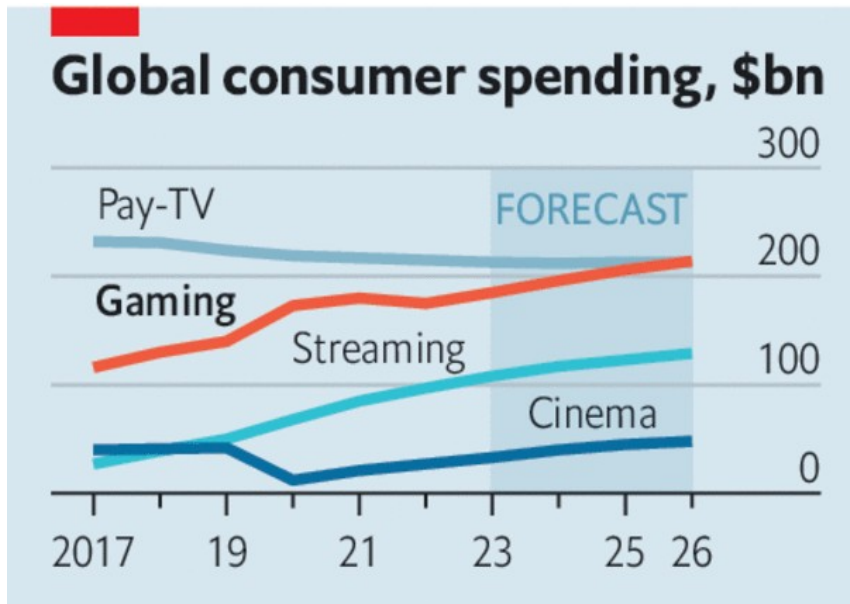


WARNER BROS released a new Harry Potter title last month and took \$850m in two weeks. That made it the second-most-successful Potter launch in the film studio's history. But "Hogwarts Legacy", the title in question, was no movie: it was a video game.

Warner's hit is an example of how gaming is replacing older media, both as a business and as a way for people to entertain themselves. Consumers are forecast to spend \$185bn on games this year, five times what they will spend at the cinema and 70% more than they will allocate to streamers like Netflix. Once a children's hobby, gaming has grown up. Console players in their 30s and 40s now outnumber those in their teens and 20s.

Yet as gaming matures, it is not just replacing other media. Rather like a ravenous Pac-Man, it is gobbling them up. While such intellectual property as Harry Potter may be finding success in game form, game franchises have themselves become the most in-demand kind of IP in other media. Apple's "Tetris" movie, due out later this month, is the latest (and perhaps oddest)

instance of Hollywood mining games for ideas as audiences tire of comic-book heroes. Amateur creators are doing the same. After music, gaming clips are the biggest content category on YouTube.



The Economist



At the same time, audiences are increasingly consuming old media through games. The latest season of “The Walking Dead”, a long-running television drama, took the form of an interactive game on Facebook. Musicians such as Ariana Grande perform concerts in “Fortnite”. The fitness video is giving way to the fitness game. Even social networking is partly migrating to the gaming arena. Platforms like Roblox provide children with a place to play—but also to hang out, chat and shop. In so far as anything resembling a metaverse yet exists, it exists in games.

Expect more growth. Smartphones put a powerful console in people’s pockets and unlocked hours of playtime on the commute and at the back of the lecture hall. The next boost may come from smart TVs and streaming, which bring high-fidelity games to living rooms without the need for dedicated hardware.

New business models are another source of growth. Gaming’s latest boom was propelled by free-to-play games, which suck users in before monetising them with ads and in-game purchases. A new phase of expansion is coming

from game-library subscriptions, which already show signs of increasing consumption and accelerating discovery, much as the cable bundle did in television. These new distribution mechanisms and business models promise more choice for consumers—which is why regulators should allow Microsoft's \$69bn acquisition of Activision Blizzard, a big gamemaker whose titles Microsoft would make available for streaming and subscription.

All this holds lessons for other industries—chiefly that, if you are in media, you need to be in gaming. Apple and Netflix are scrambling to complement their streaming offerings with games. Others are already there. In August Sony Pictures will release “Gran Turismo”, a film based on a Sony game which features songs by artists from Sony Music. Media firms that ignore gaming risk being like those that decided in the 1950s to ignore the TV craze.

