

Unit 6 Digital economy

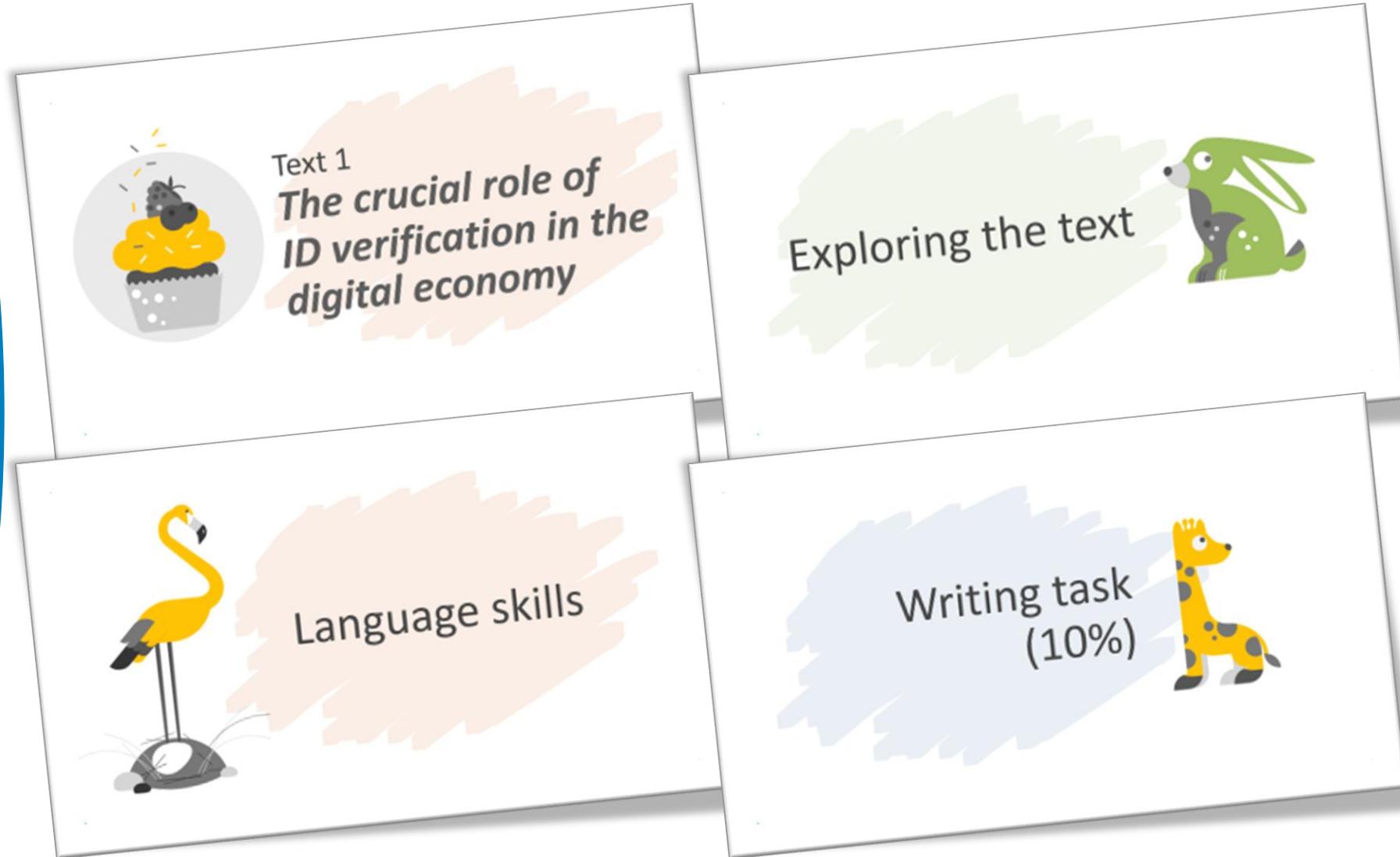
Lesson 4

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Content





