

For Teachers: Please have the students read the sentences one at a time and correct their pronunciation of each sentence then have them repeat after you. Wait until after they read the sentence (use the number in place of the missing word) to have the students choose the correct answer to fill in the blank. When the students finish the article, move on to the further questions.

日本語訳なしタイプ B もございます。スクロールダウンするとございますので好きな方をご利用下さい。

3[C] – Researching Radio



AP1E 10-1

放送局 (ほうそうきょく)

1. Radio broadcasters have long wanted to update the method of collecting data about their listeners. The goal is to have more accurate information about who is listening to broadcasts and when. But the industry may have got more than it bargained for with a recent innovation that is challenging long-held beliefs about listener habits.

Further Questions&A*Ask student to answer the question on their own at first. If the student can't answer correctly, have him look at the last page and read the "example answer" for the question. Have the student try to memorize the answer, if it's too long or difficult, you should divide the sentence into 2 or 3 parts to make it easier to remember. Once they have memorized the answer, the teacher should ask the question one last time so that the student can practice answering. Also if you find any mistakes, please mark the page and let me know ASAP.

2. **1) What have radio broadcasters long wanted to do?**

3. ラジオ放送局が長い間 やりたかったことは何ですか。

4. **2) What is the goal of collecting data about radio listeners?**

5. ラジオのリスナーについてのデータを集めること目標は何ですか。

6. **1) Radio broadcasters have long wanted to update the method of collecting data about their listeners.**

7. **2) The goal is to have more accurate information about who is listening to broadcasts and when.**

8. Since the 1960s, broadcasters have analyzed listener statistics using the so-called paper diary method, where members of selected households are asked to write down the stations they listen to each week. Critics argue that this system is overly dependent on people's memories and so creates an excessive margin for error. They also say that it is too slow as results are only published

年 (ねん) 4回 (かい) の

quarterly . The new ratings system, which was test in the United Kingdom and the United States, relies on the Portable People Meter (PPM), and allows rating firms to collect data more efficiently. The device, worn on the

participant's belt, detects inaudible signals in broadcasts that identify the radio stations. At the end of each day, the PPM is connected to a computer and transmits data to the ratings company for processing. Ratings can be produced monthly, which should be excellent news for broadcasters and the advertising industry.

9.

Further Questions&A



10. **3) What do critics say is the problem with the paper diary method?**

11. 批評家たちは、紙の日誌法の問題について何とっていますか。

12. **4) How does the PPM work?**

13. PPMはどのように動作するのですか。

14. **3) Critics argue that this system is overly dependent on people's memories and so creates an excessive margin for error.**

15. **4) The device, worn on the participant's belt, detects inaudible signals in broadcasts that identify the radio stations.**

16. However, the new data has caught everyone off guard. Surprisingly, it was found that most listeners are working people. What is more, these people listen more on weekends than previously believed, and less than was expected during the morning "drive time." Another finding was that more people listen to the radio than previously reported. While this sounds like good news, it also appears that people frequently switch channels, and that total listening time per person is lower than was assumed. This is 問題 (もんだい) の problematic for broadcasters who must justify advertising fees that no longer match their audience figures.

Further Questions&A

17. **5) What was surprising about the new data?**

18. 新しいデータに関して意外だったこととは何ですか。

19. **6) Why might more people listening to the radio not be good news?**

20. より多くの人々がラジオを聞いているということが良い知らせではないかもしれないのはなぜですか。

21. **5) Surprisingly, it was found that most listeners are working people.**

22. **6) People frequently switch channels and total listening time per person is lower than was assumed.**

23. The results are shaking up an industry already worried about increasing competition from Internet radio stations, which allow 広告主 (こうこくぬし) advertisers to gain fast, reliable information about listeners' habits. Media buyer Christ Caldwell (keep something on its toes で) ~ believes the new ratings system will keep radio on its toes and force broadcasters to respond to the needs of listeners and advertisers. Some U.S. stations are already changing formats to include more popular music styles like rock to improve ratings. Advertisers are also rethinking—while their total 広告 (こうこく) ad budgets for radio may not have changed, the way in which they are spent has.

Further Questions&A

24. **7) Why are radio stations worried about increasing competition from Internet radio stations?**

25. ラジオ局が、インターネットラジオ局からの競合が増えていることを心配しているのはなぜですか。

26. **8) What are some U.S. stations already doing?**

27. アメリカのいくつかのラジオ放送局がすでに行っていることは何ですか。

28. *7) Internet radio stations allow advertisers to gain fast, reliable information about listeners' habits.*

29. *8) Some U.S. stations are already changing formats to include more popular music styles like rock to improve ratings.*

30. In the United Kingdom, PPM trials by Rajar, the British media ratings body, were recently abandoned. Rajar believes the struggling commercial sector cannot afford the additional costs, and that the new system has problems. Critics believe many people forget to wear the PPM, especially in the morning. They also argue that there are not enough participants in the trials to meet industry standards for accuracy. There is, then, clearly a long way to go before the PPM will be used worldwide. Nevertheless, radio executive Steve Sinicroppi believes the new system can overcome the obstacles. He hopes, for example, that achieving acceptable sample sizes will help broadcasters and advertisers have “more confidence in the ratings.”

