什麼是影響力

對於某人或者某件事情

深遠的

正面改變

What's Impact?

"To have a strong effect on someone or something," To expose abuses of power and betrayals of the public trust by government, business, and other institutions, using the moral force of investigative journalism to spur reform through the sustained spotlighting of wrongdoing (ProPublica)

We define impact as change that happens to individuals, groups, organizations, systems, and social or physical conditions. Typically long-term and affected by many variables, impact represents the ultimate purpose of community-focused media efforts—it's how the world is different as a result of our work.

李怡志 Richy Li

常見的具體影響力

政府展開調查

政府改變政策、修改法令

立法機構立法

有權的組織做出改變

法院做出不一樣的判決

得重要的獎項

社群媒體有很大的聲量

被重要媒體引述、跟隨

被相關倡議團體附和、支持

有大量的媒體曝光

被重要的意見領袖引述

觀眾與他們的社群大量討論
這個議題