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Vocabulary Builder Reference from...

Margaret Gould Stewart: How giant websites design

for you (and a billion others, too) | TED Talk

https://www.ted.com/talks/margaret_gould_stewart_how_giant_websites_design_for_you_and_a_billion_others_too

Advanced Words Only

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Session 1: Word List

timeless

adj. not seeming to be altered by the passage of time or changes in fashion

synonym: dateless, everlasting, imperishable

(1) **timeless** masterpiece, (2) **timeless** topic

There is a **timeless** aspect to his most remarkable work.

comprehend

v. to understand the nature or meaning of something fully

synonym: understand, grasp, apprehend

(1) **comprehend** English, (2) **comprehend** instructions

She struggled to **comprehend** complex math problems.

audacity

n. boldness or daring, especially when it is foolhardy or reckless

synonym: boldness, daring, temerity

(1) **audacity** of hope, (2) act of **audacity**

His **audacity** in stealing the painting matched his foolishness in getting caught.

humility

n. the quality or condition of being humble; a low estimate of one's self

synonym: humbleness, modesty, unpretentiousness

(1) develop an attitude of **humility**, (2) lack of **humility**

We were filled with **humility** at the sight of the Queen.

synchronize

v. to happen or cause to happen at the same time or rate

synonym: coordinate, accompany, harmonize

(1) **synchronize** movements, (2) **synchronize** our watches

The ball speed will increase when the lower body movements are perfectly **synchronized**.

degrade

v. to make something worse, especially in quality; to show or treat someone in a way that makes them seem no value and do not have the respect or reasonable opinion of others

synonym: demean, disgrace, impair

(1) **degrade** his public image, (2) **degrade** environmental quality

You should not **degrade** yourself by allowing them to use you.

incidentally

adv. by the way; as an aside or in passing

synonym: by chance, by accident, inadvertently

(1) **incidentally** discovered, (2) **incidentally** mentioned

Incidentally, I know the answer to that question.

embarrass

v. to cause someone to feel awkward, worried, or ashamed

synonym: disconcert, unsettle, agitate

(1) **embarrass** political enemy, (2) **embarrass** my project

He looked for an opportunity to **embarrass** that actor in public.

hunch

v. to lean forward or arch one's back in a way that suggests a feeling of suspicion or uncertainty; to have a feeling or presentiment that something is true or likely to happen, without evidence or explicit proof

synonym: crouch, guess, speculate

(1) **hunch** against the rain, (2) **hunch** up the shoulders

I **hunch** over my computer all day, and my back aches after a

while.

takedown

n. the act of forcibly removing someone or something from a position of power or prominence; (of sports or martial arts) an action or technique used to bring an opponent to the ground or disorient them

synonym: tackling, removal, squelch

(1) **takedown** notice, (2) emergency **takedown**

The FBI carried out a **takedown** of the illegal drug cartel's headquarters.

nuanced

adj. characterized by subtle differences in appearance, meaning, sound, etc.

synonym: fine, subtle, slight

(1) **nuanced** view, (2) the common but **nuanced** opinion

The sommelier can distinguish **nuanced** variance in the flavor of the wine.

intuition

n. the ability to understand or know something without reasoning or evidence; a feeling that guides a person to do or believe something without fully understanding why

synonym: instinct, gut feeling, sixth sense

(1) creative **intuition**, (2) **intuition** research

Some studies suggest that people's **intuitions** can be influenced by their experiences and biases.

empathy

n. the ability to share another person's feelings or experiences by imagining that person's situation

synonym: compassion, sympathy, tenderness

(1) full of **empathy**, (2) **empathy** for patients

Empathy is also necessary to understand history.

bonkers

adj. slang for completely crazy or insane

synonym: crazy, insane, nuts

(1) **bonkers** idea, (2) sound **bonkers**

The traffic during rush hour can make even the calmest person go **bonkers**.

irresponsible

adj. not showing a proper sense of responsibility; not reliable
synonym : careless, reckless, thoughtless

(1) **irresponsible** actions, (2) **irresponsible** behavior

It was **irresponsible** of him to drive home after drinking so much alcohol.

acclimate

v. to adapt or adjust to a new climate, environment, or situation, often by undergoing a period of exposure or learning

synonym : adjust, adapt, acclimatize

(1) **acclimate** to the climate, (2) **acclimate** to the culture

It takes time for your body to **acclimate** to a new environment.

