

網絡新世代的栽培與同行

蔡廉明 Andrew Choi

突破機構影音及數碼媒體經理



突破
BREAKTHROUGH



你子女有使用智能手機嗎？

facebook®



你有幾多Facebook Friend?



網絡媒體新趨勢

香港青少年媒體使用情況

- 突破機構 2013年10-12月進行的【香港青少年媒體使用情況】調查
- 青少年平均每天上網 7.2 小時
- 連待機狀態計算，近一成半(13%)受訪表示自己會全日上網
- 網絡完全融入青少年生活處境中

Being Digital, Nicholas Negroponte (1995)

- Everything will be digitalized (全面數碼化)
- Internet is about Interpersonal Communication (互聯網是關於人與人的溝通)

Understanding Media: The Extensions of Man, Marshall McLuhan (1964)

- “Media is the message” (媒介就是信息)

數碼化 Digitization

- Active information sharing 分享訊息
- Interactive: Immediate feedback 即時回應
- Speed of Distribution 迅速發放
- Participation 提升參與
- Virtual Community 虛擬群體
- Discernment 辨別真假
- Creative 創意發揮





PINTEREST

SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY

LARGEST
OPPORTUNITIES



USERS ARE:

♂ **32% MALE**
♀ **68% FEMALE**

 **70**
MILLION
ACTIVE USERS



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY
SECOND 

 **560**
MILLION
ACTIVE USERS




FACEBOOK


SOCIAL SHARING
SITE THAT HAS
1 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS
SHARE 
2.5 BILLION
PIECES OF CONTENT EACH DAY

 **1**
BILLION
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW **15 SECOND**
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF
HASHTAGS

AND POSTING

PICTURES
CONSUMERS
CAN RELATE TO 

MOST FOLLOWED
BRAND IS


 **150**
MILLION
ACTIVE USERS



GOOGLE+

SOCIAL NETWORK
BUILT BY GOOGLE
THAT ALLOWS FOR
BRANDS
AND **USERS**
TO BUILD CIRCLES

 NOT AS MANY
BRANDS
ACTIVE,
BUT THE ONES THAT ARE
TEND TO BE A
GOOD FIT WITH A
GREAT FOLLOWING

GROWING RAPIDLY
WITH **925,000**
 NEW USERS
EVERY DAY

 **400**
MILLION
ACTIVE USERS




LINKEDIN

BUSINESS
ORIENTED
SOCIAL NETWORKING SITE

BRANDS THAT ARE
PARTICIPATING
ARE **CORPORATE**
BRANDS
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO NETWORK
& **CONNECT**



79% OF USERS
 **ARE 35**
OR OLDER

 **240**
MILLION
ACTIVE USERS

Designed by: Leverage - leveragenewagemedia.com

Social Media Network
Changing the way we live and communicate

**“We don’t have a choice on
whether we **DO** social media,
the question is
how well we **DO** it.”**

– Erik Qualman



Social Media Revolution

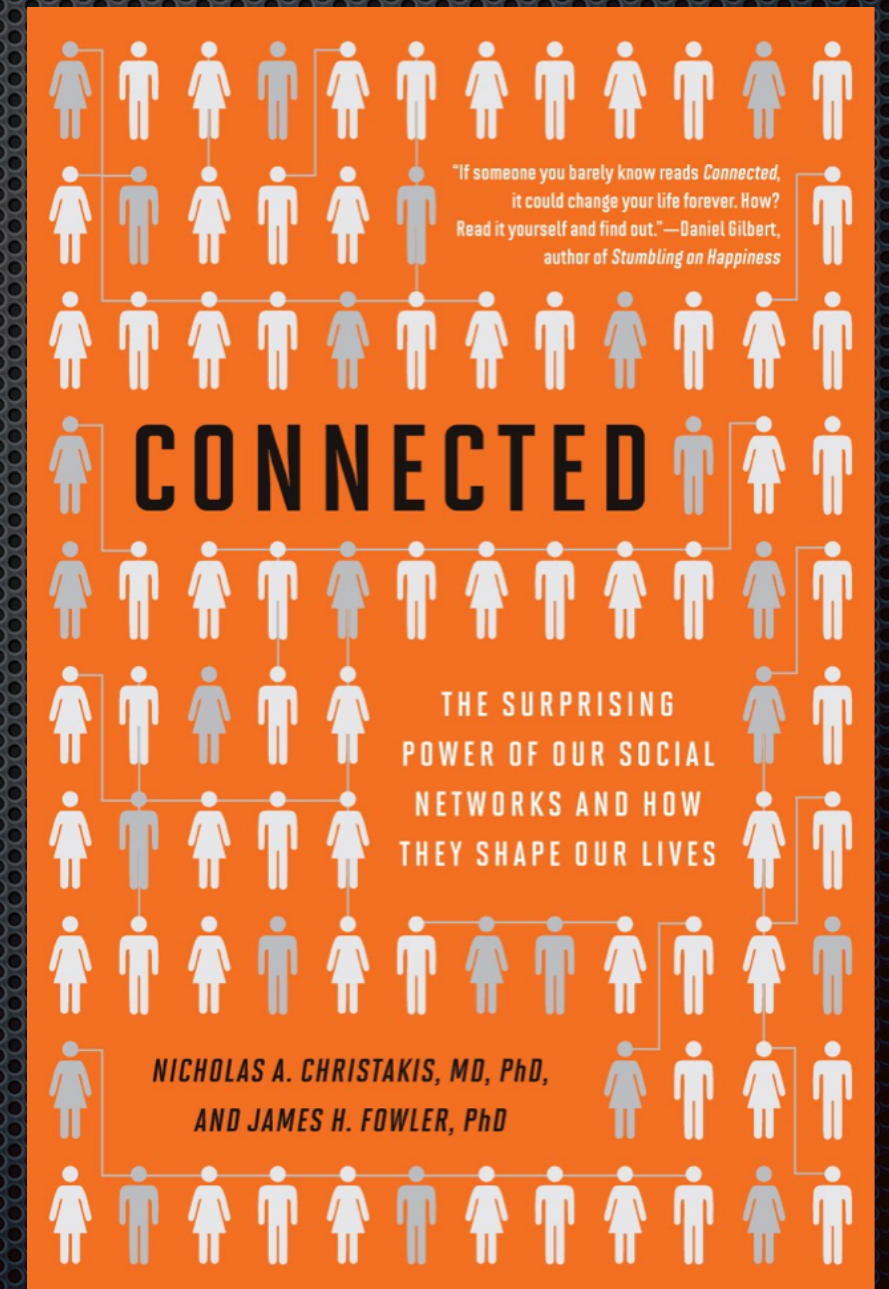
<https://www.youtube.com/watch?v=jottDMuLesU>



