

令和6年度 入学試験問題

英語（前期）

| | |
|------|-------|
| 試験時間 | 90分 |
| 問題冊子 | 1～14頁 |

注意事項

1. 指示があるまで問題冊子は開かないこと。
2. 問題冊子および解答用紙に落丁，乱丁，印刷の不鮮明な箇所があったら，手を挙げて監督者に知らせること。
3. 解答が終わっても，または試験を放棄する場合でも，試験終了までは退場できない。
4. スマートフォン等の電子機器類は電源を必ず切り，鞆の中にしまうこと。
5. 机上には，受験票と筆記用具（鉛筆，シャープペンシル，消しゴム）および時計（計時機能のみ）以外は置かないこと。（耳栓，コンパス，定規等は使用できない。）
6. 問題冊子および解答用紙に受験番号と氏名を記入すること。
7. 解答はすべて解答用紙の所定の解答欄に記入すること。欄外には何も書かないこと。
8. この問題冊子の余白は自由に用いてよい。
9. 質問，トイレ，体調不良等で用件のある場合は，無言のまま手を挙げて監督者の指示に従うこと。
10. 中途退室時は，問題冊子および解答用紙を裏返しにすること。
11. 受験中不正行為があった場合は，試験の一切を無効とし，試験終了時刻まで別室で待機を命じる。
12. 試験終了後，解答用紙は裏返しにすること。問題冊子は持ち帰ること。

| | |
|------|--|
| 受験番号 | |
|------|--|

| | |
|----|--|
| 氏名 | |
|----|--|

- [I] 次の英文を読み、設問に答えよ。設問のうち、問1～問5は解答用紙(記述用)に記入すること。その後の問6～問12は解答用紙(マークシート)に記入すること。

PART 1

1. Nonfat Greek yogurt. Smoking bans. Low-fat diets and the low-carbohydrate craze. These are all examples of social epidemics. Instances where products, ideas, and behaviors diffuse through a population. They start with a small set of individuals or organizations and spread, often from person to person, almost like a virus. But while it's easy to find examples of social contagion, it's much harder to actually get something to catch on. Even with all the money poured into marketing and advertising, few products become popular. Most restaurants bomb, most businesses go under, and most social movements fail to gain traction. Why do some products, ideas, and behaviors succeed when others fail?
2. A few years ago, I started teaching a university course called "Contagious." The premise was simple. Whether you're in marketing, politics, engineering, or public health, you need to understand how to make your products and ideas catch on. Brand managers want their products to get more buzz. Politicians want their ideas to diffuse throughout the population. Health officials want people to cook rather than eat fast food. Hundreds of undergraduates have taken the class and learned about how social influence drives products, ideas, and behaviors to succeed.
3. In our research, my collaborators and I noticed some common themes, or attributes, across a range of contagious content. A recipe, if you will, for making products, ideas, and behaviors more likely to become popular. Just as recipes often call for sugar to make something sweet, we kept finding the same A in advertisements that went viral, news articles that were shared, or products that received lots of word of mouth. After analyzing hundreds of contagious messages, products, and ideas, we noticed that the same ⁽ⁱ⁾six principles were often at work: social currency, triggers, emotion, public, practical value, and stories.
4. How does it make people look to talk about a product or idea? Most people would rather look smart than dumb, rich than poor, and cool than geeky. Just like the clothes we wear and the cars we drive, what we talk about influences how others see us. It's ***social currency***. Knowing about cool things makes people seem sharp and in the know. So to get people talking we need to craft messages that help them achieve these desired impressions. We need to find our inner remarkability and make people feel like insiders. We need to leverage game mechanics to give people ways to achieve and provide visible symbols of status that they can show to others.
5. How do we remind people to talk about our products and ideas? ***Triggers*** are stimuli that prompt people to think about related things. Peanut butter reminds us of

jelly and the word *dog* reminds us of the word *cat*. People often talk about whatever comes to mind, so the more often people think about a product or idea, the more it will be talked about. We need to design products and ideas that are frequently triggered by the environment and create new triggers by linking our products and ideas to prevalent cues in that environment.