industrious

adj. hardworking, diligent, and persistent in effort

synonym : diligent, hardworking, assiduous

(1) **industrious** worker, (2) **industrious** student

He was known to be very **industrious** and would often work late into the night.

aversion

n. a strong dislike or reluctance towards something or someone; a feeling of extreme distaste or aversion towards something or someone unpleasant

synonym : dislike, loathing, repulsion

(1) **aversion** therapy, (2) strong **aversion**

Her **aversion** to snakes made her avoid the reptile exhibit at the zoo.

cognizant

adj. aware of or knowledgeable about something; having consciousness or recognition of something

synonym : aware, mindful, conscious

(1) **cognizant** of the risk, (2) become **cognizant**

I have to be **cognizant** of my budget when I go on vacation.

earnest

adj. characterized by sincere and severe conviction or effort; showing a deep and a genuine sense of purpose or commitment

synonym : sincere, serious, genuine

(1) **earnest** attempt, (2) **earnest** conversation

He spoke in an **earnest** tone, expressing his genuine concern for the safety of everyone involved.

hipster

n. a person who follows a trend or style characterized by a particular subculture, particularly one that is associated with alternative music, fashion, and lifestyle practices

synonym : trendsetter, nonconformist, bohemian

(1) **hipster** fashion, (2) **hipster** lifestyle

She is always wearing vintage clothing and listening to vinyl records, a true **hipster** at heart.

electrify

v. to make a machine or system work by using electricity; to make someone extremely enthusiastic about or interested in something

synonym : wire, amaze, astonish

(1) **electrify** the audience, (2) **electrify** a manufacturing process

The product developed through years of research continues to **electrify** the market.

glamorous

adj. highly attractive and exciting, and different from ordinary things or people

synonym : alluring, bewitching, enchanting

(1) **glamorous** movie stars, (2) cast **glamorous** eyes

The south coast is less **glamorous** yet has many clean and appealing hotels.

exasperate

v. to irritate or annoy someone intensely; to provoke or aggravate someone to the point of exasperation, frustration, or fury

synonym : irritate, annoy, provoke

(1) **exasperate** him to anger, (2) **exasperate** a situation

Her constant complaining about the weather started to **exasperate** everyone around her.

Session 2: Spelling

1. ac_____te to the climate
v. to adapt or adjust to a new climate, environment, or situation, often by undergoing a period of exposure or learning
2. exa_____te a situation
v. to irritate or annoy someone intensely; to provoke or aggravate someone to the point of exasperation, frustration, or fury
3. exa_____te him to anger
v. to irritate or annoy someone intensely; to provoke or aggravate someone to the point of exasperation, frustration, or fury
4. com_____nd English
v. to understand the nature or meaning of something fully
5. hu__h against the rain
v. to lean forward or arch one's back in a way that suggests a feeling of suspicion or uncertainty; to have a feeling or presentiment that something is true or likely to happen, without evidence or explicit proof
6. hi_____r fashion
n. a person who follows a trend or style characterized by a particular subculture, particularly one that is associated with alternative music, fashion, and lifestyle practices
7. em_____ss political enemy
v. to cause someone to feel awkward, worried, or ashamed
8. ind_____us worker
adj. hardworking, diligent, and persistent in effort

ANSWERS: 1. acclimate, 2. exasperate, 3. exasperate, 4. comprehend, 5. hunch, 6. hipster, 7. embarrass, 8. industrious

9. ea____t attempt *adj.* characterized by sincere and severe conviction or effort; showing a deep and a genuine sense of purpose or commitment
10. em_____ss my project *v.* to cause someone to feel awkward, worried, or ashamed
11. co_____nt of the risk *adj.* aware of or knowledgeable about something; having consciousness or recognition of something
12. creative in_____on *n.* the ability to understand or know something without reasoning or evidence; a feeling that guides a person to do or believe something without fully understanding why
13. act of au_____ty *n.* boldness or daring, especially when it is foolhardy or reckless
14. syn_____ze our watches *v.* to happen or cause to happen at the same time or rate
15. hu__h up the shoulders *v.* to lean forward or arch one's back in a way that suggests a feeling of suspicion or uncertainty; to have a feeling or presentiment that something is true or likely to happen, without evidence or explicit proof
16. inc_____lly mentioned *adv.* by the way; as an aside or in passing
17. irr_____ble actions *adj.* not showing a proper sense of responsibility; not reliable
18. bo_____s idea *adj.* slang for completely crazy or insane