Further Questions&A



31. **9) What does Rajar believe about the PPM system?**

32. Rajar が PPM システムについて考えていることとは何ですか。

33. **10) What does Steve Sinicroppi hope the PPM system can do?**

34. Steve Sinicroppi は PPM システムにはどんなことができると考えていますか。

35. *9) Rajar believes that struggling commercial sector cannot afford the additional costs, and that the new system has problems.*

36. *10) He hopes that achieving acceptable sample sizes will help broadcasters and advertisers have “more confidence in the ratings.”*

37. ***Choose the correct answer from these choices.**



38. **(38) What is one advantage the PPM has over the previous method of collecting data?**

39. PPM が以前のデータ収集方法に勝っている点は何ですか。

40. **1.** Listeners can use the PPM to help them recall what they listened to during the day.

41. **2.** The device collects and transmits personal information about the individual listening to the radio.

42. **3.** Data from the PPM can be analyzed at the exact time the listener tunes in to the radio.

43. **4.** The information collected can be processed more efficiently enabling the more frequent release of ratings.

44. (39) What has become clear based on the data obtained from the PPM?
45. PPM で集められたデータを元に明らかにになったこととは何ですか。
46. 1. Radio advertisements are more effective at reaching their audience than broadcasters had realized.
47. 2. The number of radio listeners is higher than was thought, but people listen for shorter time periods.
48. 3. People are listening to a more limited number of radio stations than was shown by the old data.
49. 4. Weekend listening figures are set to suffer as weekday mornings become the peak listening time.

50. (40) What does Chris Caldwell think will be one consequence of the new ratings system?

51. Chris Caldwell は新しい聴取率調査システムの結果の一つとしてどんなことを考えていますか。
52. 1. Radio stations will make a greater effort to broadcast content that people want to listen to.
53. 2. Radio stations will turn to other media, such as the Internet, to reach a greater number of listeners.
54. 3. Advertisers will increase the amount of money they are willing to spend on radio ads.
55. 4. Advertisers will be given less advertising time as radio stations make room for more music programs.

56. (41) The author of the passage feels that widespread adoption of the new ratings system will take time because

57. この文章の著者は、新しい聴取率調査システムが広く採用されるまでには時間がかかるだろうと考えている、なぜなら
58. 1. the U.K. trials suggest there is a disagreement between Rajar and the commercial radio stations regarding the system.
59. 2. cultural differences between PPM users in different nations will cause problems with the consistency of ratings.
60. 3. the validity of results has been questioned due to the insufficient number of people involved in trials.
61. 4. volunteers who took part in trials of the system reported that the PPM failed to function properly.

Review Questions



62. 1) What have radio broadcasters long wanted to do?
63. *Radio broadcasters have long wanted to update the method of collecting data about their listeners.*

64. 2) What is the goal of collecting data about radio listeners?
65. *The goal is to have more accurate information about who is listening to broadcasts and when.*
66. 3) What do critics say is the problem with the paper diary method?
67. *Critics argue that this system is overly dependent on people's memories and so creates an excessive margin for error.*
68. 4) How does the PPM work?
69. *The device, worn on the participant's belt, detects inaudible signals in broadcasts that identify the radio stations.*
70. 5) What was surprising about the new data?
71. *Surprisingly, it was found that most listeners are working people.*
72. 6) Why might more people listening to the radio not be good news?
73. *People frequently switch channels and total listening time per person is lower than was assumed.*
74. 7) Why are radio stations worried about increasing competition from Internet radio stations?
75. *Internet radio stations allow advertisers to gain fast, reliable information about listeners' habits.*
76. 8) What are some U.S. stations already doing?
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81. *He hopes that achieving acceptable sample sizes will help broadcasters and advertisers have "more confidence in the ratings."*

82. 解答: (38) 4 (39) 2 (40) 1 (41) 3



Type B 日本語訳なし

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Further Questions&A 

91. **5) What was surprising about the new data?**
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93. The results are shaking up an industry already worried about increasing competition from Internet radio stations, which allow advertisers to gain fast, reliable information about listeners' habits. Media buyer Christ Caldwell believes the new ratings system will keep radio on its toes and force broadcasters to respond to the needs of listeners and advertisers. Some U.S. stations are already changing formats to include more popular music styles like rock to improve ratings. Advertisers are also rethinking—while their total ad budgets for radio may not have changed, the way in which they are spent has.

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- 120.

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