

# Unit 6 Digital economy

## Lesson 3

黄婕

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# Content



Text 1

***The crucial role of  
ID verification in the  
digital economy***

Exploring the text





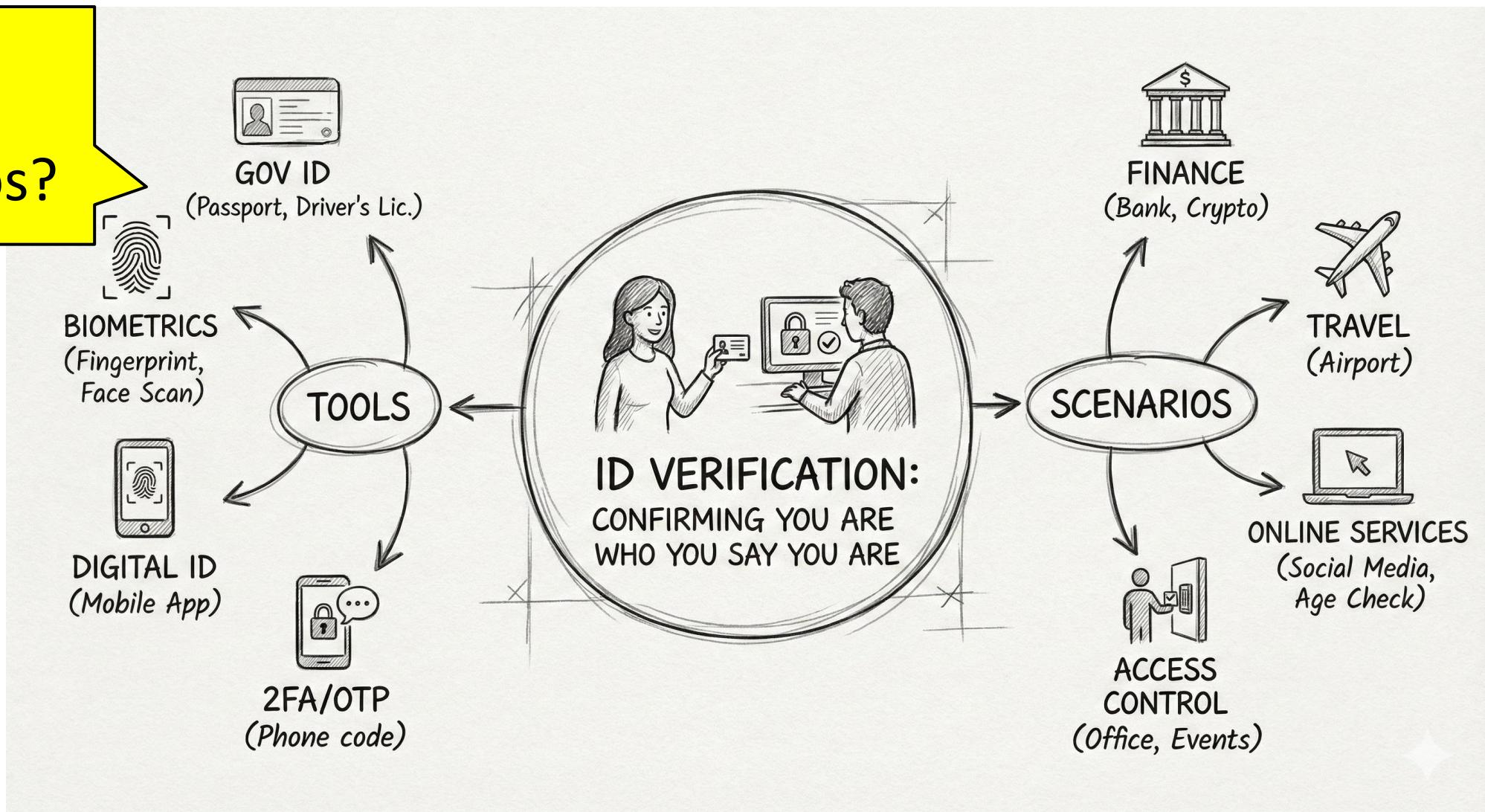
Text 1

*The crucial role of  
ID verification in the  
digital economy*

# What do you know about ID verification?

Tools?