Governments should also pay attention. Their main concern so far has been whether games rot young minds (almost certainly not, especially if playing diverts them from social media). As gaming grows, bigger questions arise. Film and television, the engines of popular culture in the 20th century, are dominated by Hollywood. The contest in new media is more open. Western governments are waking up to the implications of the world's hottest social-media app, TikTok, being Chinese-owned. Next they might consider what it means that China also made two of last year's three highest-grossing mobile games.

When video games were just electronic toys, this might not have mattered. But as games expand and spill into other formats, it is becoming clear that whoever dominates gaming is going to wield clout in every form of communication. In every sense, the future of the media is in play. ■

Canada tables a tricky budget

The world in brief • Mar 28th 2023 • 1 min read



President Joe Biden's [visit to Ottawa](#) last week was widely lauded as a success for Justin Trudeau, Canada's prime minister. Mr Trudeau will be hoping that sheen has not rubbed off by Tuesday, when his minority government ^{x2} tables _{提交} the country's new budget.

It is a tricky moment. High inflation has left households struggling to make ends meet. America's Inflation Reduction Act—meant to, in part, accelerate green technologies—now offers hefty incentives to invest south of the border. And NATO has long been pushing Canada, along with all members, to increase its defence spending to 2% of GDP. (In 2021 it spent 1.3%.)

Mr Trudeau's government will struggle to thread all those needles simultaneously. But it looks like it might try: more money for defence is expected, as are significant subsidies for a Canadian version of America's IRA. There will also be extra spending on healthcare, an expanded dental-care programme and tax rebates for those on the lowest incomes. Something, though, will have to give: a hefty fiscal deficit ^{x2} looms _△.

Distribution

Battles over streaming break out for video games

Streaming subscriptions have revolutionised music and television. What will they do to games?

Mar 20th 2023



IN AN AIRY Los Angeles office with a view of the Hollywood sign, Netflix executives are plotting the next stage of their streaming strategy. The company is the leader in digital streaming of video, with 230m subscribers paying for access to its huge online library of films and TV shows. But now Netflix is looking into whether it could stream something else: video games.

Over the past 15 years the music and TV industries have seen huge changes in digital-media distribution. In 2008 Spotify began offering online access to a catalogue of music for \$10 a month. Similar services were offered by Apple and Amazon. Streaming now generates two-thirds of the recorded-music industry's revenue. Netflix has since done something similar for movies. Most Hollywood studios now have their own streaming platform, selling shows direct to consumers. Streaming accounts for over a quarter of TV viewing in America.

Many wonder if streaming could now disrupt another media industry. Like records or DVDs, video games once came in boxes. Technology now allows them to be streamed over the internet, Spotify-style. And companies are trying out subscription access to game libraries, rather than selling games as one-off purchases. The twin innovations of streaming and subscription could “reshape the competitive landscape” of the gaming industry, says the Competition and Markets Authority, Britain’s antitrust regulator.

Streaming-only services account for less than 1% of games spending, says Ampere Analysis, a research firm. But some are placing bets on it. Microsoft’s Xbox Game Pass Ultimate service lets users stream games to devices ranging from phones to smart-TVs. Sony’s PlayStation Plus Premium offers streaming to its console and to PCs. Nvidia has a game-streaming platform called GeForce Now. Amazon has one called Luna, available only in America. Netflix, which began offering mobile games just over a year ago, says it is “seriously exploring” launching a streaming service.

Streaming games may be more rewarding than streaming music or TV. The most demanding so-called AAA games require users to invest in expensive, often bulky hardware, in the form of a high-end PC or console. Streaming allows a game to be processed in a remote data centre, while its video and audio are relayed to the user’s screen, so the latest games can be played on any internet-connected device. Users can start a game on their TV and pick it up later on their phone or laptop. Removing specialised hardware opens a bigger market. Phil Spencer, chief executive of Microsoft’s gaming division, sees its potential audience as not just 200m households with a console, but 3bn-plus people who play games on any device. In some markets nearly a third of Xbox customers play only by streaming, he says. “We definitely find more and more customers where streaming is the only platform we see them on.”

Yet streaming is a tough business. Google closed its Stadia game-streaming service in January after barely three years. One obstacle is technical. Games’ interactivity makes them less forgiving than video or music over “latency”, or internet speed. Stadia worked well but was not the console replacement that some had expected. “[Google] said, ‘It’s going to be awesome from day one.’ And then that wasn’t true, and I think they turned consumers off as a

result,” says Strauss Zelnick, head of Take-Two Interactive, some of whose games were on the platform. Mr Spencer says it is hard to beat the reliability of a console. He expects Microsoft to be making Xboxes for “years and years”.