ANSWERS: 9. earnest, 10. embarrass, 11. cognizant, 12. intuition, 13. audacity, 14. synchronize, 15. hunch, 16. incidentally, 17. irresponsible, 18. bonkers

19. inc_____lly discovered *adv.* by the way; as an aside or in passing
20. hi_____r lifestyle *n.* a person who follows a trend or style characterized by a particular subculture, particularly one that is associated with alternative music, fashion, and lifestyle practices
21. au_____ty of hope *n.* boldness or daring, especially when it is foolhardy or reckless
22. strong av_____on *n.* a strong dislike or reluctance towards something or someone; a feeling of extreme distaste or aversion towards something or someone unpleasant
23. nu_____d view *adj.* characterized by subtle differences in appearance, meaning, sound, etc.
24. cast gl_____us eyes *adj.* highly attractive and exciting, and different from ordinary things or people
25. ti_____ss masterpiece *adj.* not seeming to be altered by the passage of time or changes in fashion
26. the common but nu_____d opinion *adj.* characterized by subtle differences in appearance, meaning, sound, etc.
27. ind_____us student *adj.* hardworking, diligent, and persistent in effort
28. ea_____t conversation *adj.* characterized by sincere and severe conviction or effort; showing a deep and a genuine sense of purpose or commitment
29. av_____on therapy *n.* a strong dislike or reluctance towards something or someone; a feeling of extreme distaste or aversion towards something or someone unpleasant

ANSWERS: 19. incidentally, 20. hipster, 21. audacity, 22. aversion, 23. nuanced, 24. glamorous, 25. timeless, 26. nuanced, 27. industrious, 28. earnest, 29. aversion

30. el_____fy a manufacturing process *v.* to make a machine or system work by using electricity; to make someone extremely enthusiastic about or interested in something
31. el_____fy the audience *v.* to make a machine or system work by using electricity; to make someone extremely enthusiastic about or interested in something
32. develop an attitude of hu_____ty *n.* the quality or condition of being humble; a low estimate of one's self
33. full of em_____y *n.* the ability to share another person's feelings or experiences by imagining that person's situation
34. ta_____wn notice *n.* the act of forcibly removing someone or something from a position of power or prominence; (of sports or martial arts) an action or technique used to bring an opponent to the ground or disorient them
35. irr_____ble behavior *adj.* not showing a proper sense of responsibility; not reliable
36. de_____e environmental quality *v.* to make something worse, especially in quality; to show or treat someone in a way that makes them seem no value and do not have the respect or reasonable opinion of others
37. de_____e his public image *v.* to make something worse, especially in quality; to show or treat someone in a way that makes them seem no value and do not have the respect or reasonable opinion of others

ANSWERS: 30. electrify, 31. electrify, 32. humility, 33. empathy, 34. takedown, 35. irresponsible, 36. degrade, 37. degrade

38. lack of hu____ty *n.* the quality or condition of being humble; a low estimate of one's self
39. syn_____ze movements *v.* to happen or cause to happen at the same time or rate
40. emergency ta_____wn *n.* the act of forcibly removing someone or something from a position of power or prominence; (of sports or martial arts) an action or technique used to bring an opponent to the ground or disorient them
41. em_____y for patients *n.* the ability to share another person's feelings or experiences by imagining that person's situation
42. ti_____ss topic *adj.* not seeming to be altered by the passage of time or changes in fashion
43. gl_____us movie stars *adj.* highly attractive and exciting, and different from ordinary things or people
44. com_____nd instructions *v.* to understand the nature or meaning of something fully
45. become co_____nt *adj.* aware of or knowledgeable about something; having consciousness or recognition of something
46. ac_____te to the culture *v.* to adapt or adjust to a new climate, environment, or situation, often by undergoing a period of exposure or learning
47. in_____on research *n.* the ability to understand or know something without reasoning or evidence; a feeling that guides a person to do or believe something without fully understanding why