Scenarios?



# The article's argument structure

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Introduction

- Paragraph 1-3

What is ID verification?

- Paragraph 4-5

A Path toward digital inclusion

- Paragraph 6-8

A look to the future

- Paragraph 9

# Part 1: Introduction (Paragraph 1 – 3)

## Text 1 (Paragraph 1)

As small businesses opened new online storefronts, a set of technologies **toiled behind the scenes** to make all those websites and sales and deliveries possible. One of the most significant of these technologies is **identity verification (ID)**. It's software that's been around for decades that proves you are who you say you are. Every time you make a purchase online—and this happens billions of times a day, all over the world—an ID verification system **authenticates** you.

- **toil behind the scenes**  
在幕后辛苦工作  
- to work hard without being seen or getting credited for it
- **Identity verification (ID)**
  - 身份验证
- **Authenticate (v.)** 认证、证实
  - To prove that sth. is genuine, real or true

## Paragraph 1 function

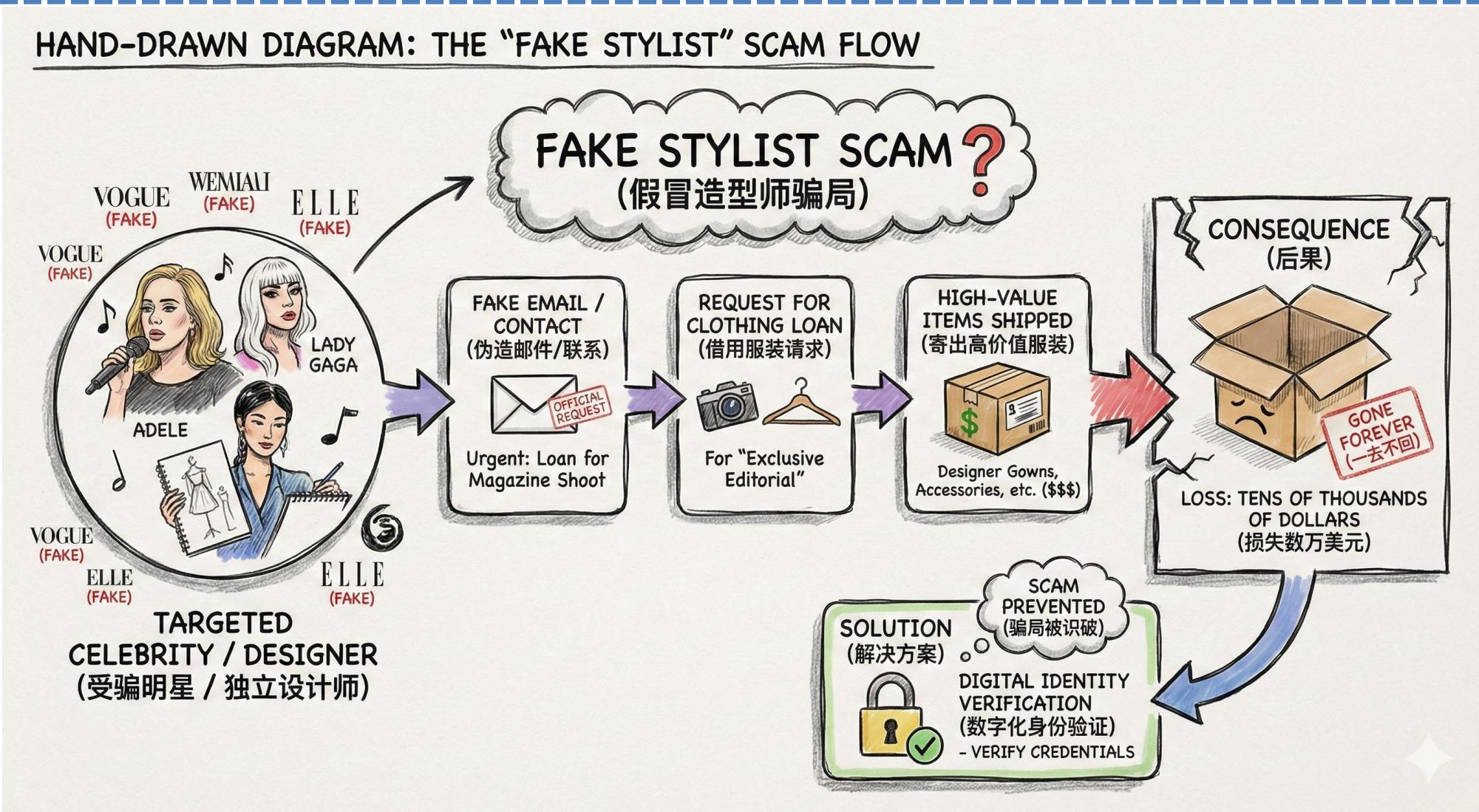
*To **introduce** **Identity Verification** (**ID**) as a fundamental, yet often unnoticed, technology powering the global digital economy.*

