

情報科学部A方式Ⅱ日程・デザイン工学部A方式Ⅱ日程  
理工学部A方式Ⅱ日程・生命科学部A方式Ⅱ日程

1 限 英 語 (90 分)

〈注意事項〉

1. 試験開始の合図があるまで、問題冊子を開かないこと。
2. 解答はすべて解答用紙に記入しなさい。
3. マークシート解答方法については以下の注意事項を読みなさい。

マークシート解答方法についての注意

マークシート解答では、鉛筆でマークしたものを機械が直接読みとって採点する。したがって解答はHBの黒鉛筆でマークすること(万年筆、ボールペン、シャープペンシルなどを使用しないこと)。

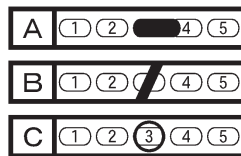
記入上の注意

1. 記入例 解答を3にマークする場合。

(1) 正しいマークの例



(2) 悪いマークの例



枠外にはみださないこと。

○でかこまないこと。

2. 解答を訂正する場合は、消しゴムでよく消してから、あらためてマークすること。
3. 解答用紙をよごしたり、折りまげたりしないこと。
4. 問題に指定された数よりも多くマークしないこと。

4. 問題冊子のページを切り離さないこと。

〔 I 〕 つぎの設問に答えよ。

問 1 (1)～(4)において、最も強いアクセントのある位置が他の三つと異なる語をそれぞれイ～ニから一つ選び、その記号を解答用紙にマークせよ。

- |                      |                |
|----------------------|----------------|
| (1) イ ad-mire        | □ com-fort     |
| ハ im-age             | ニ traf-fic     |
| (2) イ en-er-gy       | □ fa-mil-iar   |
| ハ jour-nal-ist       | ニ rec-og-nize  |
| (3) イ com-mu-ni-cate | □ ne-ces-si-ty |
| ハ ri-dic-u-lous      | ニ sec-re-tar-y |
| (4) イ es-tab-lish    | □ pref-er-ence |
| ハ tech-ni-cal        | ニ u-ni-verse   |

問 2 (1)～(4)において、下線部の発音が他の三つと異なる語をそれぞれイ～ニから一つ選び、その記号を解答用紙にマークせよ。

- |                      |                   |
|----------------------|-------------------|
| (1) イ <u>fault</u>   | □ <u>caught</u>   |
| ハ <u>daughter</u>    | ニ <u>laugh</u>    |
| (2) イ <u>evil</u>    | □ <u>media</u>    |
| ハ <u>legend</u>      | ニ <u>previous</u> |
| (3) イ <u>damage</u>  | □ <u>Asia</u>     |
| ハ <u>label</u>       | ニ <u>stadium</u>  |
| (4) イ <u>decided</u> | □ <u>insisted</u> |
| ハ <u>surprised</u>   | ニ <u>hatred</u>   |

〔Ⅱ〕 つぎの設問に答えよ。

問1 (1)～(5)において、空欄に入る最も適切なものをそれぞれイ～ニから一つ選び、その記号を解答用紙にマークせよ。

- (1) Hana opened her mother's jewelry box, though she had been told

.

イ to do not      □ to not it      ハ not do it      ニ not to

- (2) It's  to learn a foreign language in the country where it is spoken.

イ a lot easier      □ very easier  
ハ the even easiest      ニ the very much easiest

- (3) Mari works hard during the week, so she likes to relax  holidays.

イ in      □ by      ハ on      ニ of

- (4) He's going to start painting the roof of his house tomorrow  it's not raining.

イ unless      □ as long as  
ハ otherwise      ニ in case of

- (5) When I returned to my hometown last winter, I found the city different from  it had been twenty years before.

イ those      □ why      ハ that      ニ what

問2 (1)～(6)において、空欄に入る最も適切なものをそれぞれイ～ニから一つ選び、その記号を解答用紙にマークせよ。

(1) Train Passenger A: Excuse me. You dropped your smartphone.

Train Passenger B: Oh ... no, wait, this isn't mine.

Train Passenger A: Uh-oh. What should I do?

Train Passenger B:

イ Thank you for giving it back to me.

ロ No, that's all right.

ハ You should give it to the station staff.

ニ Yes, that isn't difficult.

(2) Sister: My smartphone is almost out of power.

Brother: This always happens to you.

Sister: Can I borrow your charger now?

Brother:

イ No, you can see it on the kitchen table.

ロ No, you didn't return it last time.

ハ Yes, I don't have it with me.

ニ Yes, I'll bring it tomorrow.

(3) Student A: I can't believe I forgot my textbook again.

Student B: Our English teacher is checking if we have our textbooks now.

Student A: What shall I do?

Student B:

イ Just open your textbook to page 34.

ロ Well, it's only your first time.

ハ Why don't you do the homework later?

ニ All you can do is apologize.

(4) A: How did you get such a high score on your last test?

B: Was it difficult for you? I thought it was a piece of .

イ cake

ロ cheese

ハ bread

ニ chocolate

(5) A: I already memorized one hundred new English words today.

B: Wow, I can only learn twenty words by  per day.

イ head

ロ mind

ハ brain

ニ heart

(6) A: You studied for the test all through the night? We only have one test, and it isn't even until next week.

B: Well, I thought it was .

イ first come first served

ロ better late than never

ハ better to be safe than sorry

ニ easy come, easy go

問3 (1)～(4)において、それぞれ下の語イ～ホを並べ替えて空所を補い、最も適切な文を完成させよ。解答は2番目と4番目に入る語を選び、その記号を解答用紙にそれぞれマークせよ。

(1) Gravity—the fact that all objects attract each other   
 2   4  —is familiar to everyone.

イ mass

ロ their

ハ proportion

ニ to

ホ in

(2) The highest musical notes   2   4  
 humans reach around 15-20 kHz, but the upper limits of  
hearing decrease with age.

イ be

ロ by

ハ able

ニ to

ホ heard

(3) Composed of two hydrogen atoms and one oxygen atom, water  
is   2   4  resources on  
Earth.

イ of

ロ important

ハ one

ニ most

ホ the

(4) Space junk is any human-made object orbiting Earth that no  
  2   4 .

イ useful

ロ a

ハ longer

ニ purpose

ホ serves

〔Ⅲ〕 つぎの(1)～(3)のパラグラフ(段落)には、まとまりをよくするために取り除いた方がよい文が一つずつある。取り除く文として最も適切なものをそれぞれ下線部イ～ニの中から一つ選び、その記号を解答用紙にマークせよ。

(1) Words compete for survival in each language. Some researchers investigated what causes the rise and fall of English words in two ways. One is an experiment where thousands of participants read English-  
(イ) language stories and rewrote them to be read by other participants, who  
then rewrote them for others. (ロ) The other is a linguistic analysis of English  
historical text data that cover the past two centuries. (ハ) The researchers  
found that the competition among words is closely associated with how  
humans use language: words that are acquired earlier in life, more concrete,  
and more stimulating are more likely to survive. (ニ) From the previous two  
experiments, they determined that there are at least over 7,000 languages  
in the world at this moment, but will these numbers increase or decrease in  
the future? These findings may contribute toward interpreting the patterns of language change over generations of English language speakers.

Adapted from Li, Y., Breithaupt, B., Hills, T., & Hertwig, R. (2023). *How cognitive selection affects language change*. PNAS. <https://doi.org/10.1073/pnas.2220898120>

(2) Race is often perceived as something that's built into our biology, and therefore inherited across generations. The idea of "race" originated from social scientists and philosophers in the 18th century, who used geographic regions and features like skin color to place people into different racial groupings. All humans are members of some mutually beneficial group,  
 sometimes <sup>(↑)</sup> more than one. This pushed forward the idea that these  
differences had a biological basis. <sup>(□)</sup> The mistaken principle led to the belief  
that some races were superior to others. <sup>(↘)</sup> White Europeans used the idea to  
justify the slave trade and colonialism in the past. <sup>(=)</sup> DNA analyses today have proved that all humans have much more in common genetically than they have differences. There's no way to definitively separate people into races according to their biology.

Adapted from Bryce, E. (2023). *What's the difference between race and ethnicity?* Live Science. <https://www.livescience.com>

(3) Since 2010, the most valuable company title has been most often held by Apple. The company only fell behind Microsoft in 2018 when concerns about supply chain shortages affected the iPhone maker's stock price. More recently, the Apple vs. Microsoft race was shaken up once again.<sup>(1)</sup> The iPhone's popularity comes from its stylish design and availability in a variety of colors.<sup>(2)</sup> Microsoft became the world's most valuable company in January 2024.<sup>(3)</sup> This change came after the rival iPhone maker's shares had a weak start in the same year because of growing concerns over demand in China.<sup>(4)</sup> The price of Microsoft's stock shares have also been strongly improved by the company's early lead in artificial intelligence, mainly thanks to its early investment in ChatGPT maker OpenAI.

Adapted from Routley, N. (2024). *20 years of Apple vs. Microsoft, by market capitalization*. Visual Capitalist.

