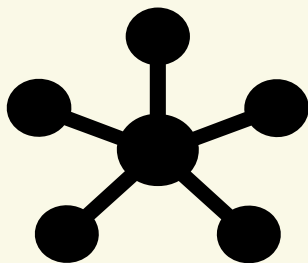


# 有一群人 ...



## 身分 Interest / Identity

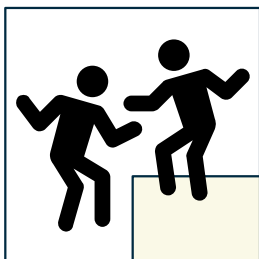
- 關心議題
- 無社群活動
- 可以沒有朋友
- 獨立行動



## 社交 Social / Bond

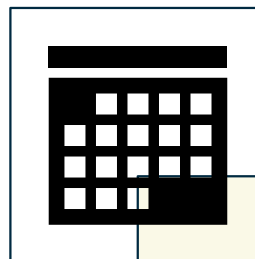
- 尋求社交
- 有社群活動
- 必須有朋友
- 朋友退我也退

# 不同的目的



興趣

- 個人關心議題
- 尋找最新訊息
- 會與同儕互動
- 想要表達態度
- **Influencer**
- Ex 五月天



興趣

- 人生階段
- 有開始與結束
- 專家建議
- 需要資訊行動
- **Expert**
- Ex 買保險

# 社群意識

會員關係 Membership

影響力 Influence

整合與滿足需求 Integration and fulfillment of needs

情感連結 Shared emotional connection

# 會員關係 Membership

邊界 (Boundaries)

情感安全 (Emotional safety)

個人投入 (Personal investment)

歸屬感與認同感 (Sense of belonging and identification)

共有的象徵體系 (A common symbol system)

# 社群感指標 – 會員

I can trust people in this community.

I can recognize most of the members of this community.

Most community members know me.

This community has symbols and expressions of membership such as clothes, signs, art, architecture, logos, landmarks, and flags that people can recognize.

I put a lot of time and effort into being part of this community.

Being a member of this community is a part of my identity.

# 社群感指標 – 影響力

**Fitting into** this community is important to me.

This community can **influence** other communities.

I **care** about what other community members think of me.

I have **influence over** what this community is like.

If there is a problem in this community, **members** can get it solved.

This community has **good leaders**.

# 社群感指標 – 情感連結

It is very important to me to **be a part of** this community.

I am with other community members a lot and **enjoy** being with them.

I expect to be a part of this community for a **long time**.

Members of this community have shared important events **together**, such as holidays, celebrations, or disasters.

I feel **hopeful** about the future of this community.

Members of this community **care** about each other.

# 社群感指標 – 滿足需求

I get important **needs of mine met** because I am part of this community.

Community members and I **value** the same things.

This community has been successful in getting the **needs** of its members met.

Being a member of this community makes me **feel good**.

When I have a problem, I can **talk about it** with members of this community.

People in this community have **similar needs**, priorities, and goals.



# 社群建立

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界線：社群成員與非成員的區隔

---

起點：新成員如何知道自己已經進入

---

儀式：社群當中特殊的活動

---

殿堂：社群成員可以聚集的地方

---

故事：社群中有什麼可以持續被傳頌分享

---

符號：讓我們立刻就能辨識自己是社群成員的物品

---

內環：一個更小、但是大家都有機會進入的圈子

# 社群辨識

共同的價值

成員標示

道德限制

社群默契

# 社群認同

我是誰？

我相信什麼價值？

我做什麼？

# 如何建構內群體與外群體