## Text 1 (Paragraph 2)

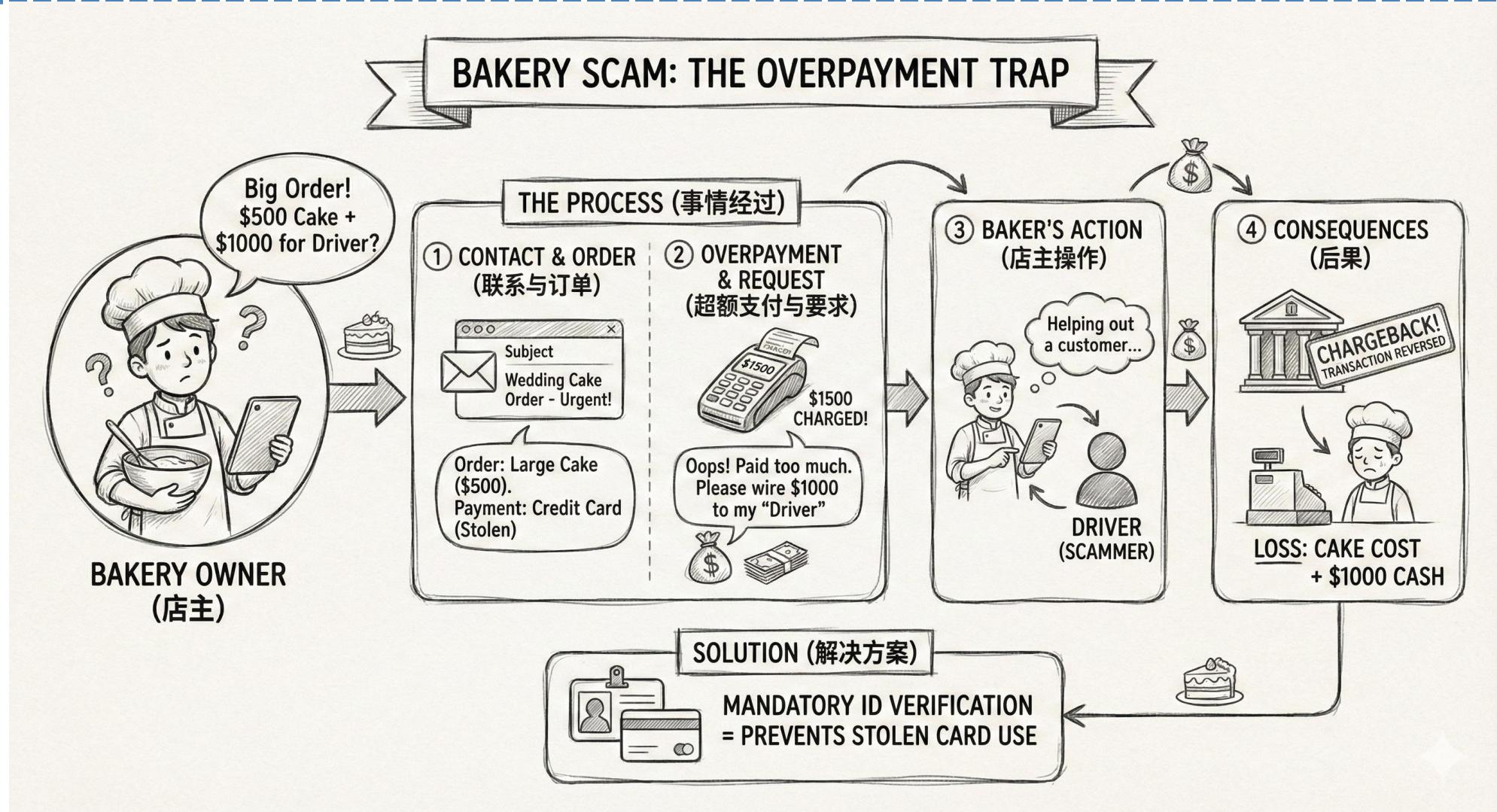
Without this simple concept, the digital economy **can't operate**. All those newly digital businesses, from fashion designers to bakeries, couldn't have **told the difference between** their customers and **scammers**. There are, of course, many kinds of ID verification systems, and these technologies will become even more important as the digital economy grows. ID tools make it faster and easier for people to access the things they need online: Buying on e-commerce sites, accessing government services, managing your money—in many countries, ID verification is already needed for all these activities.