CONNECTED

The Surprising Power of Networks and How They Shape Our Lives

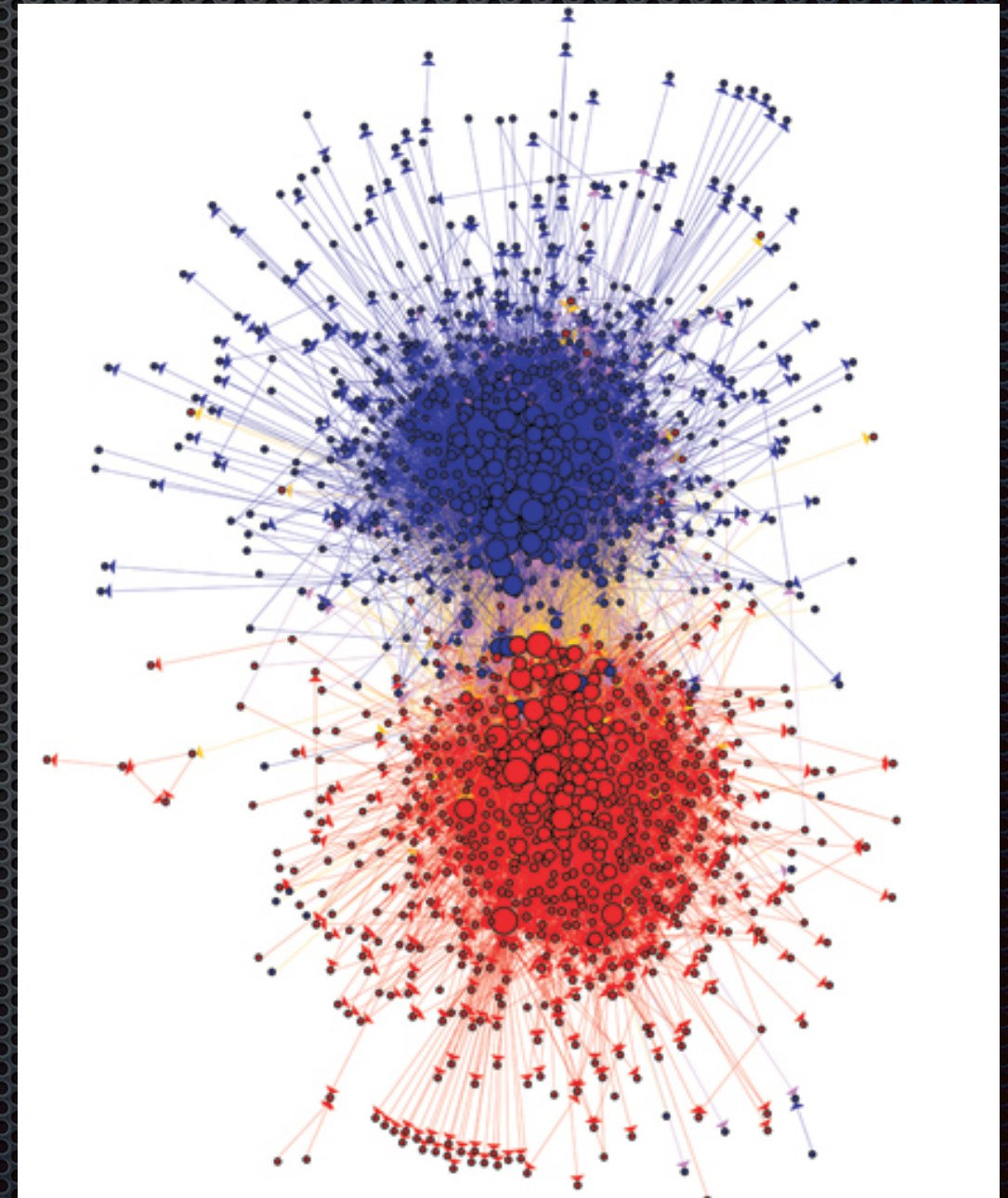
- Study the Connection (Structure)
With Whom they are connected
研究關係 (結構)
- Analyze the Contagion (Function)
青少年跟誰連繫 分析蔓延的作用
(功能)
- What flows through the structure
(3 Degree of Influences)
有什麼在結構中流動 (三維影響)



CONNECTED

The Surprising Power of Networks and How They Shape Our Lives


1. We shape our networks and our network shapes us
網絡的影響
2. Our friends affect us
朋友的影響
3. Our friends' friends' friends affect us
朋友的朋友的朋友的影響
4. Network have a life of their own
網絡有自己的生態



A Magazine Is an iPad That Does Not Work.m4v



網絡新世代 Digital Generation



[Children] are growing up bathed in bits

Don Tapscott and Anthony D. Williams in *Wikinomics* (p.47)

THE **DUMBEST** GENERATION

How The Digital Age Stupefies Young Americans
and Jeopardizes Our Future*

*OR, DON'T TRUST ANYONE
UNDER 30
MARK BAUERLEIN

MAY 20, 2013

Obama's New Boss / Syria face-off / McCain vs. Brzezinski / PLUS: Summer's best movies & more