Even if streaming will not be the main way of distributing games, it could be important. Customers may accept imperfect performance if streaming is a backup when away from home, for instance letting children play games on their grandparents’ TV. Many use the technology to **stream** games that take hours to download but seconds to start streaming. “We see a healthy percentage of people stream games just to try them out before downloading,” says Jim Ryan, chief executive of Sony’s gaming division. Streaming’s real potential may be for games that are more **casual** of the technology’s limitations. Netflix, which says it is not trying to build a console replacement, has in mind casual and middling games that are not too latency-dependent.

Buy one, get lots free

Many platforms are **pinning** hopes on subscriptions to sell games. Most gamers buy titles individually, or play free ones that make money from advertising or in-game purchases of power-ups[?]. But paying a monthly fee to download a whole library of games is slowly becoming more common. Subscriptions represent about 7% of consumer spending on games, says Ampere Analysis. Microsoft, which lags behind Sony and Nintendo in console sales, has built an early lead. Its Game Pass, with some 25m members, had 57% of the market for game-library subscriptions last year, says Ampere. Sony’s PlayStation Plus and Apple’s Arcade are trying something similar. Some game developers, such as Electronic Arts and Ubisoft, offer subscriptions to their back catalogues.

Games are less ripe for subscription than other media because their consumption is concentrated, says Utsumi Shuji, co-chief operating officer of Sega, a Japanese giant. Mr Utsumi, who was at Warner Music Japan when music moved to subscription, says listening to a song “takes only two to three minutes, whereas when you play a game it’s going to take a long time.



What Does Power-Up Mean?

A power-up is an object in a video game which instantly adds to the life, armor, strength or score of a player. Power-ups can be an individual object or a group of objects specifically designed and placed inside a game for the player to win. Obtaining power-ups may vary in difficulty depending on the game and/or benefit given.

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Techopedia Explains Power-Up

Power-up items are programmed into a game and sometimes require a player to overcome a challenge, such as winning a difficult fight with an enemy or solving a complicated puzzle, in order to achieve the benefit. They are commonly found in action-oriented games where the player must fight or outrun the enemy, but are also found in nearly every type of game, including maze games, run and guns, shoot 'em ups, first-person shooters, platform games, puzzle games, racing games and vehicular combat games.



Some well-known examples of power-ups are in the Super Mario game series, where a red mushroom makes the character larger, a green mushroom gives an extra life and a star provides invincibility.

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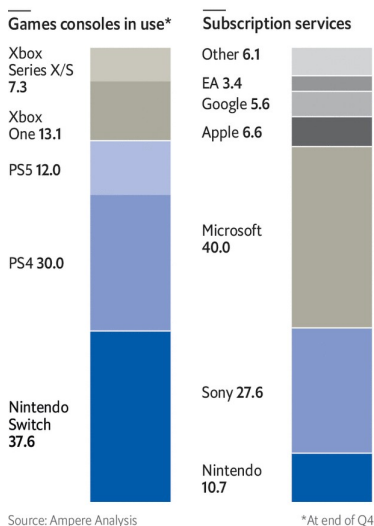


You don't play 30 games at the same time, but with music you listen to 30 [songs] easily." Mr Zelnick, who before Take-Two was president of 20th Century Fox's film studio, says a household may watch 100 TV shows a month, but play only two or three digital games. "If that's the case, does it really make sense to pay to have access to a couple hundred titles?"

As with music and television, game subscriptions increase people's consumption. Game Pass subscribers "spend more hours, they play more games, they take chances on games from creators that maybe they haven't heard of," says Mr Spencer. He cites the example of "Hi-Fi Rush", a lighthearted game from a developer better known for horror titles, which recently became a hit on Game Pass. Matthew Ball, a media investor, argues that subscriptions allow gamers to do the equivalent of TV channel surfing. "Frictionless discovery is an underacknowledged part of why TV became the dominant medium," he says. Cable consumers have always complained they are paying for channels they don't want, but their consumption has gone up anyway.

Switching shares

Worldwide video-game market share, 2022
% of total



As in Hollywood, subscriptions involve [redacted]. Film studios have agonised over whether to give their blockbusters a window of exclusive theatrical release or make them available for streaming on day one, delighting subscribers but cannibalising box-office revenue. Similarly games

developers face a dilemma over when to add them to subscription libraries. Sony delays putting games like last year's "God of War Ragnarök" on its PlayStation Plus service until they have had a window as one-off purchases for \$70. "For us, a day-and-date approach doesn't work with the massive AAA games developed by PlayStation Studios," says Mr Ryan.