ANSWERS: 38. humility, 39. synchronize, 40. takedown, 41. empathy, 42. timeless, 43. glamorous, 44. comprehend, 45. cognizant, 46. acclimate, 47. intuition

48. sound bo____s

adj. slang for completely crazy or insane

ANSWERS: 48. bonkers

Session 3: Fill in the Blanks

1. He looked for an opportunity to _____ that actor in public.
v. to cause someone to feel awkward, worried, or ashamed
2. He was known to be very _____ and would often work late into the night.
adj. hardworking, diligent, and persistent in effort
3. _____ is also necessary to understand history.
n. the ability to share another person's feelings or experiences by imagining that person's situation
4. The sommelier can distinguish _____ variance in the flavor of the wine.
adj. characterized by subtle differences in appearance, meaning, sound, etc.
5. There is a _____ aspect to his most remarkable work.
adj. not seeming to be altered by the passage of time or changes in fashion
6. Some studies suggest that people's _____ can be influenced by their experiences and biases.
n. the ability to understand or know something without reasoning or evidence; a feeling that guides a person to do or believe something without fully understanding why
7. The traffic during rush hour can make even the calmest person go _____.
adj. slang for completely crazy or insane
8. The ball speed will increase when the lower body movements are perfectly _____.
v. to happen or cause to happen at the same time or rate

ANSWERS: 1. embarrass, 2. industrious, 3. Empathy, 4. nuanced, 5. timeless, 6. intuitions, 7. bonkers, 8. synchronized

9. _____ I know the answer to that question.

adv. by the way; as an aside or in passing

10. I have to be _____ of my budget when I go on vacation.

adj. aware of or knowledgeable about something; having consciousness or recognition of something

11. I _____ over my computer all day, and my back aches after a while.

v. to lean forward or arch one's back in a way that suggests a feeling of suspicion or uncertainty; to have a feeling or presentiment that something is true or likely to happen, without evidence or explicit proof

12. He spoke in an _____ tone, expressing his genuine concern for the safety of everyone involved.

adj. characterized by sincere and severe conviction or effort; showing a deep and a genuine sense of purpose or commitment

13. We were filled with _____ at the sight of the Queen.

n. the quality or condition of being humble; a low estimate of one's self

14. His _____ in stealing the painting matched his foolishness in getting caught.

n. boldness or daring, especially when it is foolhardy or reckless

15. Her constant complaining about the weather started to _____ everyone around her.

v. to irritate or annoy someone intensely; to provoke or aggravate someone to the point of exasperation, frustration, or fury

16. The product developed through years of research continues to _____ the market.

v. to make a machine or system work by using electricity; to make someone extremely enthusiastic about or interested in something

ANSWERS: 9. Incidentally, 10. cognizant, 11. hunch, 12. earnest, 13. humility, 14. audacity, 15. exasperate, 16. electrify

17. The FBI carried out a _____ of the illegal drug cartel's headquarters.
- n.* the act of forcibly removing someone or something from a position of power or prominence; (of sports or martial arts) an action or technique used to bring an opponent to the ground or disorient them
18. You should not _____ yourself by allowing them to use you.
- v.* to make something worse, especially in quality; to show or treat someone in a way that makes them seem no value and do not have the respect or reasonable opinion of others
19. Her _____ to snakes made her avoid the reptile exhibit at the zoo.
- n.* a strong dislike or reluctance towards something or someone; a feeling of extreme distaste or aversion towards something or someone unpleasant
20. She struggled to _____ complex math problems.
- v.* to understand the nature or meaning of something fully
21. The south coast is less _____ yet has many clean and appealing hotels.
- adj.* highly attractive and exciting, and different from ordinary things or people
22. She is always wearing vintage clothing and listening to vinyl records, a true _____ at heart.
- n.* a person who follows a trend or style characterized by a particular subculture, particularly one that is associated with alternative music, fashion, and lifestyle practices
23. It was _____ of him to drive home after drinking so much alcohol.
- adj.* not showing a proper sense of responsibility; not reliable
24. It takes time for your body to _____ to a new environment.
- v.* to adapt or adjust to a new climate, environment, or situation, often by undergoing a period of exposure or learning

ANSWERS: 17. takedown, 18. degrade, 19. aversion, 20. comprehend, 21. glamorous, 22. hipster, 23. irresponsible, 24. acclimate

ANSWERS: