

專輯論文

# 災難傳播中的群體力量： 社交媒體促成新型態的公民參與<sup>1</sup>

鄭宇君

## 摘要

本文主要探討社交媒體在重大災難事件中如何促成公民參與，透過群體力量進行災情資訊的傳播。本研究以2009年台灣莫拉克風災期間，公眾架設的三個災情資訊平台為案例，分析它們如何連結不同屬性的網路社群進行集體監看(gatewatching)，透過群眾外包方式過濾大量的災情訊息，以確保資訊的即時性與正確性。最後，本文試圖從災難傳播的案例，針對過去研究者對於網路群體的分類，提出挑戰與補充。

關鍵詞：公民參與、社交媒體、群眾外包、網路社群、災難傳播

鄭宇君，台灣玄奘大學大眾傳播學系助理教授，研究興趣為社交媒體、行動傳播、科學傳播、風險與危機傳播，電郵：colisa@gmail.com

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Special Issue Article

## **Collective Power in Disaster Communication: Social Media and Citizen Participation**

Yu-Chung CHENG

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### **Abstract**

How does social media promote citizen participation in disaster events? By studying the three disaster information websites set up by volunteers during the aftermath of Typhoon Morakot in 2009, I investigate how the online community utilize communication technologies to exchange information and mobilize the masses and how different types of online communities perform gatewatching to ensure the accuracy of disaster information in a short time frame. Finally, in light of these case studies, I revisit issues concerning the taxonomy of online communities.

**Keywords:** citizen participation, social media, crowdsourcing, online community, disaster communication

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Yu-Chung CHENG (Assistant Professor). Department of Mass Communication, Hsuan Chuang University, Taiwan. Research interests: social media studies, mobile communication, science communication, risk and crisis communication.