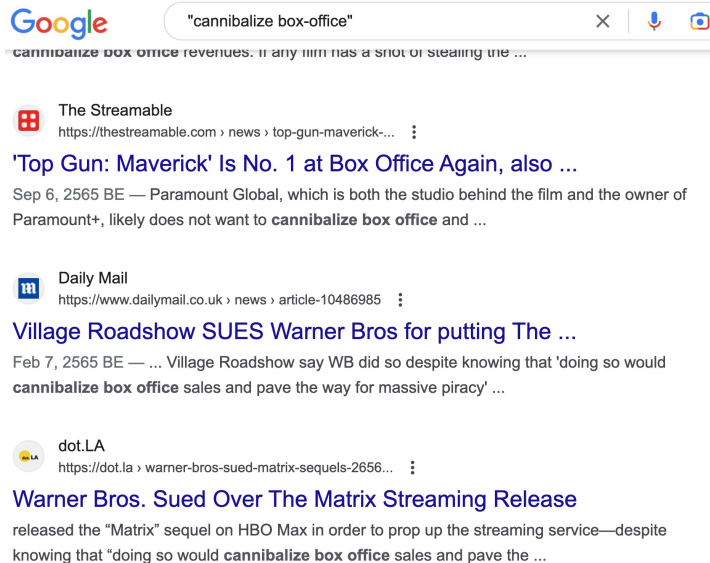
Microsoft, which is pushing its Game Pass, takes the opposite approach, releasing most games immediately to subscribers. "Starfield", a much-hyped title due later this year, will be on Game Pass from day one. The question is "whether they're going to see enough incremental subscriber growth to more than offset what they otherwise would have expected through just direct sales of those games," says Nick Lightle, a media consultant formerly at Spotify. If Microsoft buys Activision Blizzard, it promises to make Activision's bestselling "Call of Duty" series free to Game Pass subscribers—the equivalent of Disney putting a new Star Wars movie straight on Disney+. As Microsoft makes more new titles available, "That's where I think we'll start seeing some pressure on that model," says Mr Lightle. Hollywood studios such as Warner Bros have returned to theatrical windowing, after the cannibalisation of box-office receipts proved too costly.

The hardest task for subscription services is getting third-party developers to add their latest games to a library. Google, which gave up making games of its own, struggled to keep Stadia sufficiently stocked. Some developers see subscriptions as a good way of gaining exposure to wider audiences. Mr Utsumi of Sega says subscription libraries are good for reaching families and occasional "hobby gamers", so putting "Sonic Racing" on Apple Arcade has got the famous hedgehog in front of more people when Sega is also pushing Sonic movies and other spin-offs.

The biggest games tend to make more money by maintaining a long period of exclusive retail release. With subscriber numbers an order of magnitude lower than those of Netflix, "The subscription services typically don't have the financial wherewithal to buy us out of our windows," says Mr Zelnick, who sees subscription working mainly for older titles "at the far end of the value chain". Some smaller developers are reluctant to sell because their venture-capital backers want to maintain unlimited returns that come with unit sales, rather than cash out upfront. Many of the largest games, such as "Fortnite", already have direct-to-consumer subscriptions of their own.

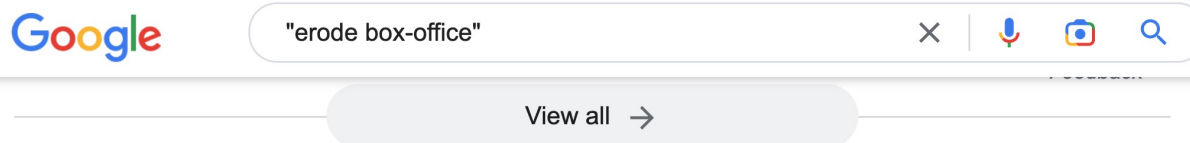
Subscriptions are likely to grow. Microsoft's Game Pass should get a big boost with Activision Blizzard, whose trove of popular titles would make the bundle much more attractive (perhaps too attractive, say regulators in America, Britain and the European Union, who are scrutinising the deal). As consumers manage their **inflation-eroded** budgets more carefully, subscriptions may also appeal more. A year's access to hundreds of games for roughly the price of two new ones can seem good value. Yet gaming's concentrated consumption patterns, and the difficulty of acquiring third-party content, will limit their appeal. Unlike music and television, streaming and subscription seem more likely to complement existing forms of distribution than replace them. ■