- **Can't operate**  
无法运转
- **Tell the difference between A and B** 区分, 分辨
  - to be able to distinguish one thing from another
- **Scammers (n.)** 诈骗者
  - Always be careful not to click links sent by unknown **scammers**. (务必小心, 不要点击未知诈骗者发送的链接。)

# Case: Fake stylist scam 假冒造型师骗局



# Bakery: the overpayment scam 大额跑腿费骗局



## Paragraph 2 function

*To emphasize the indispensable role of ID verification for the **functioning and security** of the digital economy.*

## Text 1 (Paragraph 3)

But as ID tools become more critical, it will become just as critical to make them available to whoever needs them. Millions of people lack access to digital tools. If they can't verify their IDs online, they'll **be left out**. Finding more ways to **empower** small businesses **with** ID verification and providing consumers with digital IDs will expand opportunities for millions of people and make the digital economy more dynamic, more **inclusive**, and more secure.

- **Be left out** 被排除在外/  
被遗漏

- feel left out (感觉被冷落)
- be left out of the system (被系统排除在外)

- **Inclusive (adj.)** 包容的/  
兼容的

- an inclusive environment (一个包容的环境)
- be more inclusive (更具包容性)

## Text 1 (Paragraph 3)

But as ID tools become more critical, it will become just as critical to make them available to whoever needs them. Millions of people lack access to digital tools. If they can't verify their IDs online, they'll **be left out**. Finding more ways to **empower** small businesses **with** ID verification and providing consumers with digital IDs will expand opportunities for millions of people and make the digital economy more dynamic, more **inclusive**, and more secure.

- **Empower (v.) 使能够 / 赋能**

- Empower sb. with sth.
- Empower sb. to do
- 政府计划通过提供免费培训课程来赋予年轻求职者新的技能。

The government plans to **empower** young job seekers with new skills by offering free training courses.

