

《論壇記實一》


主要的收穫：

- 每一網友行為後面有不同的層次，故所提的各種行為因素應要交叉運用。
- 社會變革團體也用 SNS 來聯合其他團體，支持其他團體工作，用來投票，用來驗證真正的支持者規模。
- SNS 給傳統社會學新的舞台，讓社會學更豐富，資深社會學者改變社會資本的論點。
- SNS 上展開許多參與的可能性，如表達，學習參與，參與和懶人的行動主義。
- 眾多粉絲裡仍是分眾的結構。
- 團體使用 SNS 像是經營一個品牌－注意溝通方式，強化組織背後的支援，要有行動計劃來維持行動力，更重要的是要思考組織的關鍵發展問題。

(Notes from Forum 1)

Key Take-Aways:

- Various factors behind each behavior, thus various behavioral factors should be cross applied.
- Social change groups also use SNS to form alliance with other groups, to support their work, to vote, and to verify the actual scale of their supporters.
- SNS provide a new stage for traditional sociology. Senior scholars are changing their theses.
- SNS rolls out the multiple ways of participation, ie. expression, learn to participate, participate and slackitism.
- The demassified structure among fans.
- Social change groups ought to use SNS as effort of branding – pay attention to the way of communication, strengthen ground support, have action plans to maintain activeness, and most important of all, consider the essential problem about organizational development.

主題 Subject	法鼓公益論壇/網路星期二座談：「未來的連結 - 社交網路的今天，明天和更遠的未來」(聚焦台灣)	Outreach Activity of “FutureConnect: Social Networking Today, Tomorrow and Beyond”, Focusing on Taiwan
為何 Why	將這份完成的報告“FutureConnect”作為主題性的工具，在台灣廣集不同部門眾人之力，透過討論網路上個人的行為，社會變革團體(公益團體)的參與，以及其他參與者所關注並提出的主題，共同思索了解社交網路。(關於 FutureConnect 研究報告，請見下方。)	Use the completed report (FutureConnect) as a topical tool to crowd-source across the various sectors in Taiwan toward understanding social networking sites through the discussion about individual behaviors on SNS, social change groups' engagement and all other topics concerned and raised by the participants. (See details about the research report “FutureConnect” at bottom of the pages.)
何人 Who	<ul style="list-style-type: none"> • 開拓基金會東南亞計劃主任高子景 • 「網路星期二」籌辦組織： 網路行動科技公司、開拓基金會、法鼓大學籌備處 • 論壇討論 錄音，記錄整理：高子景和魏純勇 (資料有誤請來信要求更正：annkao@frontier.org.tw) 	<ul style="list-style-type: none"> • Facilitated by Ann T.C. Kao, Program Director Frontier Foundation and report contributor. • Net Tuesday (Taiwan): A periodic gathering co-organised by NETivism Company, Frontier Foundation and the Preparatory Office of Dhama Drum University. • Forum discussion was recorded and notes compiled by Ann T.C. Kao and C. Y. Wei. (Send correction inquiry to Ann)
何地 Where	台北市延平南路 77 號法鼓大學籌備處七樓講堂	7F, Preparatory Office, Dhama Drum University No. 77, Yenping South Road, Taipei, Taiwan
何時 When	2010 年 4 月 17 日週六 13:30 – 15:20	13:30-15:20, Saturday, April 17, 2010
如何做 How	論壇：由開拓基金會東南亞計劃主任高子景利用「網路星期二」系列活動的四月場次介紹報告“FutureConnect”，並與現場與線上約 20 位參加者進行討論。	Forum Discussion - the introduction of the research report “FutureConnect” was accepted as the topic of the month by “Net Tuesday”, a serial event initiated by Netsquared.org. Ann T.C. Kao introduced the report and facilitated the discussion among other 20 participants. She is the Southeast Asian Program Director of Frontier Foundation.
內容 What	(1) 未來的連結 FutureConnect 摘要報告 <ul style="list-style-type: none"> • 開場介紹 Ann 以及在研究項目「未來的連結」的角色，以及延伸活動(即此論壇)的目的。 	(1) Briefing the Report “FutureConnect” <ul style="list-style-type: none"> • Introduced the birth of the report “FutureConnect”, Ann's involvement as a contributor based in Thailand, and structure of the forum.