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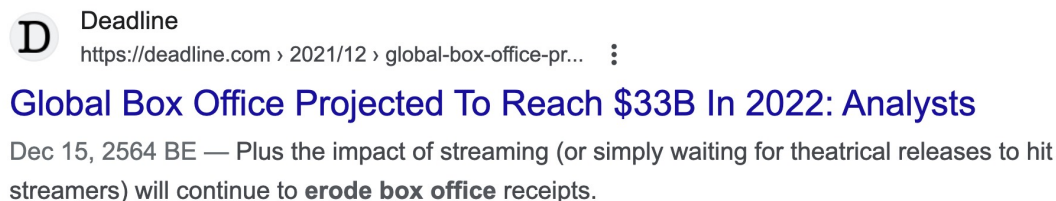


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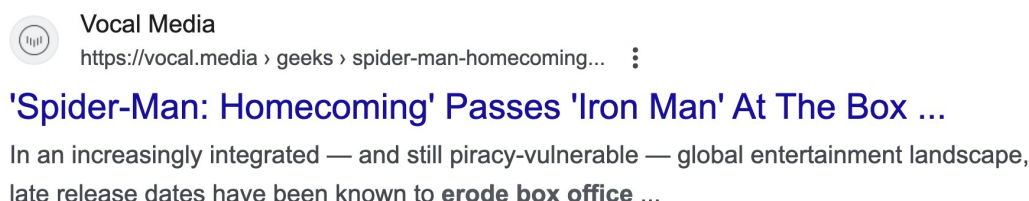
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Jack Ma makes rare public appearance in China



By Michelle Toh and Mengchen Zhang, CNN
Updated 10:30 PM EDT, Mon March 27, 2023



Hong Kong/Beijing (CNN) — Jack Ma, the billionaire founder of Alibaba (BABA) and once one of China's most prominent entrepreneurs, has made a rare public appearance in the country.

Ma visited the city of Hangzhou and was seen meeting with students and teachers at the Alibaba-funded Yungu School.

“Jack Ma came to Yungu School and discussed the future of education with the campus directors,” the school said on its WeChat account Monday, adding that the purpose of Ma’s visit was to discuss “the challenges and opportunities” that “new technological change brings to education.”



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Alibaba is launching a ChatGPT rival too

Ma, who has a fortune of nearly \$33 billion, has kept a very low profile since the Chinese government began a fierce crackdown on the tech sector more than two years ago.

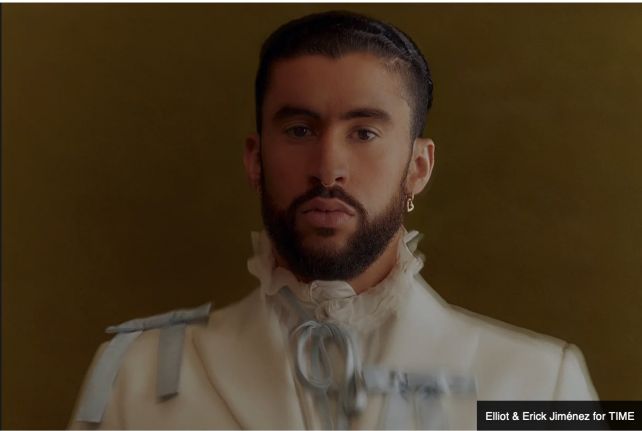
One of the most dramatic opening salvos of the offensive came in November 2020, when Ant Group — a financial affiliate of Alibaba also founded by Ma — was forced to pull its \$37 billion IPO at the last minute. That intervention by regulators followed a speech from Ma in which he criticized China’s banks and financial regulators.

In recent years, Ma has reportedly spent time in Japan, home to his friend and Alibaba investor, SoftBank CEO Masa Son, and in Hong Kong.

Bad Bunny's Next Move

MARCH 28, 2023 • 7:00 AM EDT

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8 Ways to Apologize Well



 Apologies are how we smooth over conflicts and make amends repair relationships, prove our character to others, and coexist as imperfect beings. Yet few of us know how to do it well—or have the bravery to do so.

“A good apology builds bridges. It heals wounds,” says Marjorie Ingall, coauthor of the new book *Sorry, Sorry, Sorry: The Case for Good Apologies*. “It’s also really hard. Apologizing is a courageous act, because we’re overcoming all of our own animal instincts and all of our own self-protectiveness when we do it.”