TIME

THE ME ME ME GENERATION

Millennials are lazy, entitled narcissists
who still live with their parents

Why they'll save us all

BY JOEL STEIN



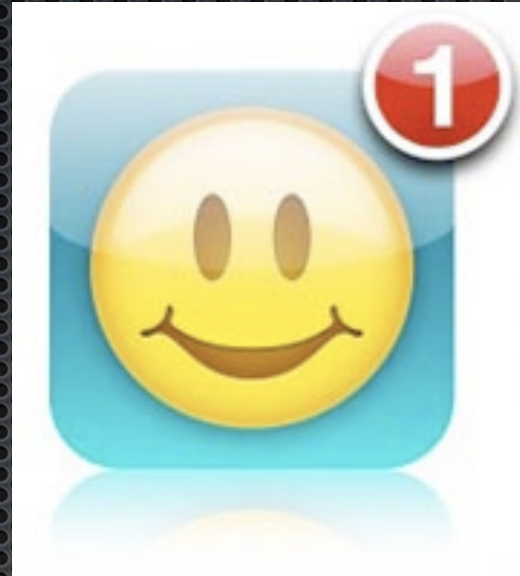
time.com

Narcissistic 自戀

Lazy 懶惰

Over Confident 過度自信

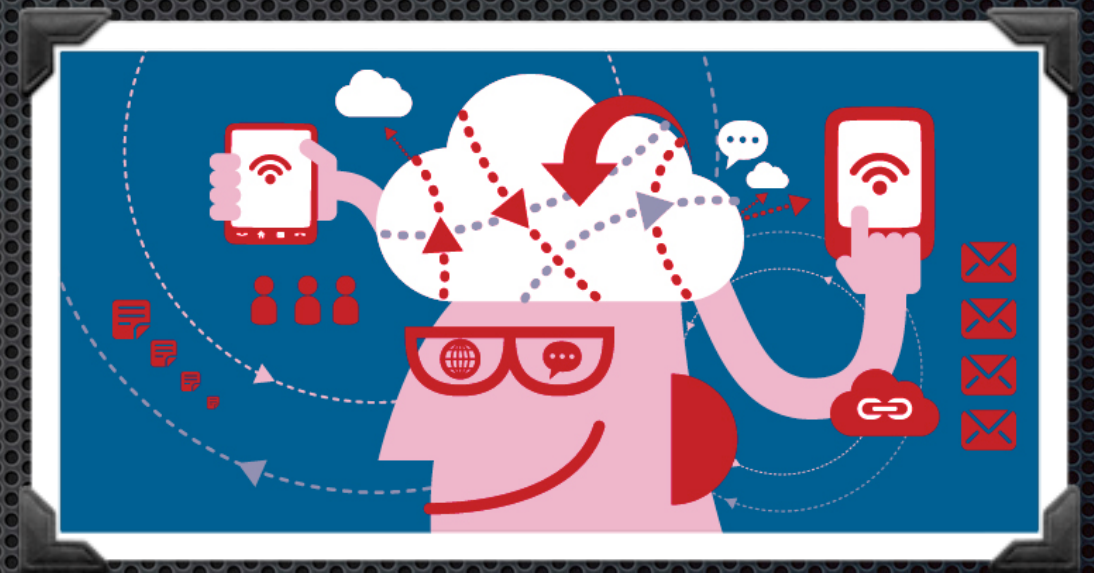
Entitled 「應分」心態



“I don’t read newspaper but I am informed.
If information is important, it will find me”

數碼新一代的特質

- I am Online 我在線
- Narcissistic 自戀
- Individualism 個人主義
- Multi-Tasking 同時處理多項任務
- Anti-authority 反權威
- Global Consciousness 具全球意識
- Love playing and look for fun 愛玩樂、尋找樂趣