- **開始介紹「未來的連結」**
關於 **aids2031**：此專案項目是以目前的狀況來建立
艾滋病可能的光景，有了像社交網這種新的溝通科技，
我們要做怎樣的準備。
- **15~25 聯結的世代**，網路是在他們成長階段一件最重要的事情。
- **SNS 對組織** 中對外溝通的人(公關)可能是一個新的挑戰，也是新的機會。

介紹各國 **SNS 運用** 狀況。

- 在研究報告中提到，**SNS** 在開發中國家的發展路徑，將會跟已開發國家的相似，他們也負擔的起。
- 不同國家的 **SNS**，也會因應他們族群的需求，而有不同的樣貌，應用上也有不同的可能性。
- 擁有權力與要不要使用 **SNS** 沒有直接的相關，反而越是弱勢的族群更會想要使用 **SNS** 來發聲。
- 在比較貧窮的國家，**SNS** 除了在交友方面，他們會使用 **SNS** 來得知選舉的資訊，參加節目的活動和得知物品市價。

- 在愛滋病的議題上，我們應該想的是如何由傳播的角度，去改變人的行為，人改變他的行為之後，才會有所謂的社會變革。
- 三個驅動力來改變 **SNS**：科技的創新、商業的獲利行為、個人(網友)的行為之間的交互作用。
- 我們很難想像社會行為可以被數據化，透過 **SNS** 這些檯面下的社會行為都將浮現出來。

- 摘要介紹研究裡所整理出來在 **SNS** 上的行為。
(行為表格裡留有一些空格讓討論者來填補，此活動細節在下一點。)
- 摘要介紹社會變革團體(或 **NPO**) 在 **SNS** 目前已經嘗試和運用的接觸方式。(表格裡留有一些空格讓討論者來填補，此活動細節在下一點。)
- 比較二張表可以看到社會變革團體(或 **NPO**) 要運用 **SNS** 來接觸人群還有很多的嘗試空間。

(2) 討論

- 焦點習作一：請參加者一起思考討論並填補 **SNS** 網友行為表裡的空格，以下是**我們增加**的行為種類。

1. 取得市場和消費相關資訊。
2. 分享。
3. 獲得情感支持(提供支持)。
4. 號召更多人表達不滿，並議論。
5. 求助(提供幫助)。

每一行為後面有不同的層次，故表格中的行為因素應要交叉運用，例如有網友先用交朋友的方式，目的是銷售。

- **Begin the slides about the research “FutureConnect”**
About “aids2031” - a scenario-building about HIV/AIDS in another 25 years but grounded in the current situations. With newer communication technology like social networking sites, what kind of preparation we should have vis-a-vis the projected future scenario.
- For the connected generation aged 15 to 25 years old, the internet is one of the most important thing during their maturity.
- The new challenges and new opportunities for communicators (including public relations).

Scanning the use of SNS in various countries.

- According to the research, the way SNS are used and developed in underdeveloped countries is the same as developed ones. People can afford the use.
- SNS in various countries, due to the need of the communities, will have different appearance and possibly different applications.
- The possession of power is not directly related with the adoption of SNS. The more disadvantaged the groups, the more they would want to use SNS to voice.
- SNS in underdeveloped countries are used, other than social activities, to get information about election, to participate program activities and acquire commodity market price.

- In the topic about HIV/AIDS, we should consider how to change people's behavior through the angle of communication. Social change occur after people change our behaviors.
- 3 drivers for social networking sites: technology innovation, profitability and behavior.
- The numeric /digitized social behaviors couldn't be imagined before. Human inherent social behaviors are “surfaced” by tools like SNS.