6. When we care, we share. So how can we craft messages and ideas that make people feel something? Naturally contagious content usually evokes some sort of *emotion*. A potential tax hike is infuriating. Emotional things often get shared. So rather than harping on function, we need to focus on feelings. But some emotions increase sharing, while others actually decrease it. So we need to pick the right emotions to evoke. We need to kindle the fire using high-arousal emotions such as awe and amusement. Sometimes even negative emotions such as anger may be useful.
7. Can people see when others are using our product or engaging in our desired behavior? The phrase “Monkey see, monkey do” captures more than just the human tendency to imitate. It also tells us that it’s hard to copy something you can’t see. Making things more observable makes them easier to imitate, which makes them more likely to become popular. So we need to make our products and ideas more *public*. We need to design products and initiatives that advertise themselves and create behavioral residue that sticks around even after people have bought the product or espoused the idea.
8. How can we craft content that seems useful? People like to help others, so if we can show them how our products or ideas will save time, improve health, or save money, they’ll spread the word. But given how inundated people are with information, we need to make our message stand out. We need to understand what makes something seem like a particularly good deal. We need to highlight the *practical value* of what we offer—monetarily and otherwise. And we need to package our knowledge and expertise so that people can easily 1 it on.
9. What broader narrative can we wrap our idea in? People don’t just share information; they tell *stories*. But stories are vessels that carry things such as morals and lessons. So we need to embed our products and ideas in stories that people want to tell. But we need to do more than just tell a great story. We need to make our message so integral to the narrative that people can’t tell the story without it. Next, let’s look at some examples of these principles at work.

PART 2

10. Back in mid-1997, the candy company Mars noticed ⁽ⁱⁱ⁾an unexpected increase in sales of its Mars bar. The company was surprised because it hadn’t changed its marketing in any way. It wasn’t spending additional money on advertising, it hadn’t changed its pricing, and it hadn’t run any special promotions. Yet sales had gone up. What had

happened? NASA had happened. Specifically, NASA's Pathfinder mission. The mission was designed to collect samples of atmosphere, climate, and soil from a nearby planet. The undertaking took years of preparation and millions of dollars in funding. When the lander finally touched down on the alien landscape, the entire world was rapt, and all news outlets featured NASA's triumph. Pathfinder's destination? Mars. Mars bars are named after the company's founder, Franklin Mars, not the planet.

11. You may have heard that vaccines cause autism. If so, you're not alone. In 1998, a paper was published in a medical journal [2] that an immunization against measles, mumps, and rubella could cause autism in children. News about health spreads fast, particularly when it [3] to kids, and soon ⁽ⁱⁱⁱ⁾lots of people were talking about the potential downsides to vaccines. As a result, childhood vaccination rates decreased.
12. All this would be good if the link between vaccines and autism were true. But it's not. There is no scientific evidence that vaccines cause autism. The original paper turned out to be a fraud. The doctor who authored it had manipulated evidence, apparently owing to conflict of interest, and after being found guilty of serious professional misconduct, lost his medical license.
13. But even though the information was false, lots of people shared it. People weren't trying to share false things; they just heard something they thought was useful and they wanted others' kids to be safe. But many people didn't hear the news that the original report had been discredited, and so they continued to share an incorrect narrative. Our desire to share helpful things is so powerful that it can make even false ideas succeed. Sometimes the drive to help takes a wrong turn.
14. When things are remarkable—unusual, extraordinary, or worthy of attention, it's hard not to share them with someone else. And talking about them makes the people seem more remarkable. ⁽¹⁾The Blair Witch Project is one of the most famous examples of this approach. Released in 1999, the film tells the story of three student filmmakers who hiked into the mountains of Maryland to film a documentary about a local legend called the Blair Witch. They supposedly disappeared, however, and viewers were told that the film was pieced together from “rediscovered” amateur footage that was shot on their hike. No one was sure if this was true. What do we do when confronted with a controversial mystery like this? Naturally, we ask others to help us sort out the answer. So the film garnered a huge buzz simply from people wondering whether it depicted real events or not. It undermined a fundamental belief (that witches don't exist), so people wanted the answer, and the fact that there was disagreement [4] to even more discussion. The buzz drove the movie to become a blockbuster. Shot on a handheld camera with a budget of about \$35,000, the movie grossed more than \$248 million worldwide.
15. Every fall I teach about sixty business students and by the end of October I've gotten some sense of most of the students in the class. I know who is going to be five