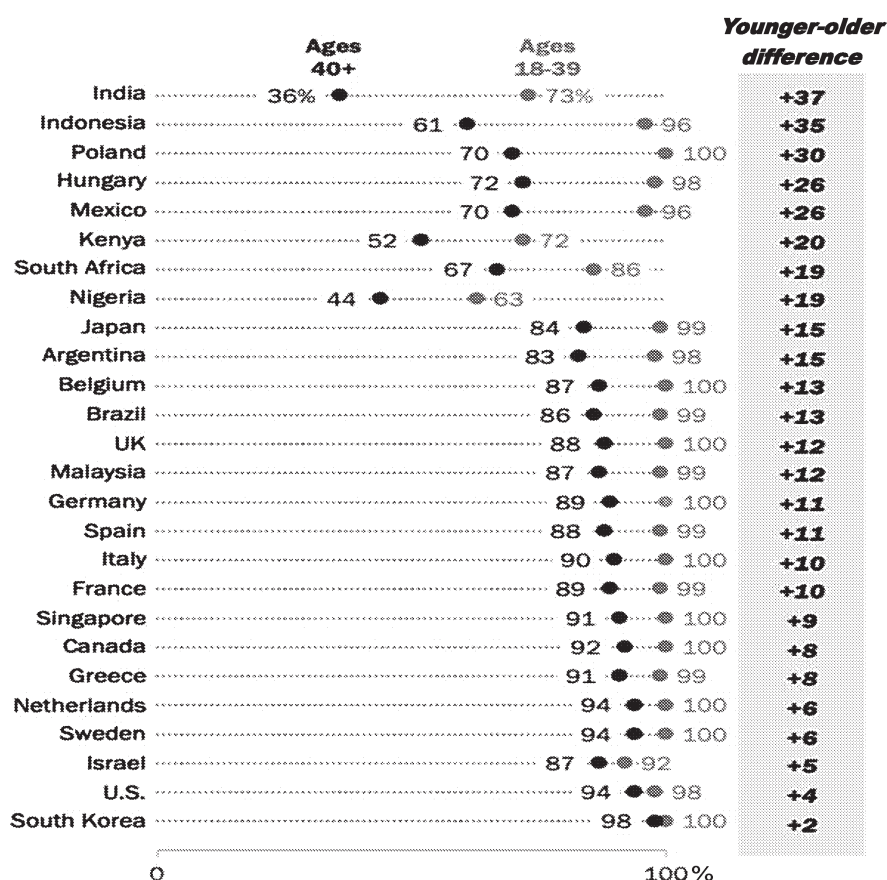
<https://www.visualcapitalist.com/apple-vs-microsoft-20-years>

〔Ⅳ〕 つぎの設問に答えよ。

問1 つぎの Figure 1 は、世界の国々において、インターネットを利用している人の割合を示している。Figure 1 とその説明文を読み、設問に答えよ。

Figure 1

Percentage of People Who Use the Internet at Least Occasionally by Country



【説明文】

Figure 1 shows the percentage of internet users by age in each country, according to a survey conducted in 2023. The age groups (A) those aged 40 and older and those aged 18 to 39. The two groups are listed from top to bottom by country in order of the difference between their percentages. India has the most significant difference: 73% of adults in India who are younger than 40 say they

use the internet, compared with 36% of Indians 40 and older. Similar gaps exist in Indonesia and Poland. Japan (B) ninth, with 99% of adults 18-39 years old using the internet, compared to 84% of those 40 and older. On the other hand, the smallest difference between the two groups is South Korea, (C) by the United States and Israel. In such lower-ranked countries, young people aged 18-39 use the internet at or near 100%, and those aged 40 and older use the internet at or near 90%, indicating high internet use in these countries. Thus, differences by age in developed countries are relatively small, but in every country surveyed, X .

Adapted from Poushter, J., Gubbala, S., & Austin, S. (2024). *8 Charts on Technology Use Around the World*. Pew Research Center.

<https://www.pewresearch.org/short-reads/2024/02/05/8-charts-on-technology-use-around-the-world>

- (1) 説明文の空欄  (A)  ～  (C)  に入る語(句)の組み合わせとして最も適切なものをイ～ニから一つ選び、その記号を解答用紙にマークせよ。

- |   |                    |            |               |
|---|--------------------|------------|---------------|
| イ | (A) estimate       | (B) puts   | (C) replaced  |
| ロ | (A) measure        | (B) sets   | (C) ordered   |
| ハ | (A) are made up of | (B) ranks  | (C) supported |
| ニ | (A) consist of     | (B) places | (C) followed  |

- (2) つぎの①～④の問いの答えとして最も適切なものをそれぞれイ～ニから一つ選び、その記号を解答用紙にマークせよ。

- ① How many countries have less than 50% of the 40+ age group using the internet?