## Text 1 (Paragraph 3)

But as ID tools become more critical, it will become just as critical to make them available to whoever needs them. Millions of people lack access to digital tools. If they can't verify their IDs online, they'll **be left out**. Finding more ways to **empower** small businesses **with** ID verification and providing consumers with digital IDs will expand opportunities for millions of people and make the digital economy more dynamic, more **inclusive**, and more secure.

### • 逻辑链：

我们通过 **Providing** (提供) 工具, 让 ID 验证变得 **Available** (可获得), 从而让人们拥有 **Access** (使用权), 进而 **Empower** (赋能) 小企业, 避免人们被 **Left out** (遗弃), 最终建立一个 **Inclusive** (包容普惠) 的数字经济。

## Paragraph 3 function

*To introduce the central problem  
the article will address:*

----- *the need for **equitable access** to ID  
verification tools to **prevent digital  
exclusion.*** ----->

## Part 2: What? (Paragraph 4 – 5)

## Text 1 (Paragraph 4)

### What Is ID Verification?

At its core, ID verification tools prove your information—name, age, phone number—is **valid** and linked to you. Many different technologies can be used to achieve that goal. One of the most common is identity verification software. It can be used, for example, to verify purchases on e-commerce sites. Other flavors of this technology include smart ID cards, which are physical cards with a chip built in that can store your ID. Lastly, ID management systems, like Apple ID, offer one set of **log-in credentials** you can use across many websites.

- **At its core** 本质上
  - 本质上，问题在于团队成员之间缺乏沟通。
  - **At its core**, the problem is a lack of communication among team members.
- **Valid (adj.)** 有效的、正当的
  - Legal/acceptable
  - 没有有效的护照，你不能登机。
  - **You cannot board the plane without a valid passport.**
- **Log-in credentials**  
登录凭证

ID verification tools prove your information (name, age, phone number) is valid and linked to you.

### Key Technologies (三种主要技术)



#### 1. Identity verification software (身份验证软件)

Used on e-commerce sites to verify purchases.



#### 2. Smart ID cards (智能身份证)

Physical cards with an embedded chip to store ID information.



#### 3. ID management systems (身份管理系统)

A single set of login credentials (like Apple ID) for multiple websites.

## Text 1 (Paragraph 5)

Many national governments have **leaned heavily into** this technology to modernize and digitize their services. One of the most advanced is Estonia, providing every citizen with a **state-issued e-identity** they can access using a physical smart card, mobile app or website. These e-IDs can be used to shop, sign contracts, and even vote online. Singapore's Singpass national ID app lets people connect to government services and many businesses. It uses a **biometric** thumbprint or face verification, enabling people to verify their identities across all kinds of digital activities, including banking, food delivery, and insurance...