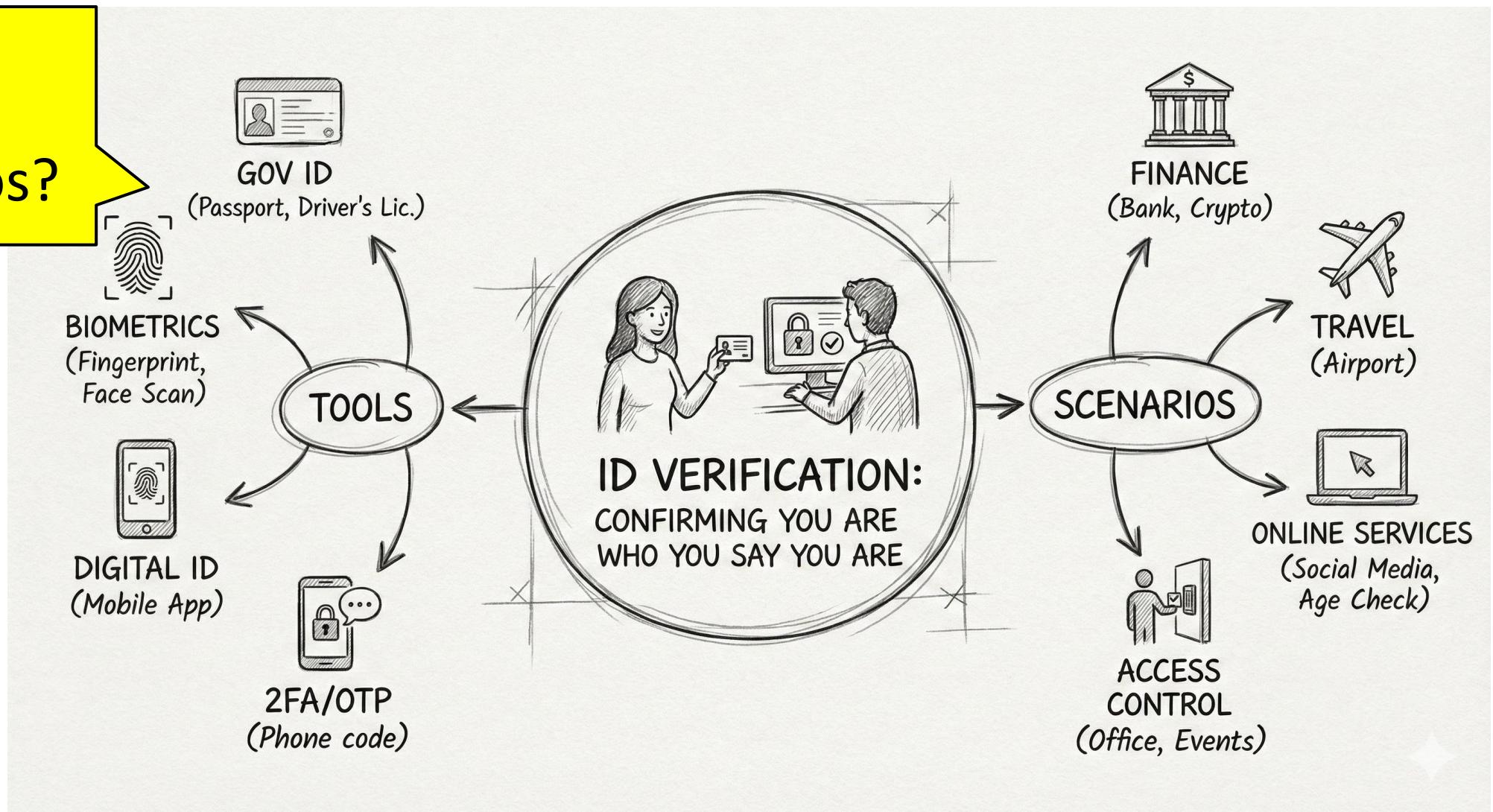
Text 1

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

What do you know about ID verification?

Tools?

Scenarios?