- |       |       |         |        |
|-------|-------|---------|--------|
| イ one | ロ two | ハ three | ニ four |
|-------|-------|---------|--------|

- ② Which country has the second-lowest internet use among the 18-39 age group?

- |         |          |           |         |
|---------|----------|-----------|---------|
| イ India | ロ Israel | ハ Nigeria | ニ Kenya |
|---------|----------|-----------|---------|

- ③ How many countries have perfect internet use among the 18-39 age group?

- |            |           |
|------------|-----------|
| イ ten      | ロ twelve  |
| ハ fourteen | ニ sixteen |

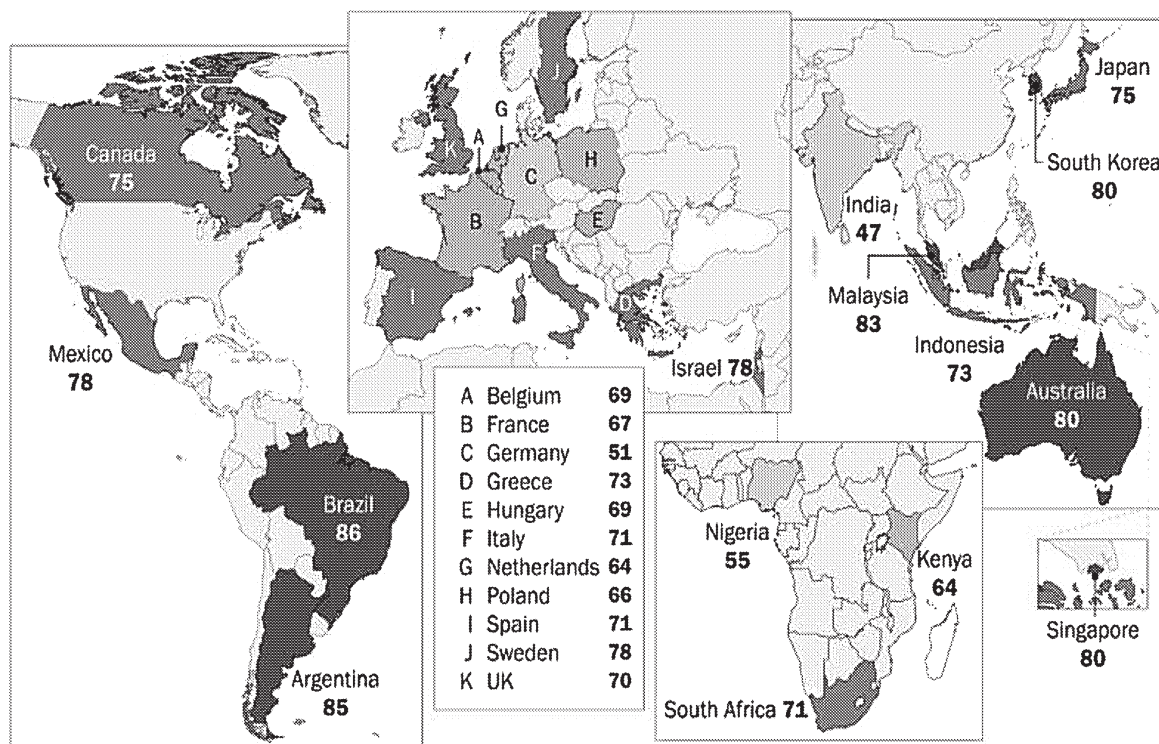
- ④ Which of the following best fits in  X  ?

- |   |  |
|---|--|
| イ | the majority of younger and older people own a smartphone          |
| ロ | the differences in age have been getting smaller                   |
| ハ | older people use the internet more often than young people         |
| ニ | young people are more likely to use the internet than older people |

問2 つぎの Figure 2 は、世界の国々において、ソーシャルメディアサイトを利用している成人の割合を示している。Figure 2 とその説明文を読み、設問に答えよ。

Figure 2

Percentage of Adults Using Social Media Sites by Country in the World



【説明文】

More and more of the world's adults are using social media sites or SNS such as Facebook and Instagram. In Figure 2, you can see the percentage of people using social media sites in 26 countries around the world. Social media use is extremely common in Brazil, Argentina, and (A), where over eight-in-ten report using social media sites. Almost all of the countries report social media use by the majority of adults. In Europe, (B) is the only country where fewer than six-in-ten adults say they use social media. Moreover, in the Asia-Pacific region, (C) is the only country

where fewer than five-in-ten have social media use. Thus, roughly half or more of adults in 26 countries use social media sites, 

X
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 .

Adapted from Poushter, J., Gubbala, S., & Austin, S. (2024). *8 Charts on Technology Use Around the World*. Pew Research Center.