- **Lean heavily into** **大力依赖/积极采用**

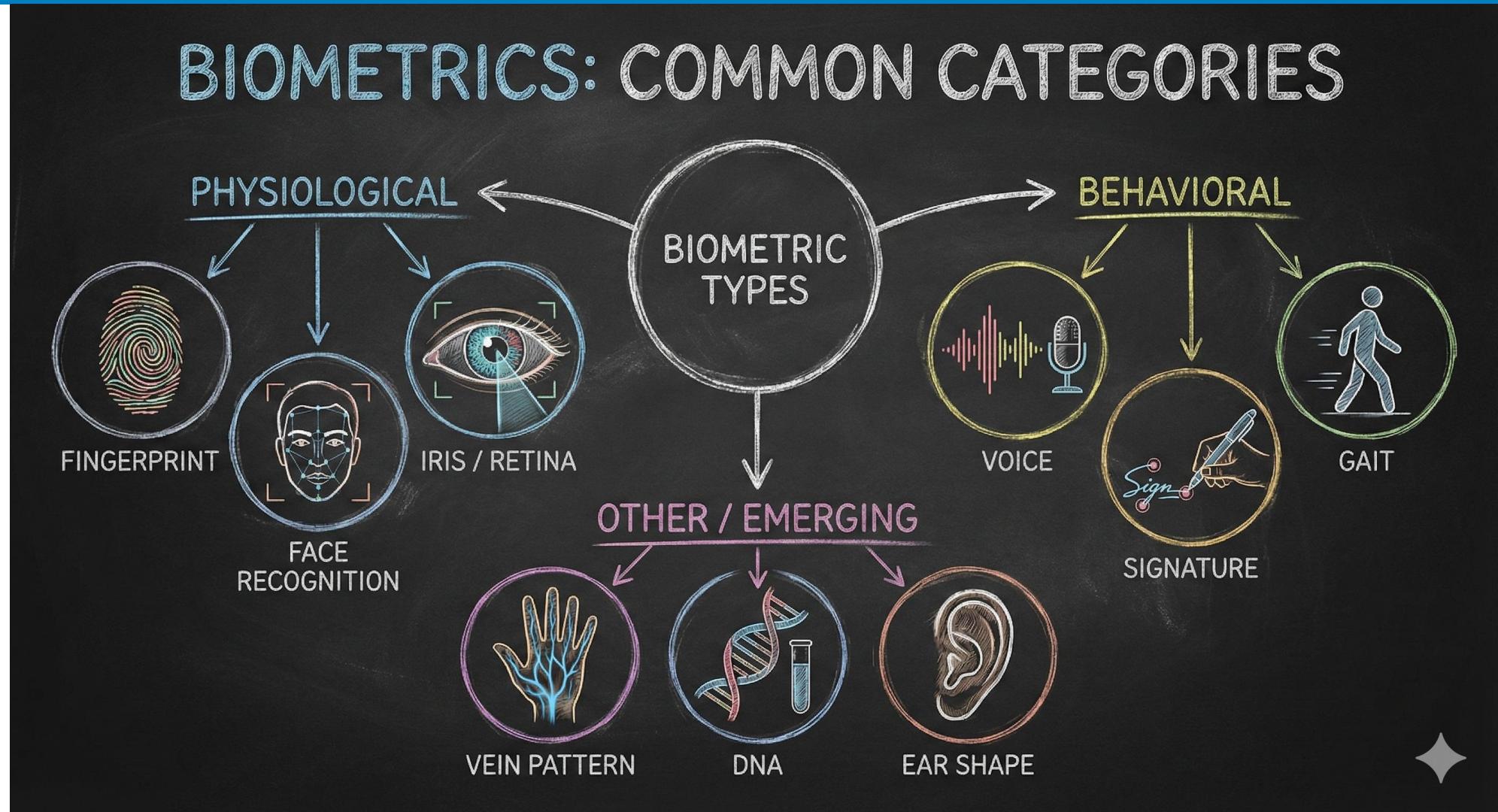
- 这家公司今年大力采用了社交媒体营销。
- The company has leaned heavily into social media marketing this year.
- 同义：relied heavily on / fully embraced.

- **State-issued e-identity**

- 国家颁发的电子身份

- **Biometric** **生物识别的**

# Biometrics 生物识别技术



## Text 1 (Paragraph 5)

...Another example is India, which runs the world's largest digital ID platform, called Aadhaar. People can share their ID information using a **QR code**, which is kept in a mobile app or on the back of a physical card. They have used Aadhaar to open new accounts with banks, accessing digital services that **were out of reach** for them before.

- **QR code** 二维码
  - Quick response  
快速响应
- **Be out of reach** 够不着、  
达不到、负担不起
  - 她成为歌手的梦想似乎无法实现。
  - Her dream of becoming a singer seems **out of reach**.
  - 反义词：**Within reach**
  - *Success is within reach.* (成功近在咫尺。)

# ID Verification on a Global Scale: National Examples

## Case Studies (案例分析)



### Estonia (爱沙尼亚)

State-issued e-identity via smart card or mobile app for shopping, contracts, and even online voting.



### India (印度)

Aadhaar, the world's largest digital ID platform, uses a QR code to help citizens open bank accounts and access digital services.