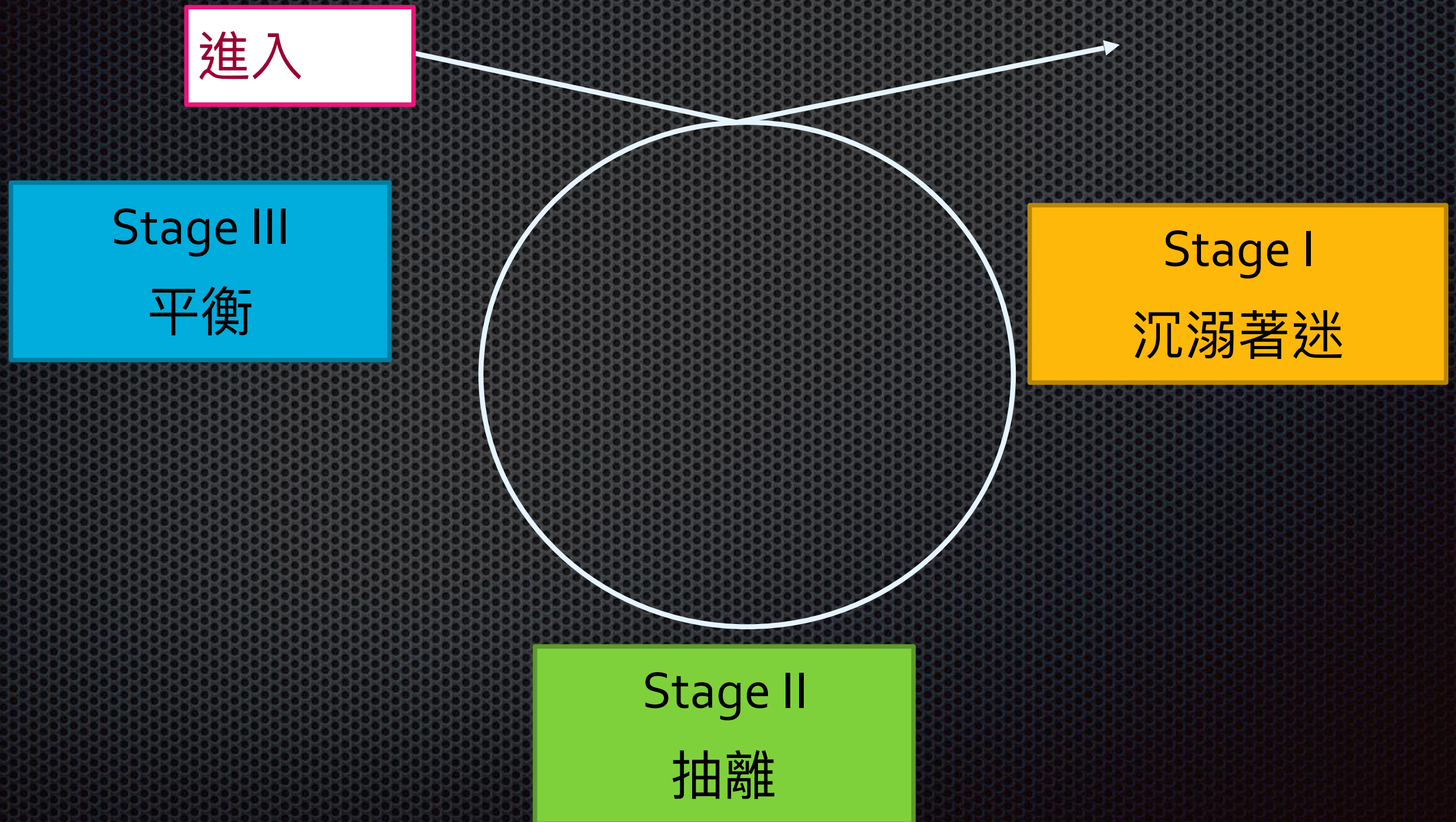


數碼新一代的特質

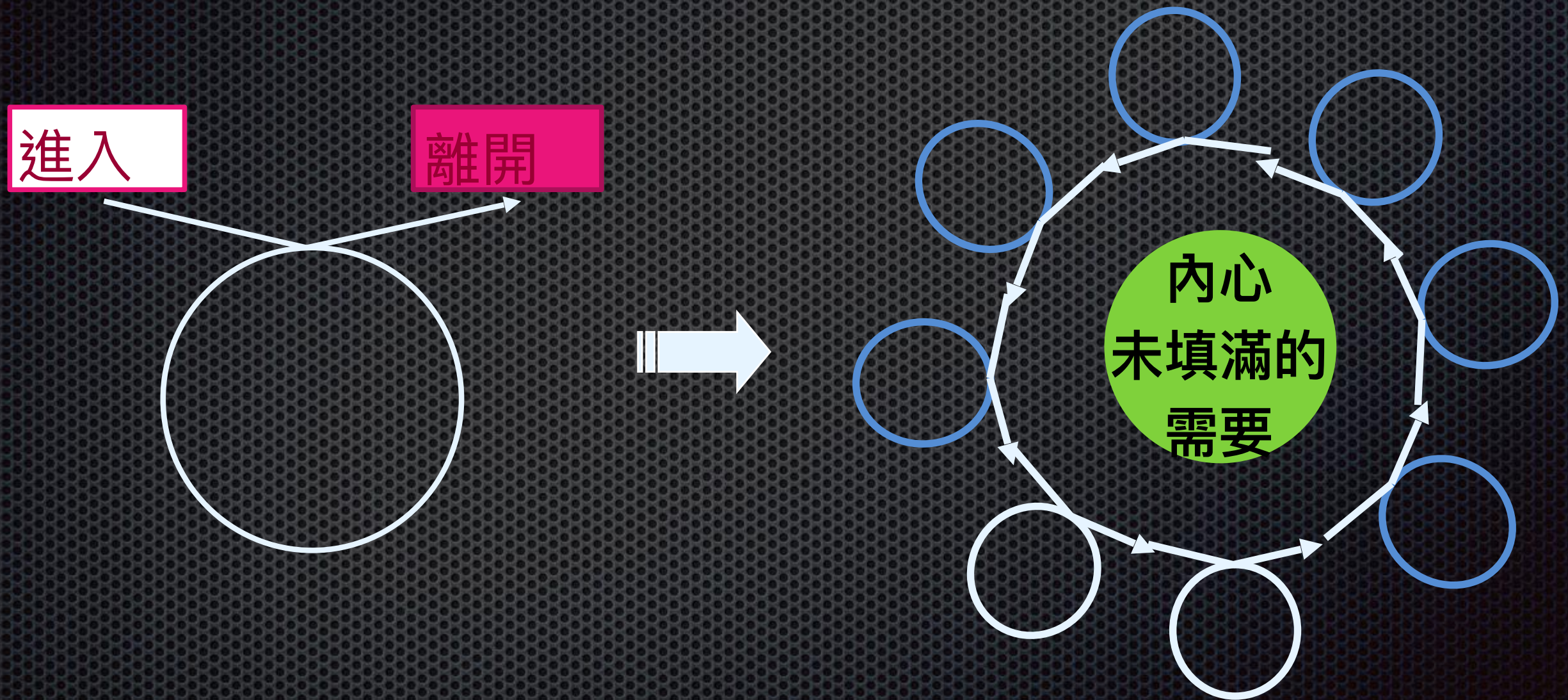
- Impatient and look for immediate gratification
不耐煩、尋求即時滿足
- Enjoy Participation 愛參與
- Freedom & choice 自由與選擇
- Open to Change 對轉變較開放
- Confident 自信



Searching for? 尋找什麼？



Searching for? 尋找什麼？



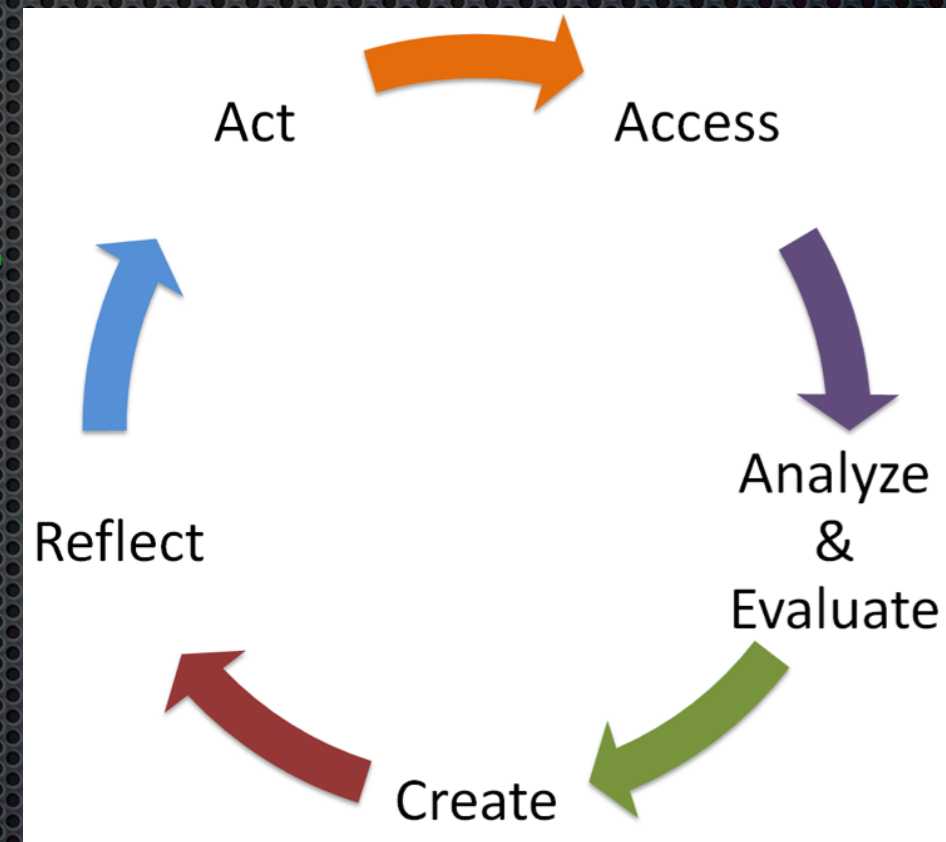
The Quality of Digital Generation

1. Digital + Media Literacy 數碼與媒介素養

- information overloaded > youth need information discernment, integration, and application

2. Communication Quality and Communicator Character 傳播質素與傳播者的特質

- generating content from web = quality information?
- content depth + quality communication
- fundamental character



3. Dialogic Communication 互動的傳播

- communication + communion + community
- dialogical

網絡世界的危機

- 網絡沉溺
- 網絡交友
- 網絡欺凌
- 網絡色情
- 網絡資訊真假



< 首頁

微博正文

...

