

[1 ~ 6] 다음 빈칸에 들어갈 말로 가장 적절한 것을 고르시오.

1

While user habits are a boon to companies fortunate enough to generate them, their existence inherently makes success less likely for new innovations and startups trying to disrupt the status quo. The fact is, successfully changing longterm user habits is exceptionally rare. Altering behavior requires not only an understanding of how to persuade people to act but also necessitates getting them to repeat behaviors for long periods, ideally for the rest of their lives. Companies that succeed in building a habitforming business are often associated with gamechanging, wildly successful innovation. But like any discipline, habit design has rules that define and explain why some products change lives while others do not. For one, new behaviors have a short halflife, as our minds tend to return to our old ways of thinking and doing. Experiments show that lab animals habituated to new behaviors tend to _____ . To borrow a term from accounting, behaviors are LIFO—“last in, first out.”

- ① create habits suitable for the current
- ② chase the most developed environment
- ③ recede from the repetition of prior habits
- ④ regress to their first learned behaviors over time
- ⑤ adapt to changes in behavior regardless of period

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2

People unknowingly sabotage their own work when they withhold help or information from others or try to undermine them lest they become more successful or get more credit than “me.” Cooperation is alien to the ego, except when there is a secondary motive. The ego doesn’t know that the more you include others, the more smoothly things flow and the more easily things come to you. When you give little or no help to others or put obstacles in their path, the universe — in the form of people and circumstances — gives little or no help to you because you _____. The ego’s unconscious core feeling of “not enough” causes it to react to someone else’s success as if that success had taken something away from “me.” It doesn’t know that your resentment of another person’s success curtails your own chances of success. In order to attract success, you need to welcome it wherever you see it.

- ① stray from your original goals
- ② can't get credit for what you do
- ③ set high standards for the success
- ④ want to be a better person than now
- ⑤ have cut yourself off from the whole

3

Cyber attacks on air traffic control systems have become a leading security concern. The federal government released a report in 2009 stating that the nation's air traffic control system is vulnerable to a cyber attack that could interrupt communication with pilots and alter the flight information used to separate aircraft as they approach an airport. The report found numerous security problems in airline computer systems, including easyto crack passwords and unencrypted file folders, issues that could give invaders easy access. A cyber attack on air traffic has the potential to kill many people and could cripple the country's entire airline industry. _____ could be even more important than conducting security screenings of passengers, because in an increasingly cyberoriented world, plane hijackers of the future may not even be on board.

- ① Hiring only competent pilots with working experiences
- ② Introducing the newest aircraft accommodating
- ③ Establishing a national airport security system
- ④ Proposing legislation to restrict boarding
- ⑤ Tightening airline computer security

4

Human movement can be affected, either positively or negatively, by _____.

Consider an athlete who runs the 100 m wearing training shoes. She is unlikely to achieve as good a time wearing these shoes as she would if she wore specifically designed spiked running shoes. During athletic competitions wind speed is always measured as it is recognised as having an impact, either positively or negatively, on performance times. If our runner was running into a headwind, her speed would be reduced, as some of her force would be needed to overcome the additional obstacle of the wind. On the contrary, if she had a tailwind her performance would be enhanced and movement assisted by the wind. Let us also consider other surrounding circumstances, such as what is motivating the athlete to run. Is she there because she really wants to be, or is she there just because her brother is also a runner and so her parents bring her along as well? Motivation is a key factor in sports training and performance.

- ① the slight difference in change of weather from region to region
- ② the environment within which the movement takes place
- ③ the perfection of supplies necessary to participate in it
- ④ the level of training which is required for the sport
- ⑤ the speed of the runner in the course of the race

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5

Bundle pricing is packaging together two or more products, usually complementary ones, to be sold for a single price, which is usually considerably less than the sum of the prices of the individual products. Bundle pricing facilitates customer satisfaction and, when slowmoving products are bundled with products with higher turnover, can help a company stimulate sales and increase revenues. Selling products as a package rather than individually also may result in cost savings, so bundle pricing is commonly used for banking and travel services, computers, and automobiles with option packages. Some organizations, however, are unbundling in favor of _____ sometimes called à la carte pricing. This provides customers with the opportunity to pick and choose the products they want without having to purchase bundles that may not be the right mix for their purposes. Furthermore, with the help of the Internet, comparison shopping has become more convenient than ever, allowing customers to price items and create their own mixes. Nevertheless, bundle pricing continues to appeal to customers who prefer the convenience of a package.