- Summarized the individual behaviors that are identified by this research. (And leave some cells of the behavior tables for discussants to fill. This exercise is detailed next.)
- Summarized the ways of engagement social change groups have tried and used via SNS. (And leave some cells of the behavior tables for the audience to fill. This exercise is detailed next.)
- Compared these two tables, it shows social change groups can do much more experiments to engage people via SNS.

(2) Discussion

- Focus Assignment 1: I made the behaviors on SNS (as mentioned in the report) into a table and left some cells empty, and invited participants to fill them out. **Together we added the following individual behaviors:**

1. Get information about market and purchase.
2. Share.
3. Gain emotional support (and provide support).
4. Call for more expression of discontent and argue.
5. Ask for help (and provide help).

There are more than one factors behind each behavior, thus the behavioral factors in the table should be cross applied.

- 焦點習作二—請參加者一起思考討論並填補社會變革組織透過 SNS 所進行之溝通工作的空格，我們增加的工作種類有：

1. 募款和募集資源（莫拉克颱風，Big Issue 街友雜誌的志工）
2. 共享，支持他組織的活動（NPO 資訊交流討論區）
3. 提供幫助／求助的管道。
4. 表達組織的想法，提供信息知識，或者進行倡議。
5. 組織／尋求聯盟，聯合。
6. 投票決定要不要進行一些社會行動，尋求共識。
7. 相互證實，驗證真實的支持。

- 主題: SNS, 用是不用

SNS 帶來流量已經超過主要網站，未來的流量將來自手機，其中將有更多 SNS Content，行業當中的專業會議討論（如 2010 年博物館與網路）1/3 的議程是關於社交媒體，公選出最佳網站“太陽風暴”用各種 SNS 來完成這科學報導，英美幾乎所有的社會變革團體都有 Facebook Page，簡言之，SNS 已經以最快的速度成為一項非常重要的互動溝通平台，以及知識工作的工具。

- 主題: SNS 與社會學的想像

網絡行動的花：「人是不是有些需求是因網路才發生？」SNS 給傳統社會學（如 Marslow 需求理論）一個新的舞台，讓社會學更豐富，人目前的需求超出基本需求。



聯勸的文良：「Putman 改變他社會資本消失的理論。」Robert Putnam 名著《Bowling Alone》中提出美國的社會資本速減，但是他近來改變觀念，認為新的溝通科技形成一種「網絡合金」。

Putman：「有趣的是要如何運用(互聯網)來促成「網絡合金」，可以是網路上和面對面的，好比電子郵件。」
(2007年7月18日的衛報)



For example, some SNS users make friends first with the intention of selling.

- Focus Assignment 2: I made the kinds of work taken by social change groups via SNS (as mentioned in the report) into a table and left some cells empty, and invited participants to fill them out. **Together we added the following work:**

1. Raise fund and resources, for example, Typhoon Morak and aid, volunteers for magazine Big Issue Taiwan.
2. Share and support other organizations' work, e.g. NPO IT Forum.
3. Provide help to those in need.
4. Make organization's ideas known, provide information and knowledge, or conduct advocacy.
5. Organize, seek and form alliances.
6. Vote for social actions to be taken, seek consensus.
7. Verify the real scale of support (or cross examine).

- Topic: Use SNS or use not

Traffic via SNS has exceeded which via portal web-sites and future traffic will be from mobile use, of which SNS contents will prevail. Professional conferences and discussions, e.g. Museum and the Web 2010, made one third of its program social media related, the selected “the best of web” went to SolarWatch which adopted various SNS for this scientific monitoring. Almost all social change groups in the U.S. and U.K. own a Page at Facebook. In sum, SNS have become a very important interactive communicative platform and a knowledge working tool within the shortest possible time.

- Topic: SNS and Sociological Imagination

Netivism asked if SNS give birth to some of our needs. SNS have given a new stage to and enriched conventional sociological theories, e.g. Maslow's hierarchy of needs. Our current needs may have way exceeded human's basic needs.

United Way Taiwan brought reference from Robert Putnam who has modified his thesis about the declined social capital. In his book renowned “Bowling Alone“ he stated the declined social capital in America, but he changed his ideas lately and showed increased in the “alloyed networks” fortified by new communication technologies.