香港的学生很调皮：以前我们不要普选港督，是因为英国政府是英国人民普选出来的，民选政府派来的港督，我们觉得没必要再浪费时间精力普选一遍。如果中国政府也是13亿中国人民普选出来的，他们派来的特首我们也会信任，绝不要求再普选一遍。

童言無懼





黃之鋒宣佈絕食，占中的學生都是溫室中的花，經不起任何苦楚，更不能忍受肚子餓，“肚餓了食粥，不是食飯，也算是絕食”。餓了就吃，這些人毫無絕食觀念，認為絕食很好玩。

精選 - 排行榜

【佔領金鐘】低溫下凍醒 學民成員堅持絕食
 11小時前 60,745 13 145



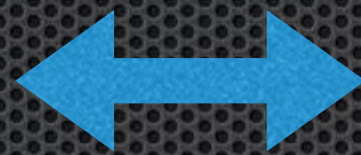
黃子悅(左)今早在低溫下「凍醒」，她與另一名學民成員盧彥宣(右)堅持絕食。(潘柏林攝)





與網絡新世代同行

Living in 2 Worlds



Culture
文化



Community
群体



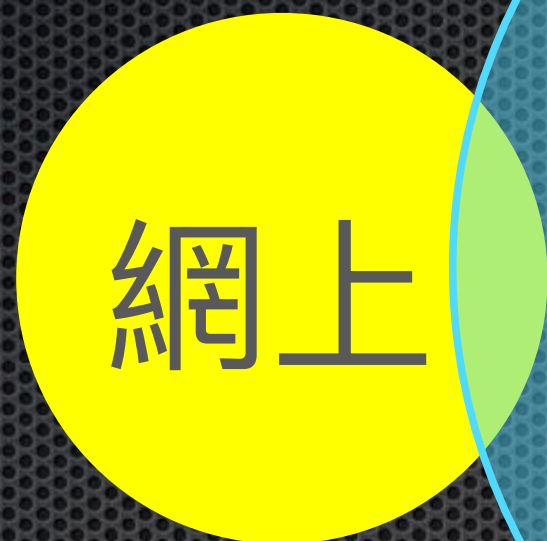
網絡結連 Net - Connections



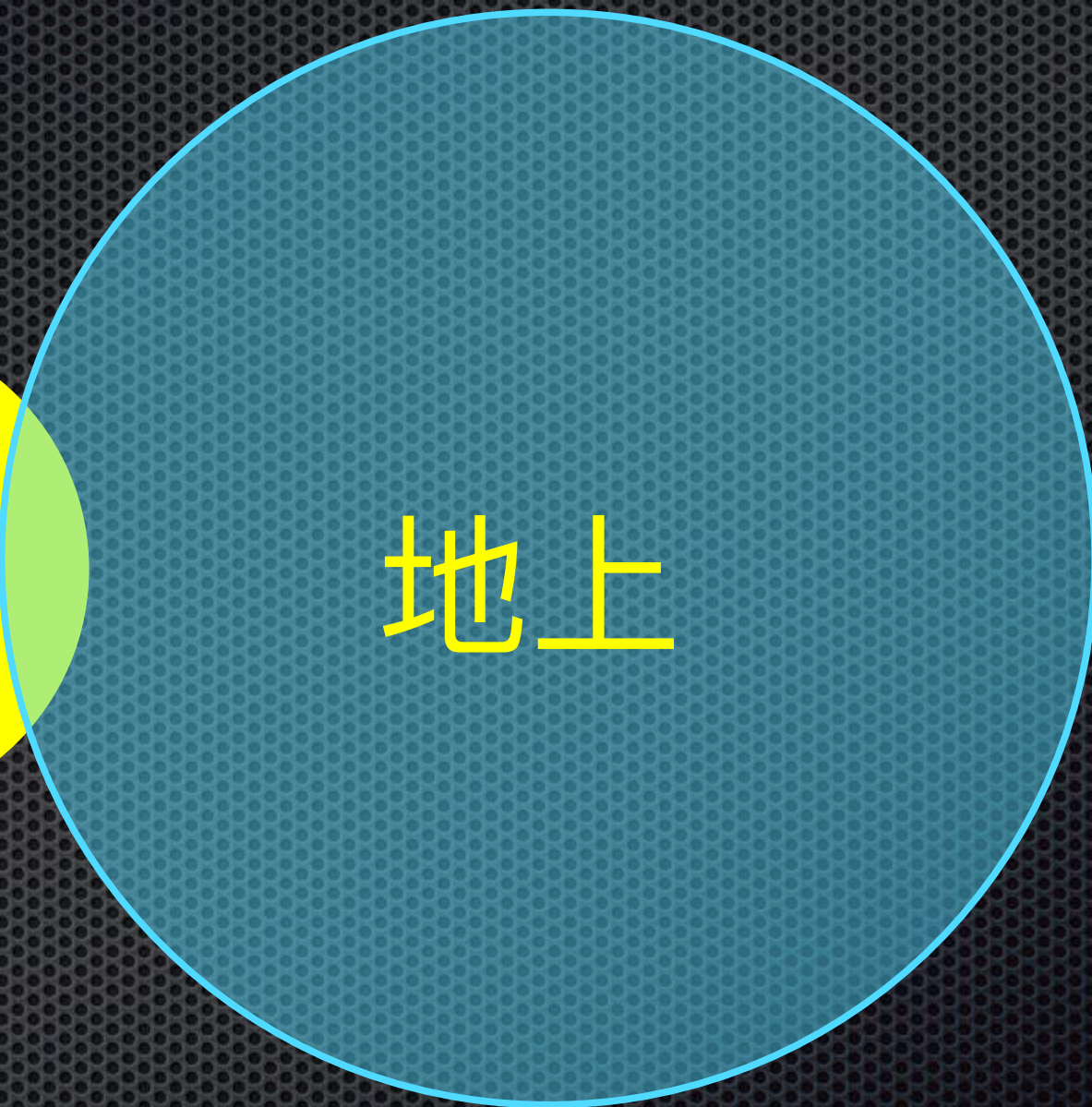
心靈結連 Soulful Connection

- 自戀 (Narcissistic)
- 過份自信 (Over Confident)
- 應份心態 (Entitled)
- 影響 (Influence) ↔ 受影響 (Being Influence)
- 最聰明(Smartast) ↔ 最愚蠢 (Dumbest)

