



京都成章高等学校
令和5年度 入学試験問題

英 語

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I. 次の英文を読んで、後の設問に答えなさい。

How do you decide what clothing or book to buy or which restaurant to eat at? You may think that you decide for yourself. (**a**) according to studies of human *behavior, people around us greatly *influence our choices and *decisions.

*Psychologists say that “social proof” influences us. Social proof is how other people’s actions influence us. ⁽¹⁾When [ア. what others / イ. at / ウ. not sure / エ. to do, / オ. we are / カ. are doing / キ. we look / ク. what]. The actions of other people are the “*proof” of the right thing to do. One example of this is a *sidewalk *experiment. If you stand *still on a *busy sidewalk and look up into the sky, no one will copy your actions. As one person, you probably won’t influence other *strangers. But social researchers discovered something interesting in New York City. When a group of four people looked up at the sky on a busy sidewalk, 80% of the *passersby looked up at the sky. The passersby thought the four people *must know something special. A group of people influences the behavior of others.

Businesses are very interested in understanding social proof. They want to influence us to buy their *products. (**b**), social proof is very important in *advertising. Four groups of people give social proof: experts, other *consumers, crowds, and friends. (**c**), experts often influence our actions and *purchases. For example, an expert on a TV health show may recommend a medicine. (**d**) the expert is *knowledgeable, we may follow the advice. *Advertisers use experts for social proof.

Other consumers also influence our purchases and show social proof. When a consumer uses a product, we listen to his or her opinion. On the Internet, consumers can express their opinions about products. (**e**), people write

*reviews of hotels and restaurants on travel websites. Online bookstores have book reviews from *ordinary people. These websites are very popular because people are interested in consumers' opinions.

(**f**) type of social proof comes from crowds. McDonald's, the fast food *giant, has a sign on every restaurant, "Billions and Billions Served." The crowds of people who eat at McDonald's are the social proof of McDonald's *popularity. In a recent experiment, a major hotel company wanted to *decrease the number of towels it washed. The first hotel room sign said "Help us help the environment. Please reuse your bath towel." Not many people ⁽²⁾ did. The hotel changed the sign to say, "Most guests in this hotel reuse their towels. Will you?" Twenty-six percent of the guests then reused their towels. (**g**), they changed the sign to say, "Most guests in this room reuse their towels. Will you?" 33% reused their towels. In this case, the actions of a group influenced other people. ⁽³⁾ According to another study, when a restaurant *marks *certain dishes as "Our most popular," sales of those dishes increase by at least 13%. The behavior of other people can influence actions and purchases.

Finally, there is the social proof of friends. Friends influence us the most—more than experts, crowds, or other consumers. Our friends are usually more like us than other people, and we *trust their *recommendations. A quick text message or smartphone photo can show a new purchase. That is perhaps the best advertising of all, and for companies, it is ⁽⁴⁾ free. It is simply friends talking about purchases. *The next time you buy something, think about how you decided to buy it. It was probably a friend's influence!

* behavior : 振る舞い influence : (名)影響 (動)～に影響を与える
decision : 決定 psychologist : 心理学者 proof : 証拠 sidewalk : 歩道
experiment : 実験 still : じっとしている busy : 賑やかな
stranger : 見知らぬ人 passersby : 通行人 must ~ : ~に違いない
product : 製品 advertising : 広告 consumer : 消費者 purchase : 購入
knowledgeable : 知識がある advertiser : 広告主 review : 批評
ordinary : 普通の giant : 大企業 popularity : 人気
decrease ~ : ~を減らす mark : 表示する certain ~ : ある～
trust ~ : ~を信頼する recommendation : 推薦
the next time ~ : 次に～する時

A. 空所 (a) ~ (g) に入れるのに最も適切なものを、それぞれ次のア～キの中から1つ選び、記号で答えなさい。ただし、同じものを繰り返して用いてはいけません。

ア. First

イ. For example

ウ. Finally

エ. But

オ. The third

カ. Because

キ. For that reason

- B. 下線部(1)が「何をすべきかわからない時、私たちは他の人が何をしているのかを見ているのです。」という意味になるように、下の選択肢の語(句)を並べかえて空所を補い、最も適切な英文を完成させなさい。

解答は、 に入れるものの記号のみ答えなさい。

When _____ _____ _____ .

- ア. what others イ. at ウ. not sure エ. to do,
オ. we are カ. are doing キ. we look ク. what

- C. 下線部(2)が指し示しているものとして最も適切なものを、次のア～エの中から1つ選び、記号で答えなさい。

- ア. followed the sign
イ. looked at the sign
ウ. changed their towels
エ. liked the hotel

- D. 下線部(3)の英文の意味を日本語で答えなさい。

- E. 下線部(4) free の本文中での意味と最も近い意味で、free を使用している文を、次のア～エの中から1つ選び、記号で答えなさい。

- ア. If you are free next Sunday, let's drive to the beach.
イ. Do you have any free time? I want you to help me.
ウ. This is a free ticket, so you don't have to pay for this.
エ. Please set the bird free so that it can fly as it likes.

F. 本文の内容に合うものを、次のア～エの中から1つ選び、記号で答えなさい。

ア. 私たちはどんな服を買うかについていつも自分で決めている。

イ. 消費者は、製品に関する意見をインターネット上で表明することはない。

ウ. ある大手ホテル会社は、洗うタオルの枚数を減らすと環境に悪影響を及ぼすと考えていた。

エ. 複数の人々が同じ行動をしていることを見て、自分も同じ行動をしてしまう人が多い。

G. 次の質問文の答えとして最も適切なものを、次のア～エの中から1つ選び、記号で答えなさい。

What is “social proof”?