Sincere apologies can be difficult to nail. Everyone wants to feel like a good person, which can lead to defensiveness—we talk ourselves out of the idea that we did something wrong in order to safeguard our sense of self. “We immediately turn to excuses, justifications, reasons why the victim provoked us,” says Karina Schumann, an associate professor of psychology at the University of Pittsburgh who’s **researched the barriers to apologizing**. “And if we’re able to convince ourselves of that, then that can—in our minds—preclude the need for an apology.” Or, perhaps we don’t care enough about fixing a certain relationship to apologize, she adds. We might also **overestimate how uncomfortable delivering the apology will be**, or assume that it won’t work.

But sincere apologies bring a host of benefits to the person delivering the message and the one receiving it. They help **solidify relationships** and **mend trust**, both of which can lower stress and improve mental health. “It’s really unhealthy to hold onto shame and guilt and not try to work through your emotions around negative behaviors and harmful acts you’ve committed,” Schumann says. Plus, some research indicates that those receiving apologies can experience improvements in **blood pressure** and **heart rate**, as well as **increased activation of empathy-related brain regions** that set the stage for forgiveness and reconciliation.

Don't rush into it

Apologies are better late than early, says Cindy Frantz, a social psychologist at Oberlin College who has researched **how timing influences apology effectiveness**. “What we found is that there can be a temptation to offer an apology quickly,” she says. “It’s an effort to shut the whole incident down and move on. And that benefits the perpetrator, but it doesn’t meet the needs of the victim.”

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You can't deliver an effective apology until and unless the injured party believes that you fully understand what you did wrong, she says. “If the apology comes before that, it’s not going to be seen as sincere.”

Be open to a variety of formats

If you're dealing with a relatively minor offense, consider apologizing over text message or in person, Ingall suggests. Emails often work well for more serious situations. “And if you really screwed up, there’s something very powerful about a stamp and nice stationery and a pen,” she says. Just don't issue your apology via social media, which can be humiliating for everyone involved.

Another rule of thumb: “When you're apologizing to someone, you have to give them an out,” Ingall says. “You don't want somebody to feel trapped by you—they need an escape route.” Don't block the pathway out of someone's work cubicle, for instance, or lean into their car window so they're unable to pull away.

Start with specific words

Use the words “I’m sorry” or “I apologize.” ^{out of} Opting instead for phrases like “I regret” or “I feel bad about what happened” often results in non-apologies, which “have the vague contours of an apology, but don’t actually get there,” Ingall says. (See: The classic “sorry if you were offended” or “sorry, but...” approaches.) Plus, saying you regret something puts the focus on you and your emotions, when it needs to center squarely on the wronged person’s feelings.

Accept responsibility

Why should you apologize if you’re both at fault? That’s exactly the question many people struggle with, Schumann says—and certainly, there often is dual-responsibility. “But I like to encourage people to really focus on taking responsibility for the parts of the conflict that they’re responsible for,” she says. Avoid the urge to phrase it as, “I’m sorry I did this, but you also did that.” The inclination to do so is “normal, because we want to contextualize our behavior and call attention to the fact that we’re also hurt,” she says. But save it for later on in the conversation.

Emphasize certain words

Always choose your words carefully when apologizing, advises Lisa Leopold, an associate professor of English language studies at the Middlebury Institute of International Studies at Monterey who has **analyzed the language of public apologies**. Avoid conditional phrases, like “if” or “may”—as in, “I’m sorry if anyone was offended,” which suggests that perhaps there were no victims. “But” is another misstep. It undercuts your message, she notes.

It’s crucial to use “I” or “my” while apologizing, Leopold adds. For example, say “I’m sorry for my outburst,” rather than “I’m sorry for the interaction this morning.” And always use the active voice. “If you say something like, ‘I apologize for what happened,’ well, ‘what happened’ is something you have no control over,” she says.

It can also be helpful to utilize intensifiers such as “very,” “truly,” “sincerely,” “deeply,” and “extremely.” These can “enhance the language of an apology,” Leopold notes.



Be clear about how you plan to repair things

One of the core elements of an apology is making reparations. Sometimes, Schumann says, that will be possible in a direct way: You broke their favorite wine glass? Buy them a new one. Spilled coffee on their dress? Pay for the dry-cleaning.

If that’s not feasible, consider more symbolic forms of repair. For example, if you hurt someone’s feelings with a critical comment, make it clear that you **misspoke**. “Sometimes you can’t repair what’s happened, but you can think about the relationship moving forward,” she says. “How can you communicate a promise to behave better?” It’s important for the other person “to hear that this is not going to continue...and they can trust you to improve your behavior in the future.”