- 與人結連(Vibrantly attached)
- 認識和被認識(Knowing and known)
- 被信任 (Being believed in)
- 愛和被愛 (Love and being loved)



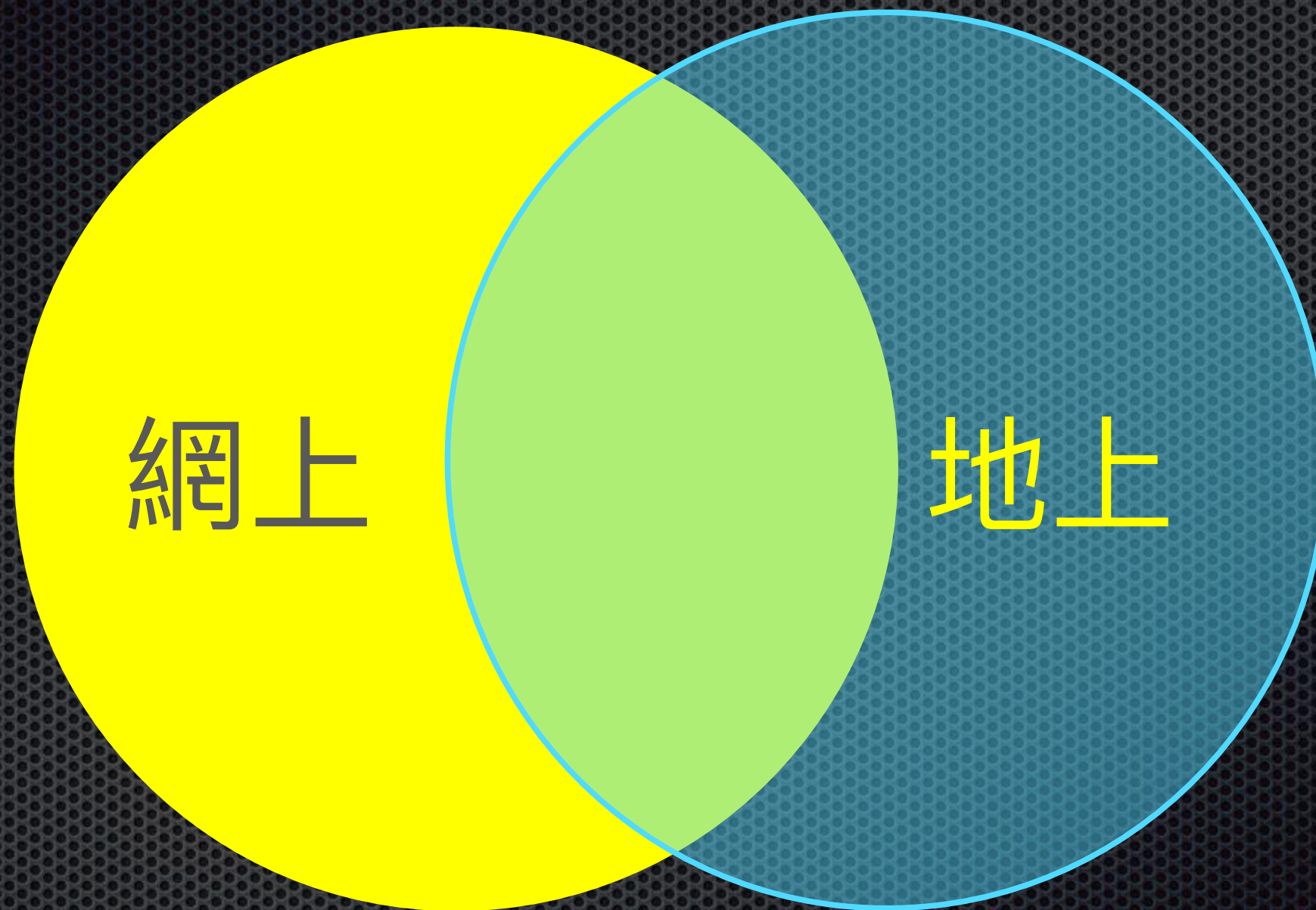
網上



地上

網上

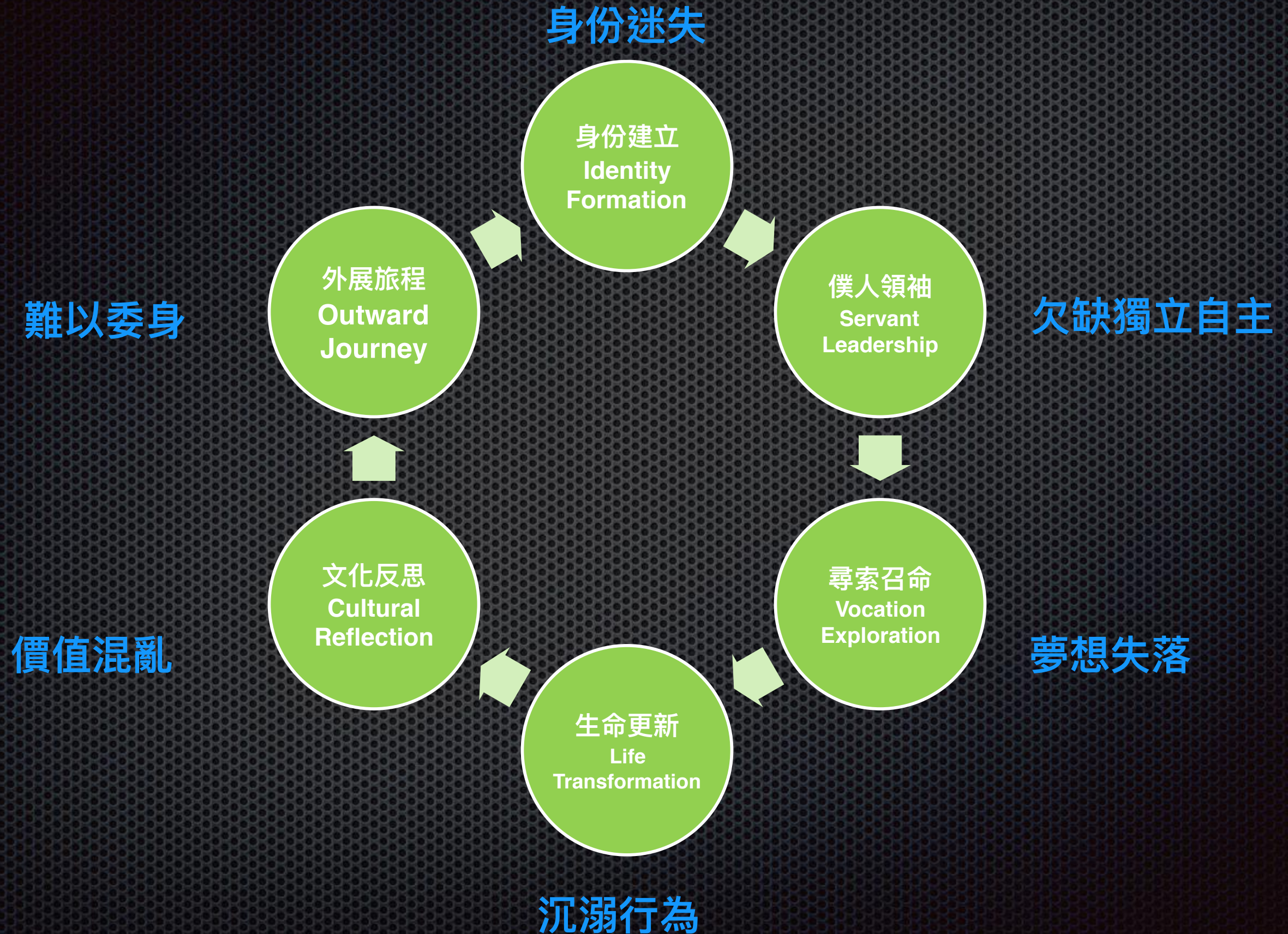
地上



網上

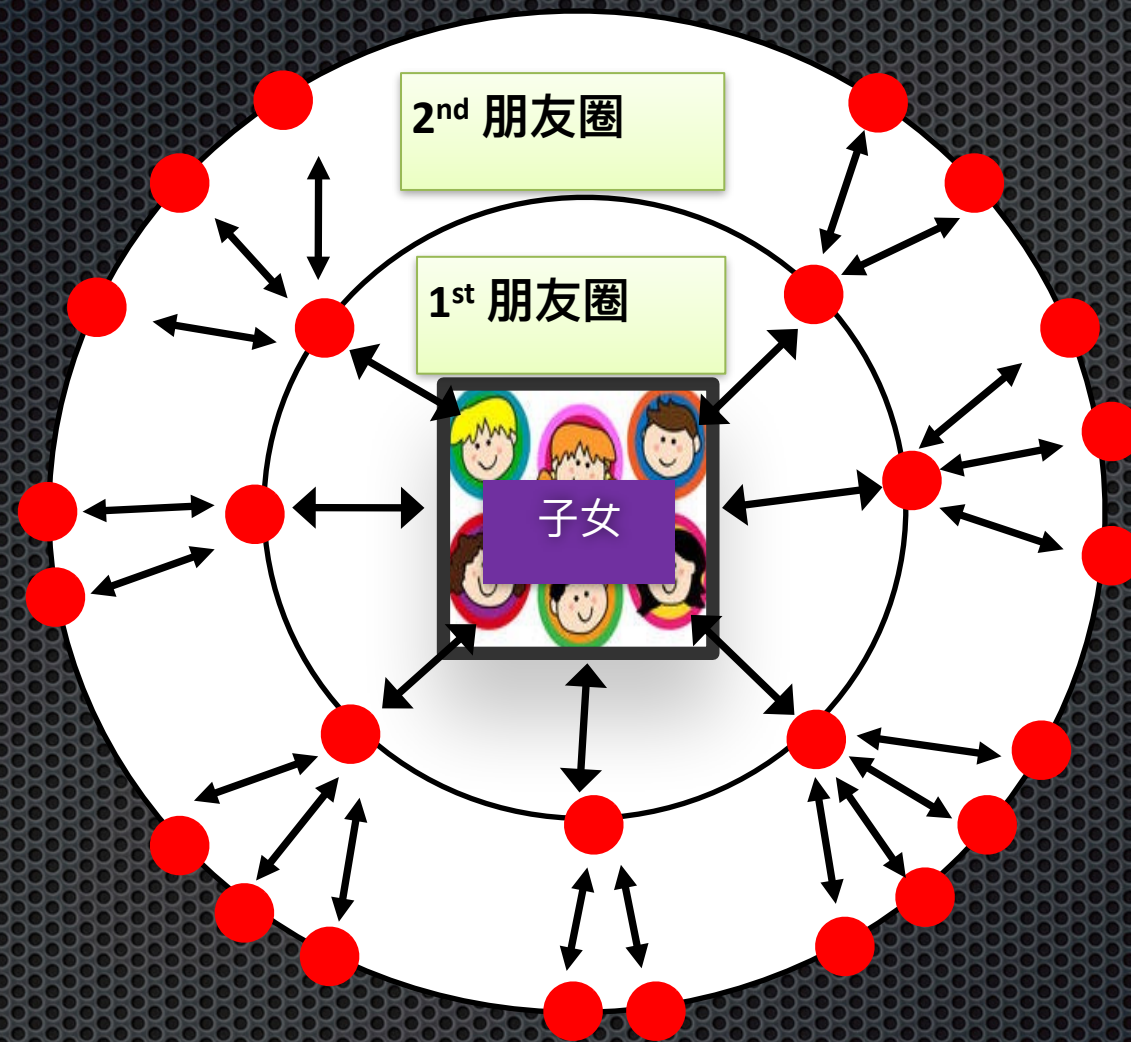
地上

循環及循序漸進模式建立有生命的群體



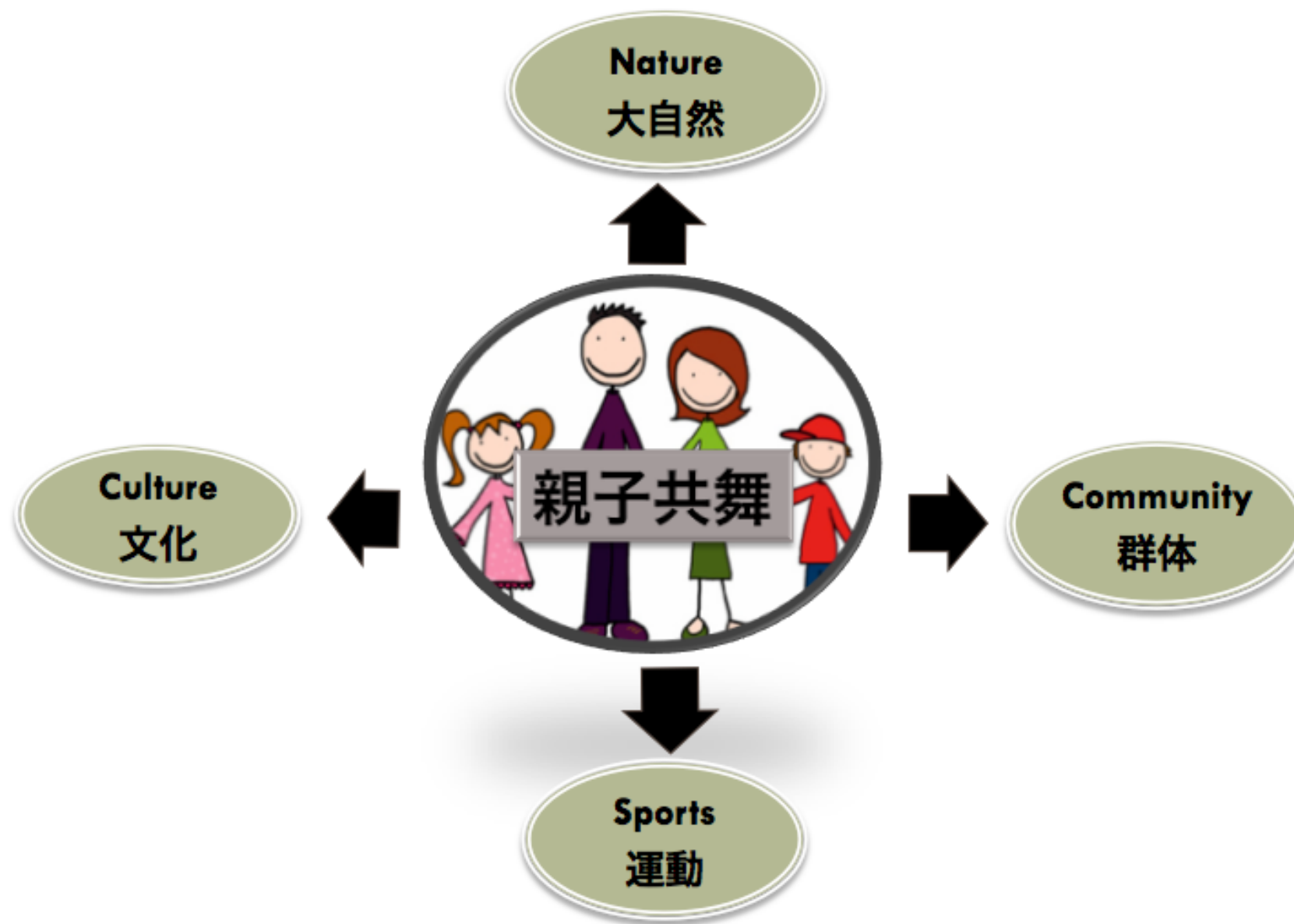
網絡新一代父母成長的要訣

認識你子女的朋友網絡



- 你的子女和您朋友的孩子有交往嗎？
- 您的子女有參加學會的課外活動嗎？
- 您的子女願意參加教會的青少年活動和團契嗎？

親子共舞：享受生命



培育共同及多元興趣，享受生活與真情