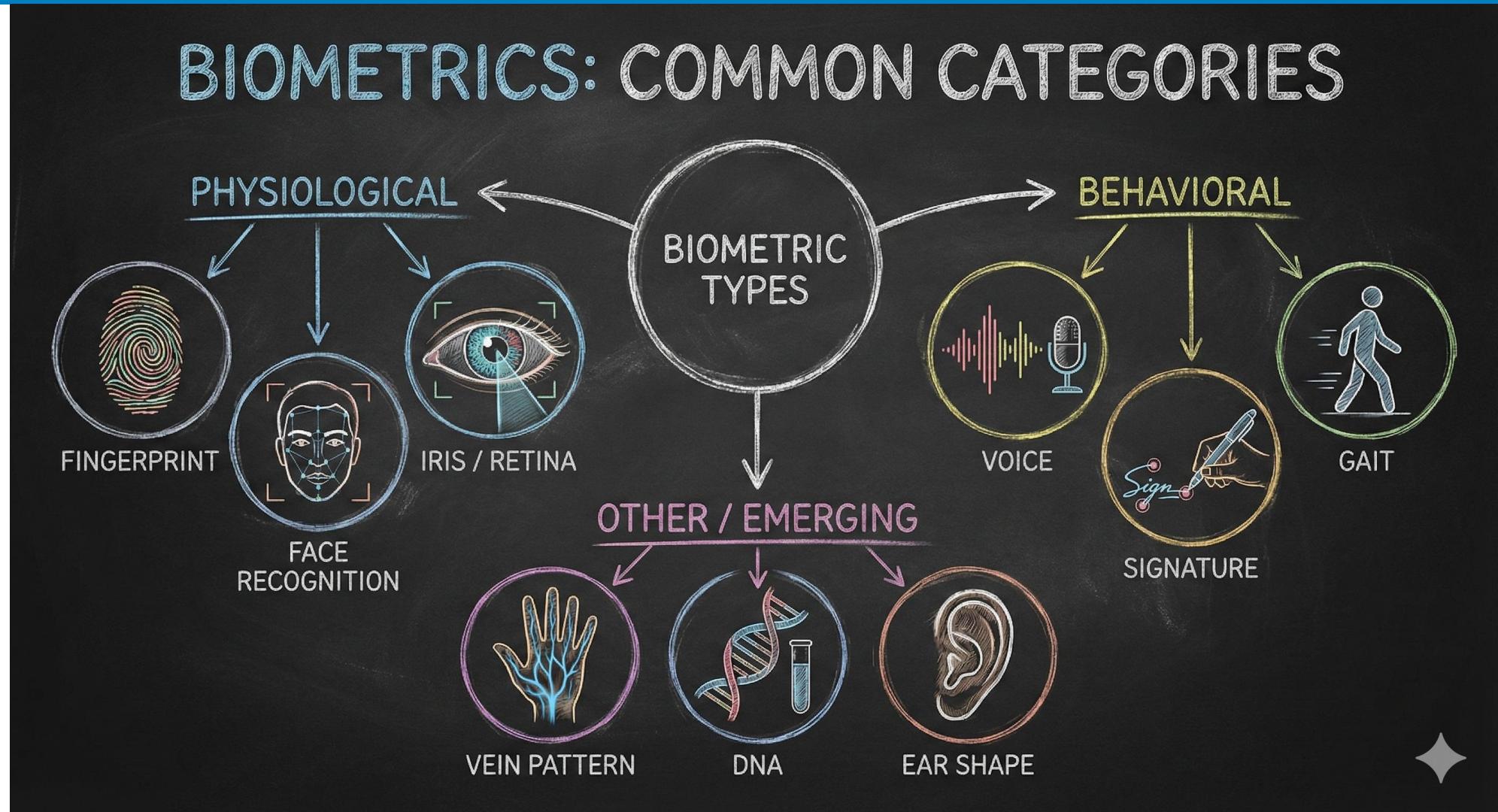
Part 2: What? (Paragraph 4 – 5)

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.