minutes late every day, who will be the first to raise a hand, and who will be dressed like a prima donna. So I was a bit surprised a few years ago when I walked into class in early November to see what I'd thought was a pretty normal guy sporting a big moustache. It wasn't simply that he had forgotten to shave; he had a full handlebar moustache with ends almost ready to curl up on the sides. He looked like a villain in an old black-and-white movie. At first I thought he must be trying a facial hair experiment. But then when I looked around the room I noticed two other new moustache devotees. A trend seemed to be catching on. (2)What caused the sudden outburst of moustaches?

16. Every year, cancer claims the lives of more than 4.2 million men worldwide. More than 6 million new cases are diagnosed each year. Thanks to generous donations, great headway has been made in research and treatment. But how can organizations that work to fight this disease leverage social influence to increase donations?
17. Unfortunately, as with many causes, whether you support a particular cancer fund is typically a private matter. If you're like most people, you probably have little idea which of your neighbors, coworkers, or even friends have donated to help fight this disease. So there is no way for their behavior to influence yours or vice versa. And that is where the moustaches come in.
18. It all started one Sunday afternoon in 2003. A group of friends from Melbourne, Australia, were sitting around drinking beers. The conversation meandered in various directions and finally ended up on 1970s and 80s fashion. "What ever happened to the moustache?" one guy asked. A few beers more and they came up with a challenge: to see who could grow the best moustache. The word spread to their other friends, and eventually they had a small group of thirty people. All grew moustaches for the thirty days of November.
19. Everyone had so much fun that the next November they decided to do it again. But this time they decided to put a cause behind their efforts. Inspired by the work being done with breast cancer awareness, they wanted to do something similar for men's health. So they formed the Movember Foundation and adopted the tagline "Changing the face of men's health." That year 450 guys raised \$54,000 for the Prostate Cancer Foundation of Australia.
20. It grew from there. The next year there were more than 9,000 participants. The following year, more than 50,000. Soon the annual event started spreading around the world. In 2007, events were 5 everywhere from Ireland and Denmark to South Africa and Taiwan. The organization has since raised more than \$174 million worldwide.
21. Now, every November, men pledge to raise awareness and money by growing moustaches. The rules are simple. Start the first of the month with a clean-shaven face. For the rest of the month, grow and groom a moustache. Oh—and along the way, conduct yourself like a true country gentleman.

次の問 1～問 5 に答えよ。

答えは解答用紙(記述用)に記入すること。

問 1 ～ に入れるのに最もふさわしい動詞を次の語群から選び，必要ならば適切な形に直して 1 語で書け。なお，同じものを 2 度以上用いてはならない。

| | | | | |
|--------|-------|---------|----------|---------|
| affect | carry | examine | increase | launch |
| lead | pass | relate | suggest | undergo |

問 2 次の表は，下線部(i)が示す内容を簡潔にまとめたものである。(1)～(4)に該当するものを(あ)～(え)からそれぞれ 1 つずつ選び，その記号を書け。なお，同じものを 2 度以上用いてはならない。

| <i>Principle</i> | <i>Concise description</i> |
|------------------|------------------------------------|
| Social currency | (1) |
| Triggers | (2) |
| Emotion | When people care, people share. |
| Public | Built to show means built to grow. |
| Practical value | (3) |
| Stories | (4) |

- (あ) Information travels under what seems like idle chatter.
(い) People like to share news people can use.
(う) People share things that make them look good.
(え) When something is on top of the mind, it's on the tip of the tongue.