- ① a business using digital devices
- ② an efficient inventory disposal
- ③ a delivery with no delay
- ④ a more itemized approach
- ⑤ an uncomplicated process

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6

The searchability of online works represents a variation on older navigational aids such as tables of contents, indexes, and concordances. But the effects are different. As with links, the ease and ready availability of searching make it much simpler to jump between digital documents than it ever was to jump between printed ones. Our attachment to any one text becomes more tenuous, more transitory. Searches also lead to the _____ of online works. A search engine often draws our attention to a particular snippet of text, a few words or sentences that have strong relevance to whatever we're searching for at the moment, while providing little incentive for taking in the work as a whole. We don't see the forest when we search the Web. We don't even see the trees. We see twigs and leaves.

- ① excavation
- ② integration
- ③ fragmentation
- ④ transformation
- ⑤ circulation

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[7 ~ 14] 다음 글에서 전체 흐름과 관계 없는 문장은?

7

Despite numerous studies on the influence of mediated agendas on politics, most studies examine text only — as if media only deliver words. These studies looked at how reporters, analysts, and commentators verbally describe and criticize the candidates. But they often neglect another important source of influence: visuals. As some communication scholars said, "Stories are often complex combinations of visual and verbal content — all too often the visual information is so powerful that it overwhelms the verbal." ① The challenge of tackling visuals to examine their influence is multifaceted. ② The difficulties of gathering and coding visual data and of attributing impact to specific parts of images have no doubt caused veritable scholars to shy away. ③ Private organizations that mainly use visual materials tried to solve them, though there was no clear result. ④ But the potential impact of visuals on people's perceptions is simply too important to ignore. ⑤ Furthermore, the importance of understanding both visuals and text in tandem cannot be understated.

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8

Despite excellent training, actors inevitably experience the visceral life of their characters, even if it is for brief moments during a performance. Self-perceptions are altered during the course of a performance, and even more so during long performance seasons. For many actors, they experience greater empathy and social cognition for their character, which may intensify identity boundary blurring.

- ① As well, actors tend to employ more dissociative processes, which increase potential character boundary blurring. ② Actors also experience more unresolved mourning for past trauma and loss experiences because they continually draw from these experiences when portraying characters. ③ Adding to this tendency to merge with the creative work, audience members also confuse the character's personality with the actor's personality. ④ While judgment from audiences is not always identical to the intention of the creator, it influences the actor's involvement in the performance. ⑤ Audience attribution errors may increase distress in the actor, including fearing that their personality identity is not stable.

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9

The formats and frequencies of traditional trade encompass a spectrum. At the simplest level are the occasional trips made by individual !Kung and Dani to visit their individual trading partners in other bands or villages. ① Suggestive of our open-air markets and flea markets were the occasional markets at which Sio villagers living on the coast of northeast New Guinea met New Guineans from inland villages. ② The open-air market and flea market have been important community events showing that people had made trade and transactions before commerce developed. ③ Up to a few dozen people from each side sat down in rows facing each other. ④ An inlander pushed forward a net bag containing between 10 and 35 pounds of taro and sweet potatoes, and the Sio villager sitting opposite responded by offering a number of pots and coconuts judged equivalent in value to the bag of food. ⑤ Trobriand Island canoe traders conducted similar markets on the islands that they visited, exchanging utilitarian goods (food, pots, and bowls) by barter, at the same time as they and their individual trade partners gave each other reciprocated gifts of luxury items (shell necklaces and armbands).