### Singapore (新加坡)

Singpass app uses biometrics (thumbprint/face) for government services, banking, and food delivery.

## Part 3: Why? (Paragraph 6 – 8)

## Text 1 (Paragraph 6)

### A Path Toward Digital Inclusion

As we're seeing in India, ID verification has become a powerful tool to spread **digital and financial inclusion**. Once someone can share their secure and **authenticated identity** in a digital space, many more opportunities can open for them. There is still a huge need to do more, with 850 million people globally without any formal IDs—digital or otherwise.

- **Digital inclusion** 数字包容

- Promote/achieve digital inclusion 推广、实现~
- 我们必须确保互联网的平等接入，以实现真正的数字包容。
- We must ensure equal access to the internet to achieve true **digital inclusion**.

## Text 1 (Paragraph 6)

### A Path Toward Digital Inclusion

As we're seeing in India, ID verification has become a powerful tool to spread **digital and financial inclusion**. Once someone can share their secure and **authenticated identity** in a digital space, many more opportunities can open for them. There is still a huge need to do more, with 850 million people globally without any formal IDs—digital or otherwise.

- **Authenticated identity**

经认证的身份

- 银行在发布敏感信息之前，需要一个经过认证的身份。
- The bank requires an **authenticated identity** before releasing sensitive information.

## Text 1 (Paragraph 7)

One small but **promising effort** to **increase access to** ID tools is happening in Austin, Texas. There, researchers at the Dell Medical School are developing a new platform to help homeless people get their identities back. In many cases, these people have their physical IDs stolen, making it difficult for them to access basic services, like government aid and medication.

- **Promising effort**  
有希望的尝试
- **Access (v. & n.)** 获得  
注意: 1. Access 作动词时后面不需要加 to (access the internet)  
2. 作名词时一定要加 to (have access to the internet).....的途径/权利

## Text 1 (Paragraph 8)

The Dell Medical team created a way for people to verify their IDs using their phones' biometrics—like a thumbprint as researchers have noted that most homeless people have smartphones, using them as critical tools to stay connected to friends and family. Their IDs can be accessed online or on their phones, with the data stored using **blockchain techniques** so it can't be lost or **hacked**.

- **Hack (v.)** 破砍、侵入计算机系统
  - Hacker 黑客
  - Hackathon 编程马拉松
  - Life hack 生活小窍门

## Part 4: A look into the future (Paragraph 9)

## Text 1 (Paragraph 9)

### A Look to the Future

We've all seen the benefits of ID software enabling commerce to continue even when merchants couldn't see their customers face-to-face. Continuing to sharpen this technology will help businesses grow, and ultimately **build resilience** for people and communities. The work to build this technology continues because so many of us see that promise. Much more is possible, and much more is already happening.

### • **Build resilience** 建立起迅速恢复的能力

- (n.) 韧性；恢复力；抗风险能力
- 类似词汇：
  - Grit 坚毅
  - Tenacity 顽强（黏性）
  - Adaptability 适应性
  - Flexibility 灵活性

# Exploring the text



1

## Decide whether the following statements about the text are true (T) or false (F).

T F

1 One of the most important technologies in the digital age is identity verification.

2 All newly digital businesses, from fashion designers to bakeries, cannot tell the difference between their customers and scammers.