Putman “What is interesting is how it can be used to encourage 'alloyed networks' - which are both cyber and face to face - like email.” (The Guardian, 18 July 2007)

● 主題: SNS, 參與和行動論

子景：「動機到行為的中間有很多障礙，點點滑鼠也是種支持行為嗎？」

淑芳：「從 88 水災和 Big Issue 的經驗看到 SNS 上有許多參與的可能性。」



1. 表達意見：

網絡行動的花擔憂網友用「讚」和「不讚」表達，就沒有下一個動作了。淑芳認為對於一些不善於表達的人 SNS 提供了一個學習表達的機會，來傳達自己的想法。

2. 學習參與：

淑芳認為 SNS 社群提供不同層面的參與，可以相互學習不同的參與方式。

3. 參與：

e 惠社的尹旭表示 SNS 把工作拆成小的部分，讓更多人可以從事不同層次的參與。聯勸的文良提出 Obama 競選大使最後都找到事情讓粉絲們做。

4. 懶蟲與懶漢行動主義

e 惠社的尹旭問：「線上活動的參與者，能化為實體活動的參與者嗎？」Ilya 說「懶漢一點都不懶。」淑芳認為縱有三萬個粉絲，其實他們還是分眾的，所以會本人出現的只有 15-20 人。

尹旭提出結合設計線上下活動的預估量：線上活動是 1% 的人提供原創 Content，9% 回應，90% 閱讀瀏覽；而線下活動是 1% 現身參與，9% 在 SNS 上參與，而 90% 遠遠觀看。

● 主題: SNS 與組織的工作

中信慈善基金會：「使用 SNS 像是經營一個品牌」號召上萬的粉絲後的行動計劃和如何維持行動力，才是挑戰，因為粉絲會關心活動／組織後續的發展。基金會用加入粉絲就捐 100 元的方式找粉絲，不到一個月即募得 2 萬人，捐出 200 萬，網友已經習慣這種溝通方式，及人脈網絡的延伸方式。



聯合勸募：在 SNS 動員人力、資源時，原本後方的支援還是必須要跟上的。

● Topic: SNS, Participation and Activism

There are multiple barriers between motivation and actions. Ann asked if mouse-clicking qualified as act of support.

Shufang (Frontier) drew experience from August 8 flood and Big Issue Taiwan and stated the participation to various extent being rolled out on SNS.

1. On Expression:

Netivism was worried that SNS users expressed with “like” and “dislike” and nothing further (I.e. lack of real actions). Frontier Foundation appreciated that SNS offered opportunities of learning to express for those who were not at ease with expressing.

2. On Learning to Participate

Frontier observed various communities on SNS provided participation at different level, so they learnt different ways of participation from one another.

3. On participation

e-Causes (from China) stated that SNS broke work down to small parts so that many people could participate at different level. United Way Taiwan used example of Obama campaign's “Ambassadors” who found actual work for the fans.

4. On Slackers and Slacktivism

e-Causes asked if online fans can be converted to supporters in actual events. Ilya didn't find slackers lazy. Frontier Foundation emphasized the demassification among the 30,000 fans, which resulted in the turn-up of only 15-20 people.

e-Causes further shared the estimate ratio when designing online and off-line events: While 1% of community created contents online, 9% would respond and other 90% just read. During off-line events, 1% would turn up, 9% participate online and the other 90% remain on-lookers.

● Topic: SNS and Organizational Work

Chinatrust Charity Foundation “using SNS as an act of branding” – more attention to be paid to the action plans and continuity after recruiting “fans”, that's the real challenge because “fans” will follow up on the development of events and of organization. The foundation recruited 20,000 fans within less than 30 days by matching \$3 donation when one person becomes their 'fan'. SNS users are used to this kind of communication and the way human network is extended.

United Way Taiwan emphasized the necessity for background support to catch up with the mobilization of human and other resources on SNS.