Communicate sincerity

A variety of things can help make it clear your words are coming from the heart, Schumann says. First, the apology should match the severity of the offense. If you're apologizing for infidelity and say, "Sorry about that, love," you won't come across as very genuine, she notes; however, those words might be adequate if you're 10 minutes late for dinner.

You should also aim to put yourself in the other person's shoes and convey that you understand what you did was hurtful to them, and the consequences they dealt with as a result. It can be helpful to listen first and ask them questions about their vantage point, Schumann advises. "That might allow you to really understand what they're going through, and therefore be able to offer a more authentic, victim-focused apology."

Don't expect forgiveness

An apology is a starting point. Particularly with severe offenses, the person wronged will often need time and space to heal, and it's important not to pressure them. It can be tempting to follow up with something like, "What's wrong? I apologized—how long are you going to hold onto this?" Instead, Schumann suggests checking in like this: "I understand this isn't going to fix everything, and I want to continue to do whatever I can to make this right by you. I hope that, even if you're not ready to forgive me, you're open to working with me to get us to a point where we can move forward."



Talk March 27, 2023

Can the U.S. See the Truth About China?

By David Marchese Photo illustration by Bráulio Amado



Just like relationships between people, relationships between countries can all too easily be built on a foundation of unintentional misunderstandings, faulty assumptions and predigested truths. In her forthcoming, at times provocative and disquieting book, “The New China Playbook,” Keyu Jin, a professor at the London School of Economics and a board member at Credit Suisse, is trying to rework the foundation of what she sees as the West’s deeply flawed understanding of China’s economy, its economic ambitions and its attitude toward global competition. And through that work, Jin wants to help improve the frosty relationship between the country and its presumed geo-political opponents. “We’re in an incredibly dangerous world right now,” says Jin, who was born in Beijing and earned her Ph.D. in economics from Harvard and whose father, Jin Liqun, served as a vice minister of finance for China. “Without more effort made to understand each other’s perspectives, peaceful coexistence may not be possible.” (Jin joined the Credit Suisse board in 2022, not long after the bank was shaken by a series of scandals and losses. After this interview was conducted, the bank was sold to UBS, another Swiss bank. Through a spokes-person, Jin declined to comment on Credit Suisse’s situation.)

What do U.S. policymakers just not get about China's economy and the Communist Party leadership's thinking about competition with America? China's current economic challenge is to overcome its middle-income trap,¹ something that the United States might not relate to. It's not all about displacing the United States as global hegemon, which would come with a huge amount of burdens and responsibilities. And I don't think China is ready or willing to do that. To see China solely as trying to displace the United States is only going to stoke more fears. The United States can come up with better policies regarding real national-security concerns, but the government is doing things that to us are so un-American, like reducing the number of visas issued² or curbing investment in China and Chinese investment in America.³ That doesn't seem to be the spirit of collaboration. But understanding where China is coming from would be a step forward.

¹ The term for when wages rise in a country but then stall as a result of higher costs and declining competitiveness.

² Under both Presidents Trump and Biden, the United States has reduced the number of student visas issued to Chinese nationals. Additionally, restrictions on the sale of semiconductor technology to China enacted by the Biden administration.

Do you see large-scale Chinese industrial espionage as inhibiting that understanding? There are thorny issues between the two countries, and the more they trade, the more issues there are. But we want to see China as dynamic. It has changed a great deal. China liked to take the shortcuts in the beginning. It wanted to become an innovator, and it wanted to become great. But there was not a complete legal framework or rules and laws in place. China changed so it could join the World Trade Organization. Interestingly enough, these so-called technology transfers, or the misappropriation you mentioned — lots of industry studies show that they don't work as effectively as they were supposed to. Instead, for example, in the electric-vehicle sector,⁴ where everybody started from the same place, China was able to leapfrog. Lots of companies say that even at the risk of technological misappropriation, China is too lucrative a market to pass over. They would rather take the risk.

⁴ China's electric-vehicle market and infrastructure is far and away the world's largest.

But what's pushing China toward more closely aligning with Russia if not political affinity? To be very frank, it's hard to say, "Let's hold hands with Europe and the United States," after the increasing tension, the export controls, the view that somehow the United States wants to limit China's development and advancement in technology innovation. People believe that there was demonization of China early in the pandemic; there was aggressive rhetoric during Donald Trump's presidency. It's more difficult after that happens to say, "OK, let's work on things like Russia and Ukraine." Russia — and I'm not an expert on these issues — presents some security concerns for China. The Chinese people believe that a substantially weakened Russia might not be in the interest of China, because if there were the sense that the United States needed to seek out an opponent, China would be next. Not an easy answer there.