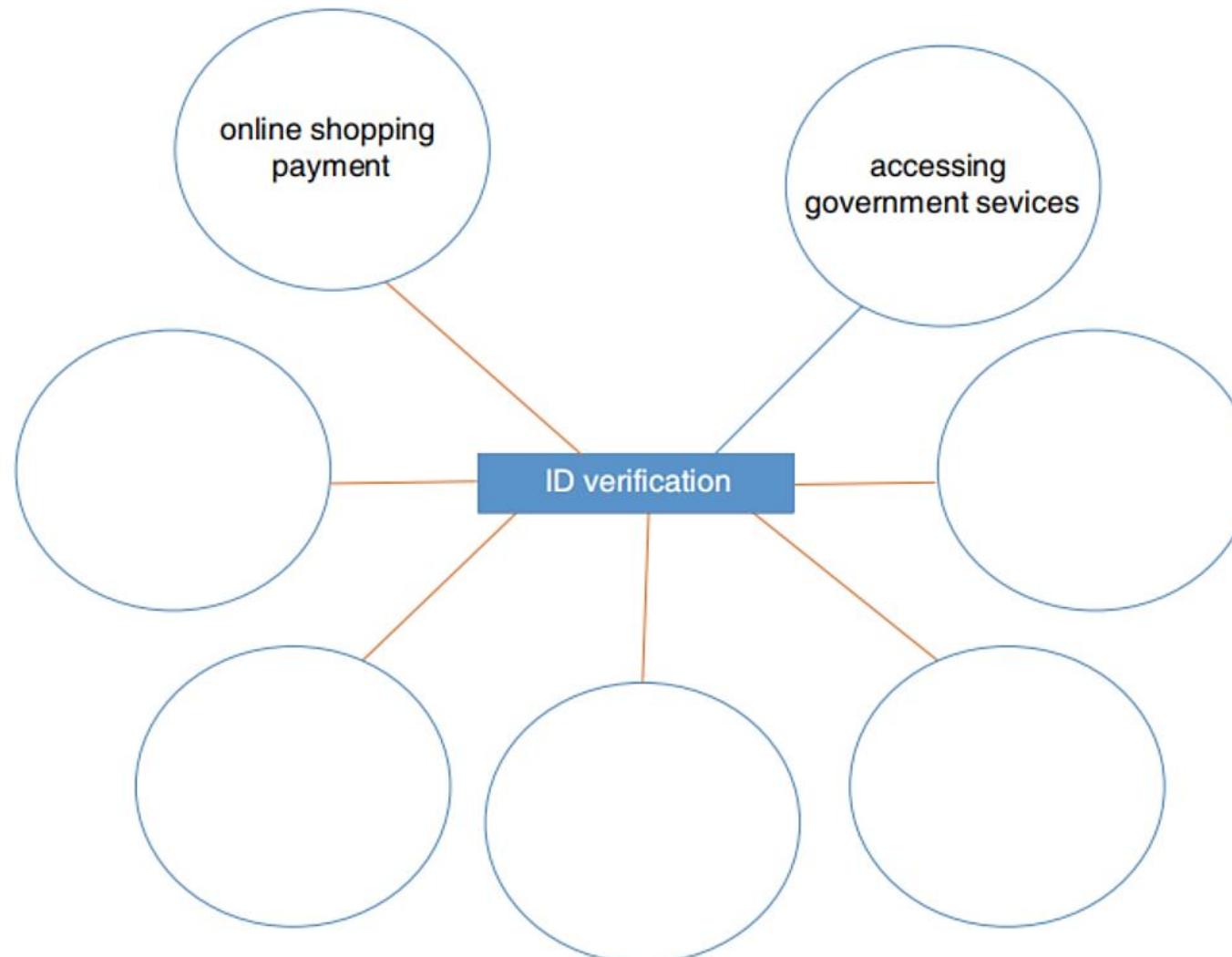
3 Providing small businesses and consumers with digital IDs will expand opportunities for millions of people.

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



Language skills

1 Match the terms on the left with their definitions on the right.

1 e-commerce

2 digital transformation

3 artificial intelligence

4 identity verification

5 cloud computing

6 financial inclusion

7 Internet of Things

b. online buying and selling of goods and services, typically conducted through websites or mobile applications

1 Match the terms on the left with their definitions on the right.

1 e-commerce

2 digital transformation

3 artificial intelligence

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7 Internet of Things

C. the process of utilizing digital technologies to fundamentally change and enhance various aspects of an organization's operations strategies and customer experiences

1 Match the terms on the left with their definitions on the right.

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F. the simulation of human intelligence processes by computer systems, including learning, reasoning, and problem-solving

1 Match the terms on the left with their definitions on the right.

1 e-commerce

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e. the process of verifying the authenticity and accuracy of an individual's claimed identity

