

Why You Can't Stop Scrolling

Anglický text s pracovním listem · Úroveň: Středně pokročilý (B1-B2) · 5 otázek · Klíč na samostatné straně



interaktivní verze

Jméno: _____ Třída: _____ Datum: _____ Skóre: _____ / 5

Text

It is almost midnight, and you promised yourself an hour ago that you would go to sleep. Instead, you are still lying in the dark, scrolling through videos you will not even remember tomorrow. If this sounds familiar, you are not weak: some of the world's smartest people are paid to keep you scrolling.

In 2006, a designer named Aza Raskin invented the infinite scroll, a feature that loads new content endlessly so that the page never asks you to stop. Years later, he admitted that he regretted it and compared such features to “behavioural cocaine” sprinkled all over the screen. A page with a bottom gives your brain time to decide whether to continue; an endless feed quietly takes that decision away from you.

Other tricks come straight from the casino. Tristan Harris, a former design ethicist at Google, says that checking your phone is like playing a slot machine. You pull down to refresh the screen, and then you wait to see what you have won. Sometimes there is nothing, sometimes there is an exciting message, and it is this uncertainty that makes the game so difficult to quit. Psychologists call this pattern “variable rewards”, and designers use it because it makes people repeat an action again and again.

None of this happens by accident, because your attention is the product being sold. Most social apps are free to use, so they make money by showing you advertisements, and the longer you stay, the more they earn. That is why notifications glow red, videos start playing automatically, and the feed never lets you reach the end.

According to DataReportal, the typical internet user now spends about two hours and twenty minutes a day on social media, which adds up to more than a month of scrolling every year. You cannot change the way these apps are designed, but you can understand the design, and that changes your position in the game. The next time your thumb starts moving on its own, ask yourself one simple question: do I really want to be here, or did a machine simply invite me in?

Slovíčka z článku

Anglicky	Výslovnost	Česky
to scroll through	/skrəʊl θru:/	projíždět, rolovat (obsahem)
endless	/ˈendləs/	nekonečný
to regret	/rɪˈɡret/	litovat
to sprinkle	/ˈsprɪŋkl/	nasypat, posypat
slot machine	/ˈslɒt məˌʃiːn/	hrací automat
to refresh	/rɪˈfreʃ/	obnovit, znovu načíst

Anglicky	Výslovnost	Česky
uncertainty	/ʌn'sɜ:tnti/	nejistota
reward	/rɪ'wɔ:d/	odměna
attention	/ə'tenʃn/	pozornost
advertisement	/əd'vɜ:tɪsmənt/	reklama
notification	/,nəʊtɪfɪ'keɪʃn/	oznámení, notifikace
to add up to		činit celkem

Otázky k textu (zakroužkujte správnou odpověď)

1. What did Aza Raskin invent, according to the article?

- A) The like button
- B) The infinite scroll
- C) Pull-to-refresh
- D) Red notifications

2. Why does Tristan Harris compare checking your phone to a slot machine?

- A) Both make a lot of noise
- B) Both are popular in casinos
- C) Both cost money every time
- D) You act first and then wait to see what you have won

3. According to the article, how do most social apps earn money?

- A) By showing advertisements
- B) By selling monthly subscriptions
- C) By selling users' phones
- D) By charging for downloads

4. What does the article say about the time people spend on social media?

- A) It is about twenty minutes a day
- B) It is quickly falling
- C) It adds up to more than a month every year
- D) Nobody has ever measured it

5. What does the author suggest readers should do?

- A) Delete all social apps
- B) Buy a phone without a screen
- C) Turn off their internet at night
- D) Ask themselves whether they really want to be there

Klíč - řešení s vysvětlením

1. B) The infinite scroll

Druhý odstavec: v roce 2006 vynalezl nekonečný scroll – funkci, která donekonečna načítá nový obsah.

2. D) You act first and then wait to see what you have won

Třetí odstavec: stáhnete obrazovku dolů a pak čekáte, „co jste vyhráli“ – výhra je nejistá jako u automatu.

3. A) By showing advertisements

Čtvrtý odstavec: aplikace jsou zdarma a vydělávají na reklamě – čím déle zůstanete, tím víc vydělají.

4. C) It adds up to more than a month every year

Pátý odstavec: zhruba dvě hodiny a dvacet minut denně, což za rok dá dohromady víc než měsíc.

5. D) Ask themselves whether they really want to be there

Závěr: design aplikací nezměníte, ale můžete mu porozumět – a položit si otázku, jestli tam opravdu chcete být.