<https://www.pewresearch.org/short-reads/2024/02/05/8-charts-on-technology-use-around-the-world>

- (1) 説明文の空欄 

(A)
-----

 ～ 

(C)
-----

 に入る最も適切な国をイ～へから一つ選び、その記号を解答用紙にマークせよ。

イ Netherlands

ロ Nigeria

ハ Australia

ニ India

ホ Germany

ヘ Malaysia

- (2) つぎの①～④の問いの答えとして最も適切なものをそれぞれイ～ニから一つ選び、その記号を解答用紙にマークせよ。

① How many of the 26 countries have 80% or more SNS users?

- イ three                      □ four                      ハ five                      ニ six

② Which country in Europe has the highest percentage of social media site users?

- イ Greece    □ Sweden  
ハ UK    ニ Germany

③ Counting from the country with the highest percentage of SNS users, what is Japan's rank among these 26 countries?

- イ 7                      □ 10                      ハ 13                      ニ 16

④ Which of the following best fits in 

X
---

 ?

- イ so that the internet use will continue to grow as technology spreads more widely  
□ but the differences in the usage rates of social media sites will decrease  
ハ although the percentages vary from country to country  
ニ while a majority of people in every country own smartphones

〔V〕 下の Figure 1 は、住宅に設けられた porch の写真である。Figure 1 を見て、porch に関するつぎの英文を読み、設問に答えよ。

Figure 1

A Porch of an American House



From Unsplash.com, by I. MacDonald, 2021. (<https://unsplash.com/>)

The porch is positioned between the streets of a neighborhood and the privacy of the interior of a house. (A) an entrance, a window to look out of, a gathering spot, and a stage, the porch has come to represent community and identity for many neighborhoods in the United States. Made of various stylistic elements of different sizes and shapes, the porch ties together neighborhoods by creating a space between the home and the street. It brings together the family life inside the house and the public life outside and also creates a space between the private and public for all kinds of visitors, both expected and unexpected. The porch has often appeared in film and literature as the stage of important and life-changing conversations, representing a comfortable threshold<sup>\*1</sup> between the domestic and public spaces.

Built originally in warmer southern climates, the porch served as a cool spot for communities during summer days. At its peak in popularity during the mid-19th century in the United States, the porch symbolized a slower-paced lifestyle. The porch supported the household by providing an intimate space for families to gather and visitors to stop by. With its popularization, it became a symbol of American home life, distinguishing American from English houses. In the book *At Home: A Short History of Private Life*, Bill Bryson talks about this space's social nature, essentially serving as an outdoor stage where people could tell stories and chat well into the evening.

For many people from black communities in the United States, the porch became a symbol of cultural identity. Used as a place for gathering, it became an element that turned into a symbolic stage of key stories, shaping a sense of identity for entire communities. Over time, it became closely associated with the oral storytelling tradition. Scholars highlight how these threshold spaces contributed to the strong bonds built within black communities which witnessed significant historical events.

With the rise of (B)-oriented infrastructure<sup>\*2</sup> and suburban expansion, the construction of these threshold spaces has decreased over time. As (B) became popular in the 1920s, new home construction placed priority on the backyard terrace and the attached garage. People could go in and out of their houses and be outdoors without ever seeing or interacting with neighbors. This (B)-oriented design shift created a sharp line between the private and public spaces and has contributed to a sense of disconnection in many modern American suburbs.

(C) not as common in new constructions, porches maintain their symbolic status in American domestic architecture, lining the streets of older cities and small towns. The status they have gained over time and the bonds of community they still support to this day illustrate the strong

impact of domestic architecture in the building of communities. They show that houses and their shapes reflect the society that builds them. Although just building more porches might not fix issues of isolation in American suburbs, <sup>(1)</sup>they can teach us a lesson or two about a type of domestic architecture that holds a special place for neighbors at its threshold. Architecture that supports community is important to create a sense of collective identity and citizen's participation.

\*<sup>1</sup> threshold: 境界

\*<sup>2</sup> infrastructure: 社会基盤, インフラ

Adapted from Huaroc, C. B. (2024). *Lessons From the Porch: Building Community at the Domestic Threshold*. ArchDaily. <https://www.archdaily.com>.

問1 Choose the phrase which best fits in the blank (A).

- |                        |                         |
|------------------------|-------------------------|
| イ Having no use for    | ロ Getting down to       |
| ハ Keeping in line with | ニ Taking on the role of |

問2 Choose the type of transportation that best fits in the blanks (B).