“Steve Jobs Was a Low-Tech Parent”

The New York Times

http://www.nytimes.com/2014/09/11/fashion/steve-jobs-apple-was-a-low-tech-parent.html?_r=0

回應與學習

- Media & Information Literacy 傳媒資訊素養
- Multiple Perspective 多角度思考
- Mentorship 師友關係
- Alternative Choice 發掘選擇
- Identity 尋找真正身份
- Acceptance 接納

上官賢恩 編著

網絡孩子

▶ 父母教養新思維



網絡沉迷、網上欺凌、打機成癮……

如何保護孩子健康成長？

教養網絡世代必備的父母書

線
外

線

資訊洪流中創造離線空間

梁永泰著作 | 劉善茗回應



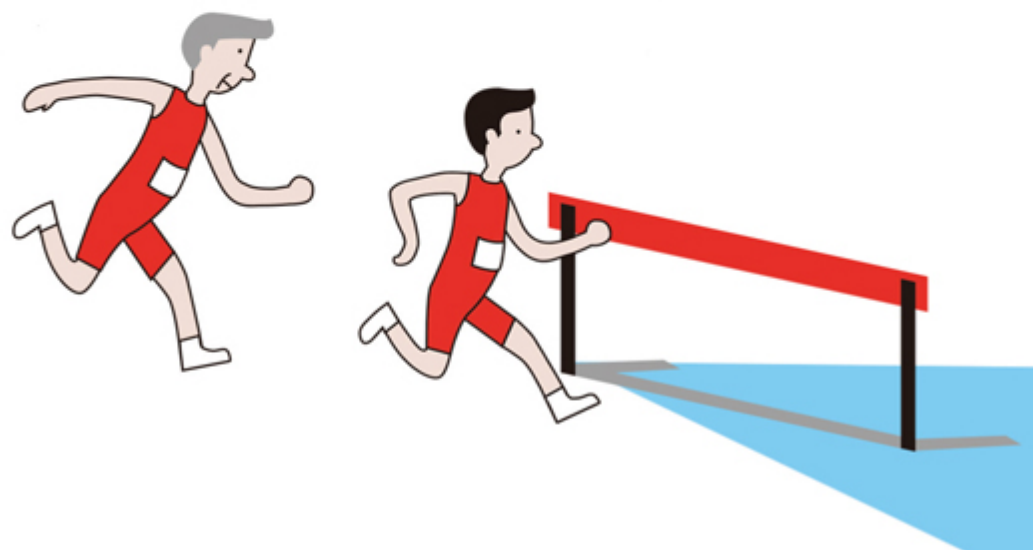
以
夕



吳思源 著

陪孩子跑 一場障礙賽

關子凱



彼得後書一5-8

1:5 正因這緣故，你們要分外的殷勤；有了信心，又要加上德行；有了德行，又要加上知識；

1:6 有了知識，又要加上節制；有了節制，又要加上忍耐；有了忍耐，又要加上虔敬；

1:7 有了虔敬，又要加上愛弟兄的心；有了愛弟兄的心，又要加上愛眾人的心；

1:8 你們若充充足足地有這幾樣，就必使你們在認識我們的主耶穌基督上不至於閒懶不結果子了。

Thank You

andrewchoi@mac.com

This is the end of publishing
and
books are dead and boring
no longer can it be said that
we like to read
my friends and I



The Future of Publishing
http://www.youtube.com/watch?v=Weq_sHxghcg&feature=player_embedded

