

淡江大學 108 學年度日間部轉學生招生考試試題

系別：資訊傳播學系三年級

科目：資訊傳播英文

21

考試日期：7 月 24 日(星期三) 第 1 節

本試題共 3 大題， 1 頁

本試題係由印刷

一、資訊傳播領域專業名詞之中翻英(每題 5 分，共 25 分)

1. 社群媒體行銷： _____
2. 守門人： _____
3. 目標受眾： _____
4. 品牌： _____
5. 大數據： _____

二、資訊傳播領域專業名詞之英翻中(每題 5 分，共 25 分)

1. Artificial intelligence： _____
2. Integrated marketing： _____
3. Self-media： _____
4. Internet celebrity economy： _____
5. Live stream： _____

三、資訊傳播實務英文閱讀與論述(每題 10 分，共 50 分)

第一篇：When Tech Companies Compete on Their Own Platforms

(出處：Harvard Business Review, Feng Zhu, June 21, 2019)

1. 科技公司(如蘋果公司與 Google 公司等)自建「應用程式(app)下載平台」的主因為何?
2. 科技公司自建下載平台對應用程式開發商的影響為何?
3. 科技公司與應用程式開發商的競合(競爭及合作)關係為何?

If you want to monitor how your kids spend time on their tablets or smartphones, Apple now has an app for that. But what about the apps that already existed to monitor screen time? “Over the past year, Apple has removed or restricted at least 11 of the 17 most downloaded screen-time and parental-control apps,” according to an April report by The New York Times. Earlier this month, Apple reversed its policy, allowing these apps to use two technologies previously cited as grounds for their removal from iPhones.

The removals fit with a common complaint from third parties about platform businesses: they see what succeeds on their platforms and then enter the most profitable areas themselves, often decimating third parties in the process. U.S. presidential candidate and Senator Elizabeth Warren has even proposed a policy remedy to combat it. In this proposal, she identifies the central issue: Using Proprietary Marketplaces to Limit Competition. Many big tech companies own a marketplace — where buyers and sellers transact — while also participating on the marketplace. This can create a conflict of interest that undermines competition. Amazon crushes small companies by copying the goods they sell on the Amazon Marketplace and then selling its own branded version. Google

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allegedly snuffed out a competing small search engine by demoting its content on its search algorithm, and it has favored its own restaurant ratings over those of Yelp.

Warren's proposal would prevent online marketplaces with \$25 billion or more in annual global revenue "from owning both the platform utility and any participants on that platform."

But how often do platforms enter directly into competition with their participants? And what happens to the participants when the platform enters their product spaces? Last year I published a review of the empirical studies that have been done to date on this issue and concluded that both the motivations of the platform entry and the impact are nuanced.

Why do platforms offer their own products?

Why does Apple make its own apps rather than depending on third parties? Why does Amazon decide to sell something itself if its third-party sellers already offer it in its Marketplace? Why does Google offer its own restaurant reviews? Why did Twitter acquire the real-time video streaming service Periscope? In each of these cases, the product in question was a complement to the platform — its existence made the platform more valuable. The textbook explanation for why a platform owner should provide some of these products itself is that these complementary applications help solve a chicken-and-egg problem: Without an existing base of platform users, no complementors would be interested in supporting that platform; and without complementary applications, no consumers would be interested in adopting the platform. But that doesn't explain many of the examples above because in each of those cases the platform had already taken off.

Studies have identified several motivations for platform-owner entry beyond value capture.

Multiple studies have suggested that platforms opt to enter directly in order to improve quality. For example, Apple may have thought that it could do a better job at monitoring your screen time. In one of my own papers, we looked at the timing of Google's introduction of its own flashlight app which suggested it may have been influenced by users' privacy concerns about some third-party flashlight apps. In addition, given that hundreds of flashlight apps have been developed and many more are expected to be developed in the future, Google's entry may have reduced wasteful efforts in developing redundant features. In a case study that I co-authored on JD, one of the largest e-commerce companies in China, we found that the company chose to offer its own products in certain categories in order to minimize counterfeiting.

Platform entry sends a negative signal to third-party providers. The more frequently platforms enter, the less incentive third parties will have to provide complementary products on the platform. In fact, some platforms work hard to make sure complementors believe they'll be able to make money. Intel, whose microprocessors serve as a platform that enables complementors to build various

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hardware devices such as memory sticks, network cards, and sound cards, tried to avoid competing directly with its complementors in many of its product lines to make sure that they kept making platform-specific investments to create value for Intel's platform. However, this dynamic is less true when the complementors don't make platform-specific investments. Building devices on top of Intel's microprocessors was costly, which meant firms wouldn't do it unless they were confident that Intel wouldn't enter the space after the fact. By contrast, listing products on Amazon involves little cost, which means third-party sellers are more likely to do it no matter what — meaning Amazon might be less worried about discouraging them through its direct entry.

What happens when platforms compete with their complementors?