問3 下線部(ii)が示す例は、(あ)～(か)のうちどれを最もよく表していると考えられるか。最もふさわしいものを(あ)～(か)から1つ選び、その記号を書け。さらにそのように判断した理由を、選択した項目の本文中での定義、および本文中に示された下線部(ii)の具体的な内容に照らして日本語で説明せよ。

- (あ) Social currency
- (い) Triggers
- (う) Emotion
- (え) Public
- (お) Practical value
- (か) Stories

問4 下線部(iii)が示す例は、(あ)～(か)のうちどれを最もよく表していると考えられるか。最もふさわしいものを(あ)～(か)から1つ選び、その記号を書け。さらにそのように判断した理由を、選択した項目の本文中での定義、および本文中に示された下線部(iii)の具体的な内容に照らして日本語で説明せよ。

- (あ) Social currency
- (い) Triggers
- (う) Emotion
- (え) Public
- (お) Practical value
- (か) Stories

問5 次の指示にしたがって英文を書け。

Using what you have learned from the text, explain which principle is best illustrated in the following story.

STORY

A musician took a flight through Chicago with United Airlines. While waiting to get off the plane, he looked out the window and saw baggage handlers roughly tossing his guitar through the air. He picked up his baggage and opened his guitar case. His \$3,500 guitar had been smashed. He was furious and filed a claim asking United to fix the guitar, but even after a year of trying, they denied his request. He wrote a song about his experience and posted it to YouTube. The video became one of the top 10 most viral videos of 2009.

次の問 6～問 12 に答えよ。

答えは解答用紙 (マークシート) に記入すること。各問の末尾に示された,
☐ 内の数字に対応する欄に解答せよ。

問 6 Which one of the following best describes the main topic of Part 1? 1

- a. effective measures to cope with social epidemics
- b. how social media influencers contribute to viral content
- c. the negative impact of social contagion on people
- d. what promotes social transmission of ideas and products

問 7 Which one of the principles below is best illustrated in the example of the “Blair Witch Project,” marked (1) in the text? 2

- a. Practical value
- b. Public
- c. Social currency
- d. Triggers

問 8 Choose ALL of the following that can be inferred from Part 2 of the text. 3

- a. Around the world, over 4.2 million men die from cancer annually.
- b. In 2005, over 9,000 men participated in the Movember event.
- c. Moustaches have been popular in Australia since the 1980s.
- d. The Movember movement was first started in Ireland and Denmark.

問 9 Which one of the following would best fill A in Paragraph 3 of the text? 4

- a. characters
- b. consequences
- c. ingredients
- d. obstacles

問 10 Which one of the following can be inferred about “social epidemics” mentioned in Paragraph 1 of the text? **5**

- a. They are worth learning about for people in many different occupations.
- b. They can be easily created by employing marketing strategies and advertisements.
- c. They include an outbreak of diseases that affect many people at the same time.
- d. They solely refer to messages that are widely distributed by social media.

問 11 Which one of the following can be inferred about “Mars bars” mentioned in Paragraph 10 of the text? **6**

- a. They contributed financially to NASA’s Pathfinder mission.
- b. They had little to do with NASA’s Pathfinder mission.
- c. They were promoted to celebrate the success of NASA’s Pathfinder mission.
- d. They were part of the food supply for NASA’s Pathfinder mission.

問 12 Which one of the following is NOT true about the “original paper” mentioned in Paragraph 12, according to Part 2 of the text? **7**

- a. It contained data which the researcher had altered to his advantage.
- b. It showed that there was no link between autism and vaccines.
- c. It was a cause of the loss of his license to practice medicine.
- d. It was widely circulated despite reporting false information.

[II] 次の指示にしたがって英文を書け。解答用紙(記述用)に記入すること。

Give your answer to the question, “What caused the sudden outburst of moustaches?” marked (2) in the text in [I], using what you have learned about the principles in the text.

- Explain your reasons and support them with details.
- Use your own words.
- Write your essay in academic style.