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10

Those who limit themselves to Western scientific research have virtually ignored anything that cannot be perceived by the five senses and repeatedly measured or quantified. Research is dismissed as superstitious and invalid if it cannot be scientifically explained by cause and effect. ① Many continue to cling with an almost religious passion to this cultural paradigm about the power of science — more specifically, the power that science gives them. ② By dismissing non-Western scientific paradigms as inferior at best and inaccurate at worst, the most rigid members of the conventional medical research community try to counter the threat that alternative therapies and research pose to their work, their well-being, and their worldviews. ③ Most of scientists are too sensitive to their research results and unwilling to accept feedback. ④ And yet, biomedical research cannot explain many of the phenomena that concern alternative practitioners regarding caring-healing processes. ⑤ When therapies such as acupuncture or homeopathy are observed to result in a physiological or clinical response that cannot be explained by the biomedical model, many have tried to deny the results rather than modify the scientific model.

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11

People unknowingly sabotage their own work when they withhold help or information from others or try to undermine them lest they become more successful or get more credit than "me." Cooperation is alien to the ego, except when there is a secondary motive. The ego doesn't know that the more you include others, the more smoothly things flow and the more easily things come to you. ① When you give little or no help to others or put obstacles in their path, the universe — in the form of people and circumstances — gives little or no help to you because you have cut yourself off from the whole. ② The ego's unconscious core feeling of "not enough" causes it to react to someone else's success as if that success had taken something away from "me." ③ It doesn't know that your resentment of another person's success curtails your own chances of success. ④ In fact, if we sincerely recognize the success of others, the universe would give us many opportunities to cooperate with them. ⑤ In order to attract success, you need to welcome it wherever you see it.

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12

Plants are genius chemists. They rely on their ability to manufacture chemical compounds for every single aspect of their survival. A plant with juicy leaves can't run away to avoid being eaten. It relies on its own chemical defenses to kill microbes, deter pests, or poison wouldbe predators. ① Plants also need to reproduce. ② They can't impress a potential mate with a fancy dance, a victory in horntohorn combat, or a wellconstructed nest like animals do. ③ Plant life also relies on how efficiently the plants use their genes. ④ Since plants need to attract pollinators to accomplish reproduction, they've evolved intoxicating scents, sweet nectar, and pheromones that send signals that bees and butterflies can't resist. ⑤ When you consider that plants solve almost all of their problems by making chemicals, and that there are nearly 400,000 species of plants on Earth, it's no wonder that the plant kingdom is a source for a dazzling array of useful substances.

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13

A classic positive-sum game in economic life is the trading of surpluses. If a farmer has more grain than he can eat, and a herder has more milk than he can drink, both of them come out ahead if they trade some wheat for some milk. As they say, everybody wins. Of course, an exchange at a single moment in time only pays when there is a division of labor. ① There would be no point in one farmer giving a bushel of wheat to another farmer and receiving a bushel of wheat in return. ② Therefore, reciprocal favor should sometimes be purposeful in terms of economic perspective. ③ A fundamental insight of modern economics is that the key to the creation of wealth is a division of labor, in which specialists learn to produce a commodity with increasing cost-effectiveness and have the means to exchange their specialized products efficiently. ④ One infrastructure that allows efficient exchange is transportation, which makes it possible for producers to trade their surpluses even when they are separated by distance. ⑤ Another is money, interest, and middlemen, which allow producers to exchange many kinds of surpluses with many other producers at many points in time.

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14

Wind direction is usually measured through the use of a simple vane. This is simply a paddle of some sort mounted on a spindle; when it catches the wind, it turns so that the wind passes by without obstruction. The direction is recorded, but if you ever have a chance to watch a wind vane on a breezy day, you will notice that there is a lot of variation in the direction of wind flow — a lot! ① Sometimes the wind can blow from virtually every direction within a minute or two. ② In order to make some sense of this, an average wind direction over an hour is sometimes calculated, or sometimes the direction that the wind blew from the most during the hour is recorded. ③ It is demanding to examine what you roughly know with the detailed guidelines. ④ Either way, it is a generalization, and it's important to remember that there can be a lot of variation in the data. ⑤ It's also important to remember that the data recorded at a weather station give an indication of conditions prevailing in an area but will not be exactly the same as the conditions at a landscape some distance from the weather station.

정답

1. ④
2. ⑤
3. ⑤
4. ②
5. ④
6. ③
7. ③
8. ③
9. ②
10. ③
11. ④
12. ③
13. ②
14. ③