1 Match the terms on the left with their definitions on the right.

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6 financial inclusion

7 Internet of Things

g. the use of remote servers hosted on the Internet to store, manage, and process data, rather than using local servers or personal computers

1 Match the terms on the left with their definitions on the right.

1 e-commerce

2 digital transformation

3 artificial intelligence

4 identity verification

5 cloud computing

6 financial inclusion

7 Internet of Things

d. the accessibility and availability of financial services and products to individuals and communities, particularly those who have been traditionally underserved or excluded from the formal financial system

1 Match the terms on the left with their definitions on the right.

1 e-commerce

2 digital transformation

3 artificial intelligence

4 identity verification

5 cloud computing

6 financial inclusion

7 Internet of Things

a. the interconnection of everyday objects, devices and appliances via the Internet, enabling them to send and receive data and perform automated tasks

Choose one word that best completes each of the following sentences.

1. The company's financial situation became A due to a decline in sales and increased expenses.

- A. Critical
- B. Logical
- C. Typical
- D. analytical

Choose one word that best completes each of the following sentences.

2. Recognizing the changing market dynamics, the company chose to lean D innovation and invest in new technologies.

- A. on
- B. against
- C. over
- D. into

Choose one word that best completes each of the following sentences.

3. The government launched an initiative to A small businesses by providing them with financial support and training.

- A. empower
- B. encourage
- C. embody
- D. enable

Choose one word that best completes each of the following sentences.

4. The cognitive C in psychology, starting in the 1950s, focused on understanding mental processes and the role of cognition in human behavior, leading to advancements in cognitive science and neuroscience.

- A. devolution
- B. evolution
- C. revolution
- D. solution

Choose one word that best completes each of the following sentences.

5. The transportation system includes various modes such as buses, trains, and taxis to B easy movement within the city.

- A. elaborate
- B. facilitate
- C. generate
- D. participate

3

Complete the following sentences with the words.

authenticate

enable

promise

advance

valid

1. Access to quality education is a crucial enabler for social mobility and economic growth.
2. The organization provides training programs to help employees acquire new skills and promote career advancement .
3. Shocked by the results of the elections, they now want to challenge the validity of the vote.

3

Complete the following sentences with the words.

authenticate

enable

promise

advance

valid

4. The fingerprint scanner provides an additional layer of authentication for secure access to the smartphone.

5. The startup company secured a(n) promising partnership with a well-established industry leader.

Writing task (10%)



Writing task (10%)

Due on: **12月12日，周五**

Submission format:

1. 手写，A4纸
2. 使用AI工具进行作文批改（可拍照 文字识别）
3. 用红笔标记AI的修改建议

Writing Task (10%)

题目：

Assume you are an entrepreneur in the digital economy. Write a formal email (minimum **160 words**) to an angel investor, **Mr. Reynolds**, to pitch your new business idea. You need to clearly explain the **market problem**, describe your **innovative digital solution**, and persuade him to agree to a **meeting** for further discussion.

Writing Task (10%)

Reference: Startup ideas (Choose one or create your own)

- **Smart Learning App:** An AI platform helping students find study partners and customize plans.
- **Green Tech Market:** A trusted platform for trading second-hand electronics to reduce waste.
- **Office Health Wearable:** A smart device monitoring posture and suggesting exercises for office workers.
- **Elderly Care Connector:** An app connecting university students with the elderly for digital skill training.

2025 秋大学商务英语一 (19 班) 写作作业提交

姓名		学号	
Instruction	Assume you are an entrepreneur in the digital economy. Write a formal email (minimum 160 words) to an angel investor, Mr. Reynolds, to pitch your new business idea. You need to clearly explain the market problem , describe your innovative digital solution , and persuade him to agree to a meeting for further discussion. (
Reference: Startup ideas (Choose one or create your own)	<ul style="list-style-type: none">• Smart Learning App: An AI platform helping students find study partners and customize plans.• Green Tech Market: A trusted platform for trading second-hand electronics to reduce waste.• Office Health Wearable: A smart device monitoring posture and suggesting exercises for office workers.• Elderly Care Connector: An app connecting university students with the elderly for digital skill training.		
手写作文区域		AI 评语	

手写作文区域	AI 评语

END