3 Providing small businesses and consumers with digital IDs will expand opportunities for millions of people.

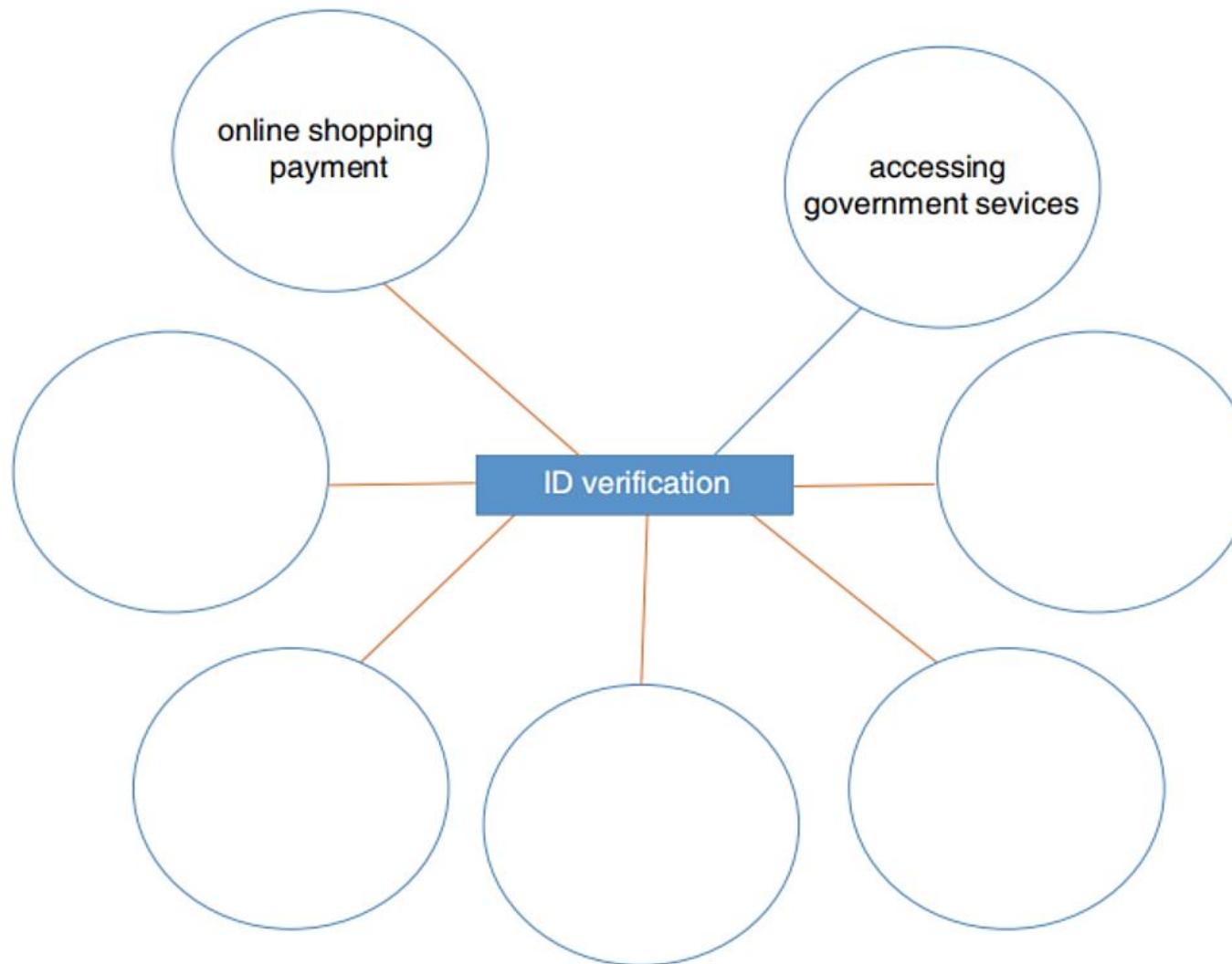
4 Many national governments have heavily invested in and utilized ID verification to modernize their services to digital platforms.

5 The Dell Medical team created a way for people to verify their IDs using their phones' biometrics.

2

## Scan the text and summarize the role of ID verification.



## Scan the text and summarize the role of ID verification.

- verifying customers identities;
- achieving inclusive digital economy;
- increasing convenience: a log-in credential across many websites;
- digitizing government services
- signing contracts;
- voting online;
- banking;
- food delivery;
- insurance
- promoting financial inclusion and digital inclusion;
- providing government aid and medication

*END*