ア. Something that makes us choose some special restaurants.

イ. The activity that our society supports.

ウ. How our ideas influence other people’s actions.

エ. How people around us influence our choices and decisions.

H. 本文の内容を最もよく表しているものを、次のア～エの中から1つ選び、記号で答えなさい。

ア. How should we help the environment?

イ. How should we use advertisement?

ウ. How do we decide?

エ. What does a friend mean?

Ⅱ. 次の対話文を読んで、(A) ~ (E) に入る最も適切なものを、それぞれ後のア～ウの中から1つ選び、記号で答えなさい。

A: Excuse me. I'm looking for City Hall.

B: (A)

A: Yes, that's right. I just moved here yesterday.

B: All right. I will be happy to help you.

A: (B)

B: I will use it to show you the way. We're here now, in front of the TV tower.

A: (C), but I can't find the location of City Hall.

B: City Hall is here on this map. It's close, but you'll have to go around.

A: (D)

B: Follow this street two blocks in this direction, and turn left at the traffic light.

A: Then I'll be going north.

B: That's right. Go up two more blocks and turn left again. Then you will see the City Hall building on your right.

A: (E)

(A)

ア. Haven't you lived in this city for a long time?

イ. Is this the first time you have come to this city?

ウ. Are you? I can help you, sir.

(B)

ア. I wish I had a map

イ. I don't have a map. Is that okay?

ウ. I have a map of this area

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(C)

- ア. I know that
- イ. I didn't know that
- ウ. This information isn't necessary

(D)

- ア. How can I get there?
- イ. So, isn't the City Hall on this street?
- ウ. I knew the City Hall was so close.

(E)

- ア. Thanks a lot. I'm looking forward to seeing you at the City Hall.
- イ. Thanks anyway, but I didn't really understand.
- ウ. Thank you very much. It would be nice if we could meet again somewhere in this town.

Ⅲ. 次の A ~ E の英文中の () 内に入れるのに最も適切な語を、それぞれア~エの中から1つ選び、記号で答えなさい。

- A. Students were () to find the museum closed. They really wanted to enter it.
- ア. sad イ. excited ウ. happy エ. kind
- B. This building is so () that even a big typhoon won't do much damage.
- ア. weak イ. strong ウ. interesting エ. warm

- C.** To () is to have or express a different opinion from someone else.
 ア. say イ. insist ウ. talk エ. disagree
- D.** The () on the train must have a ticket when the conductor comes to check it.
 ア. visitors イ. customers ウ. passengers エ. guests
- E.** The U.S. () for the United States.
 ア. takes イ. calls ウ. looks エ. stands

IV. 次の A ~ E の英文中の () 内に入れるのに最も適切な語 (句) を、それぞれア~エの中から1つ選び、記号で答えなさい。

- A.** When I read this book, I found a lot of words () I didn't know.
 ア. why イ. who ウ. which エ. how
- B.** If you were in my place now, you () there alone.
 ア. went イ. go ウ. would go エ. will go
- C.** His father won't let him () TV after nine at night.
 ア. watching イ. watched ウ. watches エ. watch
- D.** These grapes are made () that wine.
 ア. by イ. into ウ. of エ. from
- E.** It was clear to everyone () prices in this country were high.
 ア. that イ. so ウ. who エ. because

V. 次の A ~ C は日本語の意味を表すように、D・E は各組の文がほぼ同じ意味を表すように () 内に最も適切な語を入れなさい。

A. 今朝からずっと雪が降っている。

It () () () () this morning.

B. ステージでピアノを演奏している男性は、カナダ出身です。

The () () () () on the stage comes from Canada.

C. 子供たちは、母親に家にいるように言われた。

The children () () () stay home by their mother.

D. This is the longest tunnel in Asia.

= () other tunnel in Asia is () () this one.

E. We ate a very expensive dinner last night.

= () () () dinner we ate last night!

VI. 次の A ~ E において、それぞれの下の選択肢の語 (句) を日本文に合うように並べかえて空所を補い、最も適切な英文を完成させなさい。ただし、解答は、 に入れるものの記号のみ答えなさい。なお、文頭にくる語も小文字で示してある。

A. 母は、毎朝6時に朝食を作り始めなければいけない。

My mom _____ _____ _____ every morning.

ア. start イ. breakfast ウ. has to エ. six

オ. cooking カ. at

B. いつ犬の世話をするつもりですか。

_____ _____ _____ _____ _____ ?

- ア. you イ. take ウ. when エ. care of
オ. are カ. going to キ. your dog

C. 彼には遊び友達がたくさんいる。

_____ _____ _____ _____ .

- ア. to play イ. has ウ. many エ. with
オ. friends カ. he

D. 彼は親切にもここで生きていくために何が一番必要かを教えてくれた。

He was _____ _____ _____ _____ _____ to live here.

- ア. enough イ. I ウ. what エ. kind
オ. to show me カ. needed most

E. 部屋をきれいにしておくために、父親が私に多くの箱を買ってくれた。

My dad _____ _____ _____ _____ .

- ア. clean イ. many boxes ウ. bought エ. keep
オ. me カ. my room キ. to

VII. 次の日本語を英語で表現しなさい。

A. 彼女はいつ家を出て、どの電車に乗るべきか、わかっていなかった。