尹旭提醒 SNS 是溝通的工具，不是傳播而已，Obama 團隊回跟粉絲，是與 Clinton 團隊不同之處。

Ann 利用泰國案例提到新舊組織發展的 SNS 分界因素，新組織 OpenMind Projects 以及香港公民黨的公投運動因 SNS 而發展加速，艾滋運動老招牌 PATH 面對年輕時代反而離不開指導和開導的角色。

E-Causes reminded that SNS was a tool of communication, not broadcasting. The difference between Obama team and Clinton's was that the former followed back its fans.

Ann pointed the SNS-related division between new and old organizations. New organizations like Openmind Projects and new movement like Hongkong Civic Party's referendum movement have got dramatic development because of SNS, while the older AIDS organization PATH can't shake off its role of advisor and facilitator vis-a-vis the younger generation.

組織介紹 Intro of Organizers

- [網絡行動科技公司](#) 提供行動網路諮詢與導入服務，促成所有部門善用資訊傳播科技、採取行動，改變個人、組織與世界的經濟與社會。
- [開拓基金會](#) 「協助弱勢族群與網路間連結」以及「協助非營利性組織善用網路」為使命，主要工作包括政策研究、社區人才培訓、媒體觀察、協力打造資訊化社會。
- [法鼓大學籌備處](#) 以碩、博士教育為主，以前瞻之思維與世界一流之教育建構國際教育村，營造多元學習環境，創新學術研究，為台灣及全世界培育慈悲、智慧兼具之領導者，建立全球淨化之典範與共識。

- [Netivism Co.](#) provides consultation and services for mobile internet, aiming to facilitate all sectors in better use of ICT. With “Netivism” - taking actions on/with the Net - individuals, organizations, and the world's economies and societies will be changed for better.
- [Frontier Foundation](#) has been armed with the mission to bridging the disadvantaged groups and the Net, and to facilitate NPOs in better use of the Net. It's focuses are: policy research, training of community human resources, media watch build information society through collaboration.
- [Dhama Drum University](#) focuses on masters and doctoral education in an international setting, which is designed with foreseeing ideas and worldly advanced curriculum. The diversified educational structure and innovative academy is aimed at fostering intellectual and compassionate leaders for Taiwan and the world.

更多資源 Resources

- 活動新聞稿
<http://net2.netivism.tw/events/2010/04/194> (附會前後資料)
<http://ddupf.blogspot.com> (附投影片)
- [中文網路論壇 \(中英雙語\)](#) - 開拓科技濃湯的論壇
- [英文網路論壇](#) (Communication International 網站上)
- [照片連結 \(Flickr\)](#)

- **Event News Release (with slides and discussion details)**
<http://ddupf.blogspot.com> (With slides)
- **Chinese online forum (Mandarin / English Bilingual)**
Currently on the [forum space](#) of Frontier Foundation's TechSoup web-site.
- **English-only online Forum on Communication International**
- [Pictures on Flickr](#)

- 「未來的連結」研究由 [艾滋 2031](#) 所贊助，美國的 [社會變革溝通聯盟](#) 負責執行。
- [社會變革溝通聯盟](#) 協助世界上貧窮社區的居民表達和分享生活的故事，意見和理念，從而促成他們社會與生活所需要的變革。
- [艾滋 2031](#) 聯合聚集了各界夥伴一同檢視人類從過去 30 年艾滋議題裡學到什麼，再細想我們如何採用不同的方式，在 2031 年 (艾滋病毒發現 50 週年) 以前改變這個疾病的流行現象。

Research “Future Connect” was sponsored by [aids2031](#) and implemented by [Communication for Social Change Consortium](#) in America.

- **The CFSC Consortium** is a nonprofit organization working globally to help people living in poor communities lift their voices, stories, ideas, and beliefs in order to influence the change they need in their societies and in their lives.
- [aids2031](#) is a consortium of partners who have come together to look at what we have learned about the AIDS response and what we can do differently now, to change the face of the pandemic by 2031 (50th anniversary of discovery of HIV/AIDS).

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