一、資訊傳播領域專業名詞之中翻英（每題 2 分，共 10 分）

1. 社群媒體：_____
2. 大數據：_____
3. 程式設計師：_____
4. 電子商務：_____
5. 雲端運算：_____

二、資訊傳播實務英文閱讀與論述 （每題 15 分，共 90 分）

第一篇 ：Can Snapchat Survive If Facebook Copies All Its Best Features?
(出處 : *Harvard Business Review, Walter Frick, MAY 12, 2017*)

1. 社群媒體 Snapchat 的發展策略為何？
2. 社群媒體 Snapchat 與 Facebook、Instagram 等平台競爭的優勢為何？
3. 何謂網路效應(network effects)？
4. 社群媒體 Snapchat 如何發揮網路效應(network effects)？

To be successful, a company needs to provide something customers want. It must be able to do so for less than they're willing to pay. And there must be some reason why competitors can't just copy it when it succeeds. In management terms, it needs a *value proposition*, a *business model*, and a *strategy*. Snap is doing well on the first two. It has a product that lots of people like, and there's at least the prospect of Snap eventually becoming very profitable, its first earnings report notwithstanding. But it's struggling with the third (strategy) because Instagram has been copying its most popular features. When Snap CEO Evan Spiegel was asked about Facebook, Instagram's parent company, on Snap's first earnings call, he quipped: "Just because Yahoo has a search box, it doesn't mean they're Google." That's true, but it doesn't necessarily imply what Spiegel needs it to. In fact, his response reflects a decades-old debate over what strategy is, one that's being relitigated in the digital age. In Snap's S-1, the company says:

Our strategy is to invest in product innovation and take risks to improve our camera platform.... In a world where anyone can distribute products instantly and provide them for free, the best way to compete is by innovating to create the most engaging products.

Raffaella Sadun, a professor at Harvard Business School, says the challenge for Snap is that "great product is different from great strategy." As Ben Thompson noted, "Most companies use their S-1 to explain how they are building a sustainable competitive advantage — a moat, if you will. Snap is declaring that moats no longer exist."

One reason why it's so hard for Snap to articulate a traditional strategy is that, arguably, the best one is already taken by Facebook. The way you make money with a social network is through network effects. The more users you have, the more valuable the platform becomes for all your users; hence scale becomes a powerful competitive advantage. But if that's where the value is, Facebook will beat Snap every time. For instance, Instagram launched Stories, a feature seemingly derivative of Snapchat, in August 2016. Just seven months later, Instagram Stories had more daily users than Snapchat.

So, Spiegel needs to articulate a theory of why Facebook can't copy Snap's product innovations and then use them to capture even more value through its larger network. To date, his answer has been innovation. That puts him firmly on one side of the long-running strategy debate. Is it sufficient to develop capabilities that seem hard for competitors to imitate, like building camera-based social applications? Or does sustainable strategy require more? The debate over how sustainable "operational advantages" are continues to this day. But even if one grants that certain capabilities can be hard to imitate, Spiegel needs to explain why Snap's are.

第二篇：What Marketers Need to Understand About Augmented Reality
　　　(出處 : *Harvard Business Review, Ana Javornik, APRIL 18, 2016*)

1. 何謂 Augmented Reality (AR)?
2. Augmented Reality (AR)的實際行銷應用為何？

Imagine being able to see how a couch would fit in your living room before actually buying it — or being able to see which sunglasses suit your face or which lipstick looks good on you without physically trying anything on. Each of these scenarios is already possible. These are real examples from Ikea, Ray-Ban, and Cover Girl of how companies are currently using augmented reality (AR). AR has been piquing marketers' interest in recent years, as it has the potential to change a range of consumer experiences, from how people find new products to how they decide which ones to buy. AR technology enhances the physical environment you see by overlaying virtual elements, such as information or images over it, either through displays such as HoloLens and Google Glass or through the camera view on your smartphone.

In order for the potential of AR to be realized, though, companies have to resist the urge to hastily create AR apps (that risk appearing gimmicky), and instead focus on better understanding how consumers will interact with the technology. Based on research I have been conducting on consumer responses to AR over the past four years, I have found that designing and implementing valuable AR apps requires the following: a better idea of how consumers would use such technology; more collaboration among computer scientists, designers, and marketers; and a strategy for integrating the applications into the existing consumer journey.

When I started working on AR as the topic for my PhD, almost no established knowledge about it existed in the marketing field. However, computer science and human-computer interaction research have been tackling AR for years, and borrowing insights from those fields can greatly help marketers understand what this technology will mean in commercial contexts.

Companies first have to understand how AR differs from other digital technologies. While it is similar in some aspects (e.g., applications are frequently used on smartphones, the content is composed of text or images, and the apps are usually highly interactive), there is something inherently different about AR: the ability to overlay virtual content on the physical world and have the two interact in real time.

I conducted a lab experiment with 60 participants to investigate how such augmentation influences consumer responses. The study is forthcoming in the Journal of Marketing Management. Participants had to look for their preferred model of sunglasses or furniture, either using an AR app (Ikea or Ray-Ban) or an app that allowed a similar activity but without AR features. The results consistently showed that when participants perceived an element of the environment to be augmented in real-time (for example, seeing a pair of sunglasses simulated on their face or seeing a virtual chair in an office), that created an immersive experience for them, significantly more so than if the sunglasses were just stuck on their online photo or if they saw furniture in a virtual room.

I also found that the augmented experience resulted in positive attitudes toward the application and willingness to use the app again and talk about it to others. But these effects didn't seem to extend to the products themselves or the brands, just the technology.

However, another study showed that this might change depending on how the app is integrated into the consumer journey. Working with professor Yvonne Rogers from the UCL Interaction Centre and AR designers Ana Moutinho and Russell Freeman from the AR agency Holition, we conducted one of the first studies of how consumers use AR to "try on" make-up in a store. The app we used allows people to put on virtual lipstick or eye-shadows that moves with their faces. We found that using this AR mirror in the store helped the consumers decide what to buy. The majority of them enjoyed the playful experience that allowed them to experiment with looks that would be much harder with physical testers. More importantly, when the AR app was integrated in a familiar retail setting as a part of the shopping experience, people not only thought highly of the technology, but they also positively related to the products. They were more likely to buy them and view the app as a convenient tool for shopping, not just for playing around.