- |            |          |           |            |
|------------|----------|-----------|------------|
| イ train(s) | ロ car(s) | ハ bus(es) | ニ plane(s) |
|------------|----------|-----------|------------|

問3 Choose the word which best fits in the blank (C).

- |            |           |         |            |
|------------|-----------|---------|------------|
| イ Whatever | ロ Because | ハ While | ニ Whenever |
|------------|-----------|---------|------------|

問4 What does the word they refer to in the sentence?

- |           |                    |
|-----------|--------------------|
| イ houses  | ロ communities      |
| ハ porches | ニ American suburbs |

問 5 Which of the following is the most appropriate description of a porch?

- イ the streets of a neighborhood
- ロ the interior of a house
- ハ the space between the private and public areas
- ニ the sharp line between the private and public areas

問 6 When were the porches most popular in the United States?

- イ around the 1850s
- ロ around the 1900s
- ハ around the 1920s
- ニ around the 1950s

問 7 Which of the following does **NOT** describe the function of porches?

- イ backyard terrace
- ロ outdoor stage
- ハ threshold space
- ニ cool spot

問 8 For each of the following sentences, mark T if the statement is consistent with the content of this passage, and mark F if not.

- (1) The porch is a symbol of cultural identity for black communities in the U.S.
- (2) Many movies have used porches in essential scenes where dramatic conversations take place.
- (3) English houses have intimate spaces similar to porches where families can stop by and gather.
- (4) Porches help to build strong connections between the neighbors in the community.

〔VI〕 超常現象 *paranormal activity* に関するつぎの英文を読み、設問に答えよ。

If there's something strange in your neighborhood, who are you going to call? Probably the police, because neither ghosts nor the Ghostbusters\*<sup>1</sup> are real. But that doesn't stop people believing in paranormal activity. A YouGov\*<sup>2</sup> poll in 2019 found that 45 percent of Americans believe in ghosts, whereas in 2016 another YouGov poll showed that British people are more likely to have faith in scary spirits than the existence of God. Why are we still haunted by our belief in ghosts?

"It tends to be driven by two things," says Richard Wiseman, a psychology professor at the University of Hertfordshire, UK. "One is personal experience—lots of people claim to have had a paranormal experience after the loss of a loved one." Wiseman continues, "The other is popular media. We repeatedly see images such as ghosts in magazines even though most experiences aren't that difficult to rationalize away. With <sup>(1)</sup>photographs, for example, there used to be many double exposures\*<sup>3</sup> but not so many today. Those sorts of ghosts have gone away with the arrival of camera phones."

According to Wiseman, both drivers <sup>(2)</sup>take advantage of various psychological features—some of which are universal, while others are specific to certain people. "Humans have open, imaginative minds," he says. "And we want to imagine a world that doesn't have pain or suffering, where our loved ones are still with us. In addition, we're pattern-searching creatures. Our minds see patterns that are there, but occasionally they also go into overdrive <sup>(3)</sup>seeing patterns that aren't there."

More specifically, Wiseman links a belief in ghosts to creativity. In 2013, for example, a study performed at the University of British Columbia, Canada, concluded that people with a higher tendency to associate human features with non-human objects such as Mickey Mouse or Pikachu were

also more likely to believe in ghosts.

“People who believe in a lot of these things do have the same kind of psychological make-up,” says Wiseman. “They’re open-minded, creative, and quite high in the ability to be absorbed in a situation like a play or a film, and to identify patterns.”<sup>(4)</sup>

This natural creativity can be taken advantage of, however. A study performed in the 1990s by an American psychologist, Dr. James Houran, found that people are more likely to believe in paranormal activity if they’ve been ‘primed.’ This is a psychological term used when the introduction of a stimulus influences how we perceive the subsequent stimulus, for instance how spices change the taste of a steak.

“He took two groups of people around an abandoned movie theater,” explains Wiseman. “He told one group it was an architectural tour and they experienced nothing abnormal. He told the other it was haunted and, as you might expect, some people in the group started to experience things.<sup>(5)</sup> When there’s uncertainty, (A) can tell you how to perceive, and how to report what you’re experiencing. Magicians and mind-readers use it all the time.”

The huge power of human belief and its ability to color and shape how we experience reality, can often lead to us believing silly things like ghosts and dark things like fake stories. But Wiseman chooses to celebrate the positive side of this double-edged sword.<sup>(6)</sup>

“If you look at the great scientific advances, like putting someone on the Moon or coming up with a vaccine for COVID in months, you have to believe you can do something that’s pretty close to impossible to do. I think that capability to believe in something, even though there is very little evidence, allows us to do amazing things. And every once in a while, ghosts lead us off the right track. But you can’t have one without the other. It’s the price we pay for doing amazing things.”