The effect of platform entry on complementors is mixed. Some studies found that platform entry can create positive spillover effects on third parties and increase their demand. This happened with Facebook's integration of Instagram and with Google's foray into photography apps. They made more users aware of photo apps and therefore created more rather than less demand for third-party photo apps. Similarly, in the home video console market, the first-party video games released by console manufacturers such as Microsoft, Sony, and Nintendo increased the installed bases of these consoles and subsequently the demand for third-party games.

However, a few other studies find that the impact of entry on complementors can be negative. Google's introduction of flights into its search engine decreased clicks on other organic results, for example. Amazon's entry into a product space discourages third-party sellers from carrying the same product. On the Android platform, Google's entry reduces affected third-party apps' demand. In the meantime, these app developers' incentives to innovate were not completely suppressed; rather, they shifted innovation to unaffected categories and new apps.

第二篇：How Entrepreneurs Can Start Benefiting From Social Media Batching

(出處：Entrepreneur Asia Pacific, John Rampton, June 28, 2019)

1. 發展社群媒體對新創業者的好處為何?
2. 新創業者如何啟動社群媒體的經營?

Social media, no matter how you feel about it, has become embedded in our daily lives. That's not always a bad thing. After all, having a presence on social media does have numerous benefits for entrepreneurs. Social media gets the word out about you and your business and helps establish you as a thought leader. It gives you a chance to connect with other influencers and lets you engage with your audience, providing real-time feedback on your products and services. Social can assist you in monitoring leads, and it's ideal for finding supportive entrepreneurial communities.

On the flip side, social media distractions can throw a monkey-wrench into your productivity.

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However, as you get started batching your social creations, you'll become more effective and efficient with your efforts.

What is social media batching?

Social media batching is just a variation of the time management technique with the same name, batching. For those unfamiliar with this productivity hack, it's where you simply arrange tasks in set groups. For example, instead of checking your email every time you receive a notification, you set aside specific times in your schedule to go through your inbox. Otherwise -- hands off -- turn off that "ding" and ignore the banners. Soon you won't even see them except when you are on your scheduled timeframe.

The same concept applies to your social media output. Spend two hours Monday morning (or whatever time is the best for you), creating and curating social content for the week. This time may be spent brainstorming your content calendar with your team for the entire year. Or, your goals may require and include engaging with influencers or customers twice a day.

By grouping similar tasks together, you'll avoid multitasking and frequent distractions -- and you'll likely find that batching makes you feel less stressed. Most importantly, the times that are set aside give you structure and boosts your productivity.

The benefits of social media batching.

Batching sounds good but even the most self-disciplined entrepreneur can benefit from following this practice more closely. The most apparent gain you'll have is in how much time it will save you. Let's say that you don't reach for your phone every time you receive a notification. First off, good for you. Secondly, you're probably not just on one social channel. You're likely still devoting a lot of time on Facebook, Twitter, Instagram or LinkedIn. It's been found that, on average, people globally spend over two hours per day on social media -- these facts will vary slightly depending on age and location.

Additionally, small business owners spend around six to 10 hours per week on social media. Moreover, they may also devote 20 hours or more on marketing their business -- which includes platforms like the Web, social, and email. These stats may not sound like much, but, they definitely add up over time. If there is any way to speed up this process, then you need to latch onto it. Batching can help you accomplish your goals in the following ways.

Reducing start-up and slow-down time.

Whenever we jump into another task, our brains are essentially shifting gears. This brain-shift is because various activities use different parts of the brain. Instead of jumping from one activity to

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another -- when you're batching -- you're staying in the same zone in your brain as well.

Breaking up your social media campaign.

Thinking about what your social media calendar is going to look like can be overwhelming. First, you need to come up with ideas and then make those concepts into reality. After that, you have to publish and monitor the content, making the process a lot to absorb. Breaking your objectives into blocks and zones by batching together the tasks that are alike will make this system more manageable.

For instance, you could schedule an afternoon with your team to generate ideas. You could then plan another day to develop those ideas and schedule them in advance. Then, every Friday afternoon, you could check the analytics to see how the content is performing. Your analytics will reveal to you where you need to spend more time.

Improving your focus.

Whenever you work on something for a while, you enter a "flow state." Another way to define this is that you "get in the zone," as you dive deeper into a task. In regards to social media, this means that if you blocked out an hour to brainstorm content, once you get started, you'll start cranking out ideas in a shorter amount of time.

On top of the benefits listed, batching also ensures that you won't forget to post an update -- you are reminded because it's scheduled in your calendar. Early in my career, there were days when I was so swamped that my social accounts were completely neglected. Using the batching technique, I can practically "set and forget" my social posts -- and I have a separate time of day scheduled to respond to comments.

Batching tends to make you feel more productive, positive and in control. This fact is also borne out according to research conducted at Duke University's Center for Advanced Hindsight. The study found that people feel anxious and feel like they're missing out on something important. However, instead of checking your smartphone every hour to see your notifications, they found three to be the magic number.

The researchers found that three batches of notifications are perfect. They recommend that your first batching timeframe should be during your morning commute or right when you get to work. The second batch takes place at the end of lunch. And, the final batch, block or timeframe -- you'll schedule -- will be when you're heading home for the day.