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國立臺灣大學 109 學年度碩士班招生考試試題

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請將以下各段英文翻譯成中文：

1. "Tables and graphs of quantitative information can be used for analyzing, communicating, monitoring, and planning. Tables and graphs don't just display numbers; they present them in a manner that relates them to something, such as to time or to one another, to reveal a meaningful message in context. Sometimes the quantitative relationships we display are simple associations between quantitative values and the categorical items that label them. Sometimes the relationships display direct associations between different sets of quantitative values. While categorical items that we used in tables and graphs to label corresponding measures can relate to one another in a nominal, ordinal, interval, or hierarchical form, the quantitative values can exhibit relationships in ranking, ratio, or correlation." (25%)

2. "The possibilities for misunderstanding a survey question are endless, and no researcher is immune. Frequently, researchers ask respondents for a single answer to a question that actually has multiple chunks. For example, "The United States should abandon its space program and spend the money on domestic programs." Although many people would unequivocally agree with the statement and others would unequivocally disagree, still others would be unable to answer. Some would want to abandon the space program and give the money back to the taxpayers. Others would want to continue the space program but also put more money into domestic programs. As a general rule, whenever the word and appears in a question or questionnaire statement, check whether a researcher is asking a double-barreled question." (25%)

3. "Metadata is commonly described as 'data about data.' While easy to remember, this definition is far too vague to be useful. According to the National Information Standards Organization (NISO) in the United States, metadata is structured information that describes, explains, locates, or otherwise makes it easier to retrieve, use, or manage an information resource. It facilitates organization, indexing, discovery, access, analysis, and use of print and online resources. It also influences search engine results and rankings. However, recent questions about metadata and potential data breaches become even more concerning when considered in terms of enabling data to be shared across social media platforms. There are concerns this may make data less, rather than more, secure." (25%)

4. "During the design of the Web site, information architecture (IA) is concerned with creating organizational and navigational schemes that allow users to move through site content efficiently and effectively. IA on the Web is closely related to the field of information retrieval: the design of systems that enable users to find information easily. However, Web site architectures are often called on to do more than just help people find things; in many cases, they have to educate, inform, or persuade users. Most commonly, IA problems require creating categorization schemes that will correspond to our own objectives for the site, the user needs we intend to meet, and the content that will be incorporated in the site. Such a categorization scheme can be designed in two ways: the top-down design (creating the architecture directly from an understanding of strategic considerations), or from the bottom-up design, i.e., based on an analysis of the content and functional requirements." (25%)

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