\*<sup>1</sup> the Ghostbusters: アメリカ映画『ゴーストバスターズ』で活躍する幽霊退治屋

\*<sup>2</sup> YouGov: 英国の国際的オンライン世論調査会社

\*<sup>3</sup> double exposure: 二重に画像の出た写真

Adapted from Kelly, S. (2024). *Ghostbusters: A psychologist explains why we believe in the paranormal*. Science Focus.

<https://www.sciencefocus.com/science/ghostbusters-paranormal-belief>

問 1 Which of the following is the closest in meaning to rationalize away in this context?  
(1)

イ forget completely

ロ remove quickly

ハ remember clearly

ニ explain logically

問 2 Which of the following does both drivers refer to?  
(2)

イ double exposures and camera phones

ロ personal experience and popular media

ハ paranormal and personal experiences

ニ photographs and scary spirits

問 3 Which of the following is the closest in meaning to go into overdrive in this context?  
(3)

イ drive too fast

ロ get too tired

ハ work too hard

ニ sleep too much

問 4 Which of the following is the closest in meaning to make-up in this context?  
(4)

イ characteristics

ロ assignments

ハ cosmetics

ニ decisions

問5 Which of the following can **NOT** be included in things?<sup>(5)</sup>

- イ scary spirits
- ロ paranormal activities
- ハ theater performances
- ニ ghosts

問6 Which of the following best fits in the blank (A) ?

- イ personality
- ロ originality
- ハ intelligence
- ニ suggestion

問7 According to the passage, which of the following is likely to be seen as one of the examples of the positive side of this double edged-sword?<sup>(6)</sup>

- イ making a phone call to your friends to share your wonderful experiences
- ロ manufacturing a variety of high-definition televisions with different screen sizes
- ハ building the world's first successful airplane by the Wright brothers
- ニ seeing scary spirits after visiting the haunted mansion at the Disneyland

問8 Which of the following best matches the content of this passage?

- イ Americans are more likely to believe in ghost stories than British people.
- ロ People enjoy ghost movies to relieve emotional pain from the loss of their loved ones.
- ハ Scientific thinking should be maintained to avoid believing in silly things like ghosts.
- ニ The power of belief may contribute to great inventions though it sometimes misleads us.

〔Ⅶ〕 ゲーム産業に関するつぎの英文を読み、設問に答えよ。

When we talk about a whale in gaming, we're referring to players who spend a large amount of money within a game. These are not average players; a mobile game whale is someone who spends far more than the typical player, often contributing a significant portion of a game's revenue.

More specifically, mobile game whales can contribute an amazing 50% to 70% of a mobile game's total in-app<sup>\*1</sup> revenue, even though they represent only about 1-2% of total players consisting of both those who spend money and those who do not. This gap highlights their importance in mobile gaming.

What makes a whale truly unique is not just the amount they spend, but how their spending shapes the entire game. Developers pay close attention to these whales, as their investment can predict the financial success of a game.

So, when you hear the term, whale, think of it as a metaphor<sup>\*2</sup> that describes a big creature in the sea of gaming. These are the players who<sup>(1)</sup> dive deep into their pockets, influencing the gaming industry with their substantial spending.

Unlike regular players, whales spend thousands, and in some cases, millions of dollars. Some people think that because whales spend so much money, they must be thoughtless spenders. However, data indicates that their spending is more careful over time.<sup>(2)</sup> The typical amount spent by mobile gaming whales is around \$20 at a time. Over half of these whale players have never made an individual purchase exceeding \$50.

The daily Average Revenue Per Paying User (ARPPU) for the top 5% of players, often categorized as whales, has seen a significant increase over the past three years. From 2020 to 2023, while there was a growth of almost \$12 per player per day in daily ARPPU for all players, whales had a

higher increase of ARPPU of around \$66 daily.

GameAnalytics, a company that specializes in game business statistics, researched mobile game whales' spending habits across three different genres from 2020 to 2023. In popular, best-selling games, the ARPPU reached \$50-\$60 daily. At one point, the peak daily ARPPU was close to \$100 during a gaming boom, but it later stabilized to around \$60. Classic games like word puzzles and cards showed a 35% increase in daily ARPPU, reaching more than \$60. This is because classic game whales are usually older players with more money to spend. Mid-core games, a term used to include strategy, sports, and role-playing-games, had a daily ARPPU of between \$50-\$60.

These ways of spending showed a broader change across player types. If we look at statistics for the most profitable games, the whales represent a very small percentage of users who are responsible for 50% or more of the total in-app spending. In other words, there's a small number of mobile game whales, but they account for the majority of a game's revenue. They will often make a difference in a game from breaking even to being profitable.<sup>(3)</sup>

That's what makes mobile gaming whales special, rare, and very valuable users that every mobile app or game is going after. In the early stages of the mobile gaming explosion, every company hunted whales. Only a tiny fraction of gamers actually paid for in-app items, and while non-paying players were okay for ad revenue, big spenders—the whales—(A) success.

The grouping of players based on their spending habits brings us to an interesting comparison: whale vs. dolphin in gaming. While we've already discussed the concept of a mobile game whale, the big spenders in the gaming world, it's equally important to understand the role of dolphins and how they differ from their more excessive counterparts.

Dolphins, in the context of mobile gaming, are players who spend more than average players but significantly less than whales. They are the moderate spenders, often investing enough to improve their gaming experience but not to the extent that it dominates the game's revenue. In contrast to the whales, dolphins are more numerous, but their individual contributions are less impactful on a game's financial success.

The presence of dolphins in a game's economy is crucial. They represent a reliable and consistent source of income, often engaging with in-app purchases and premium content. Dolphins, though not as influential as whales, bring stability to the game's revenue. They support in-app purchases, making regular contributions to increase the game's revenue but not greater than the contributions of whales.

Understanding the relationships between whales and dolphins is key for mobile game developers and marketers. It allows for a varied approach to strategies for money making, ensuring that the needs and spending habits of both groups are taken care of.

\*<sup>1</sup> in-app: アプリ内の

\*<sup>2</sup> metaphor: たとえ, 比喩

Adapted from Grguric, M. (2024, March 12). *Mobile Game Whales*. Udonis Mobile Marketing.

<https://www.blog.udonis.co/mobile-marketing/mobile-games/mobile-games-whales>

問1 What is the definition of a “whale” in the context of gaming?

- イ a large marine mammal that players can select in a game
- ロ a casual gamer who plays together in a large group
- ハ a player who spends significantly more money within a game
- ニ a player who defeats weaker players within a game

問2 Choose the word that best completes the following sentence.

Mobile game whales are unique not just in terms of the amount they spend, but because their spending  the entire game.

- |              |               |
|--------------|---------------|
| ㄟ diminishes | □ affects     |
| ㄆ disrupts   | ニ contradicts |

問3 What does the phrase who dive deep into their pockets<sup>(1)</sup> imply in the context of the passage?

- ㄟ They always place themselves in gaming activities.
- They carry their gaming devices in their pockets at all times.
- ㄆ They frequently change their gaming preferences.
- ニ They invest a significant amount of money in the game.

問4 What does the phrase careful over time<sup>(2)</sup> suggest about mobile game whales' spending habits?

- ㄟ They are unable to stop playing games even during holidays.
- They are strategic and thoughtful about their spending.
- ㄆ They only spend money during special game events.
- ニ They gradually decrease their spending during a single gaming session.

問5 How has the Average Revenue Per Paying User (ARPPU) for the top 5% of spenders changed from 2020 to 2023?

- ㄟ It has decreased, showing that whales are spending less.
- It has stayed the same, which indicates stable spending habits.
- ㄆ It has risen to more than five times as much as the average of all players.
- ニ It has experienced a mobile gaming boom, and continues to rise.

問6 How do classic games like word puzzles and cards compare to popular and midcore games in terms of ARPPU for whales?

- イ Classic games have a lower ARPPU than both popular and mid-core games due to less frequent in-app purchases.
- ロ Classic games have an ARPPU increase, reaching more than \$60, partly because of older players with higher income unlike popular and mid-core game players.
- ハ Classic games maintain a stable ARPPU around \$50, similar to mid-core games but lower than popular games.
- ニ Classic games experience significant ARPPU changes, making their revenue model less predictable than that of popular or mid-core games.

問7 What does the phrase breaking even mean in this context?

(3)

- イ Achieving a state where the game's revenue matches its costs.
- ロ Reaching a point where the game becomes the most popular in its genre.
- ハ Generating enough revenue to surpass the earnings of other games.
- ニ Increasing the number of daily active users to a peak level.

問8 Which of the following best fits in the blank (A) ?

- イ reduced      ロ happened      ハ predicted      ニ drove

問9 Which of the following describes “dolphins” in the context of mobile gaming?

- イ They are important for providing consistent revenue.
- ロ They represent the smallest portion of players.
- ハ They are more numerous than non-paying players.
- ニ They are the least profitable players.

問10 Which of the following is the best title for the passage?

- イ Searching for Whales and Dolphins: Spenders and Non-Spenders
- ロ The Future of Spending Habits in Mobile Gaming
- ハ Whales and Dolphins: Key Players in Mobile Game Economics
- ニ The History of In-App Purchases in Mobile Games