But to be honest, one of the things that I found most interesting — or perplexing — about your book was what felt like an elision of moral questions about how China operates. For example, you say there's room for a vibrant debate on Chinese social media. But China is consistently ranked near the bottom when it comes to media freedom. Or you write that the Chinese people are generally willing to trade security for freedom. Were the  ⁵ willing to make that trade? The book also doesn't mention the human rights questions raised by the *hukou* system and the way it treats rural residents. ⁶ I'm trying to understand your perspective on these issues, because to me they seem connected to economics. I

more thorough research, which I haven't done. For sure, there's much more control over media than in the past. I was pointing out in the book, though, that social media is used for two-way monitoring. ⁷ There was a lot of criticism about government; there

were protests last year over land seizures. These were not hidden. But the Chinese government does exhibit a great deal of paternalism. Officials think that a public narrative that is uncontrolled can lead to instability or more divisiveness. I'm not saying that the people prefer it that way, but when they're asked about a trade-off between security and freedom, surveys show a vast difference from, say, the average U.S. citizen. ⁸ Then you touched upon the huge issues of the migrant workers, the minorities in China. There are hundreds of millions people who could be in a better position, but things are changing. These are enduring challenges. On the one hand, yes, there's more control, less liberty. On the other hand, there is an improving situation for people with more dire situations.

⁷
I.e., a way for citizens to monitor their government and vice versa.

⁸
According to a 2020 World Values Survey, 93 percent of Chinese participants value security over freedom. Only 28 percent of Americans responded similarly.

Do you feel inhibited in your ability to be critical of China? I'm an economist at the end of the day, and the way I'm trained, we like to say, "OK, where is the evidence?" That's how I like to focus my analysis. Where there are policy mistakes, I'd be more than happy to share my views. There are more courageous people and more experts who can do that. What I'm trying to accomplish is using a different lens to focus on economic issues.

You mentioned the trade-offs that people are willing to make within different political systems, which you also write about in the book: "Despite the limits China imposes on free-market forces, the absence of a free press, independent judicial system and the individual right to vote, we see there are other mechanisms in place to respond to the needs of its citizens and to address the threats posed by inequality." That "despite" is doing a lot of work. It reminds me of that line, "Other than that, how was the play, Mrs. Lincoln?" I was trying to say that those are all things that we

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But Really, How Was the Play, Mrs. Lincoln?

May 28, 2559 BE — **Jefferson originated the role of Trenchard**, and would go on to play Rip Van Winkle in an immensely successful adaptation of the Washington ...



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Other than that, how was the play, Mrs. Lincoln?

A sarcastic phrase meant to downplay the complaint or misfortune of another person, similar to playing the world's tiniest violin with one's fingers.

Lincoln?" I was trying to say that those are all things that we believe to be essential for sustained economic growth. I was saying that despite all that, China still performed well. I wasn't necessarily suggesting that the things you mentioned weren't important. I was more framing it as the puzzle of China's economic growth. I was trying to say that those are all things that we believe to be essential for sustained economic growth. I was saying that despite all that, China still performed well. But I will say that the model that worked for China when it was building factories is not going to be the system that would work for innovation, where you need people to be able to get rich, where you need solid intellectual-property protection, where you have to have clear and transparent policies and rule of law. That worked in the last era. Doesn't necessarily work in the new era.

Let's turn the lens of your book around: What are the biggest blind spots the Chinese leadership has when it comes to understanding American policies toward the country? I think the Chinese leaders have this notion that the United States is doing everything it can to try to stop China from growing. Or they believe that whatever China does is not going to elicit more trust. So I think this blind spot is that the leadership is convinced that there's no way out of this. I'm not sure that is the case. And then also, the United States thinks that China wants to displace it.

The next question is more of an epistemological one. The animating idea of your book is that people see the same situation from different perspectives. So when you hear my skepticism about things like Chinese labor policy or media freedom being treated benignly, do you hear it as my being stuck in a particular ideological paradigm? Or maybe that my thinking is itself an example of the misunderstandings that the book is trying to address? I totally understand, because the first time I came to the United States¹² in 1997, my classmates were asking me about human rights in Tibet. In China, meanwhile, we were busy building and developing and reforming. The focal points have been different. That's not to say that the economic means justify the unfortunate circumstances. But China is a country that has done the most economically for the most number of people in the shortest amount of time. If you look at the new generation, they are open-minded on a whole range of issues, so much more than their parents. They care about animal rights, worker rights, social inequity. That shift gives us hope that China will progress.