(下書き用紙)

[III] 以下の設問に答えよ。

解答用紙(マークシート)に記入すること。各問の末尾に示された,
☐内の数字に対応する欄に解答せよ。

問1 次の各単語は、それぞれ音節が「-」で区切られている。最も強く発音される部分が第2音節にあるものを、a～eからすべて選べ。 8

- a. in-cor-rect
- b. in-di-vid-u-al
- c. il-le-gal
- d. i-mi-tate
- e. i-ni-ti-a-tive

問2 次の各単語は、それぞれ音節が「-」で区切られている。最も強く発音される部分が第1音節にあるものを、a～eからすべて選べ。 9

- a. at-mos-phere
- b. ma-nip-u-late
- c. of-fi-cial
- d. po-li-ti-cian
- e. prev-a-lent

問3 a～eのうち、virus の下線部と同じ発音をもち、その部分に第1アクセントが置かれるものをすべて選べ。 10

- a. frequency
- b. inspire
- c. theme
- d. triumph
- e. vaccine

問 4 次のそれぞれの意味をもつ単語を a～e から 1 つずつ選べ。

(1) a feeling of liking for a person or place **11**

(2) something that you think is true without having any proof **12**

- a. affection
- b. apprehension
- c. articulation
- d. aspiration
- e. assumption

問 5 次のそれぞれの意味をもつ単語を a～e から 1 つずつ選べ。

(1) to obtain something from a specified source **13**

(2) to make someone believe something that is not true **14**

- a. deceive
- b. deprive
- c. derive
- d. deserve
- e. devise

問 6 次のそれぞれの意味をもつ単語を a～e から 1 つずつ選べ。

(1) existing as a natural or basic part of something **15**

(2) extremely large in size or degree **16**

- a. fragile
- b. furious
- c. immense
- d. inherent
- e. spontaneous

問 7 次のそれぞれの意味をもつ単語を a ～ e から 1 つずつ選べ。

(1) in a smooth, regular, or equal way 17

(2) only just; almost not 18

- a. conversely
- b. evenly
- c. persistently
- d. scarcely
- e. swiftly

問 8 次のそれぞれの意味をもつ単語を a ～ e から 1 つずつ選べ。

(1) to end an activity or custom officially 19

(2) to say nice things to someone to please them 20

- a. abolish
- b. blush
- c. dispense
- d. flatter
- e. torment

問 9 次の (1) ～ (3) を文法的に適切な文として完成させるために、 に入れるのに最も適切なものを a ～ d から 1 つずつ選べ。

(1) the wind blew in, the fire quickly moved into the area, damaging approximately 12 square miles. 21

- a. At the moment of
- b. It is the moment that
- c. The moment
- d. There was a moment

(2) The researcher had always believed that the brain was better than the machines that he and others were building, , they would improve. **22**

- a. and that by making them more like the brain
- b. as a result of making them more like the brain
- c. making them more like the brain
- d. which would make them more like the brain

(3) In 1990, having been alarmed for decades by the deterioration of so many aging film prints, the Film Foundation, a nonprofit organization dedicated to preserving film history. **23**

- a. allowing him to establish
- b. he established
- c. so he established
- d. when he established

問 10 次の (1) ~ (2) にはそれぞれ 1 つずつ文法的な誤りが含まれている。誤りに該当するものを、下線部 (a) ~ (d) から 1 つずつ選べ。

(1) Behind every (a)advance in machine learning (b)is, in fact, people—both the human labor that makes large language learning models safer to use, and the individuals who make (c)critical decisions (d)on when and how to best use this technology. **24**

(2) There was no evidence that the objects (a)that often appeared to be flying with no (b)identified means of propulsion (c)were extraterrestrial in origin but no proof that they weren't, (d)too. **25**

使用著作物：

Adapted from excerpts of a book by Jonah Berger O'Neill, *Contagious*, Simon & Schuster, 2016.
Adapted from the articles, *How NASA got a "UFO Czar" - and why it matters*, by Jeffrey Kluger, *The people behind AI*, by Sam Jacobs, *Geoffrey Hinton*, by Will Henshall, and *The King of Curiosity* by Stephanie Zacharek in *Time*, October 9, 2023.