國立臺灣師範大學 101 學年度碩士班招生考試試題

科目：**資訊傳播學概論**　　　　　　　　　　適用系所：**圖書資訊學研究所**

注意：1.本試題共3頁(含附件英文文章)，請依序在答案卷上作答，並標明題號，不必抄題。2.答案必須寫在指定作答區內，否則依規定扣分。

一、 解釋名詞(每題 8 分，共 40 分)：作答內容除解釋該名詞之概念意義外，並請說明其在圖書資訊學之可能應用的研究方向，例如研究主題或觀點。

1. Creative Commons

2. Digital Convergence

3. Information Gatekeeper

4. Social Media

5. Search Engine Marketing (SEM)

二、 何謂數位落差？何謂電子書？試論電子書對於數位落差的影響。(20 分)

三、 請先閱讀附件英文文章(下頁起)，並回答下列問題。

1. 請解釋何謂 Open Source 之概念?(10 分)

2. 文中舉例出數個 Open Source 軟體及服務，如圖書館自動化系統 Koha 與文書處理系統 Open Office。請您舉例一個您所知的 Open Source software 或服務，介紹其功能與特色，並說明其如何用運於資訊服務中？ (15 分)

3. 文中提到圖書館發展 Open Source 專案時的四個評估原則，同時也代表著發展專案時圖書館可能會面臨到的困境。請擇一原則，並翻譯成中文。(15 分)

附件英文文章 Open Source, Open Mind

american libraries

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

Meredith Farkas

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Evaluating open source and proprietary software

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I've been a big advocate of open source software since I learned about the model of software licensing and development 10 years ago. I am a big believer that many minds produce great things, so the idea that a community of users would develop and improve software to the benefit of the community really appealed to me. Open source is often a great solution for cash-strapped libraries that can adopt tools like Open Office for free instead of paying for Microsoft Office licenses on all of their computers.

When I was asked to be on a task force at my new place of work that would be evaluating platforms for creating course and subject guides, I wanted to look at every open source option available, including systems like Drupal that are not specifically designed for guide creation. I would never have predicted that, at the end of our evaluation phase, I would be strongly advocating software that was proprietary and would cost the library money for an annual subscription. It wasn't that I'd changed my mind about open source software, but that this was clearly the best fit for our library.

Here were some of the elements that figured into my decision and are worth considering any time you are evaluating open source options:

How robust is the open source project? Some open source projects, like Koha, have a strong community of open source developers who are improving the code for their libraries and are then contributing that code back to the community. Other open source projects are solely developed by one library or even one person. It's important to consider what would happen if you adopted a piece of software that was later abandoned by the person or library

developing it. Do you have the in-house expertise to continue developing it as technologies change?

What is the support like? I remember trying to install a piece of open source software built by another library years ago and ended up abandoning the project because the documentation was so scarce and I didn't have the technological expertise to figure it out myself. Does the software you are looking to install have robust documentation? Is there a community of users online who are happy to answer questions and help when things just aren't working for you? This isn't to say that support is not also a concern with proprietary software; plenty of software companies provide really terrible tech support.

Do you have the expertise and time on-staff to make the software work for your library? Some open source tools, like Open Office, work right out of the box so this is not an issue and others will meet your needs in their native form and so won't require any customization. However, if the software will not meet your needs out of the box, do you have staff with both the expertise and the time to customize it? This may also be a concern with proprietary software, as some options may require more customization.

What are your time constraints? If you are trying to launch something within a pretty tight time frame, you need to choose a piece of software that will not require a lot of development or customization. Depending on which is the less work-intensive option, that could mean either open source or proprietary software.

I'm still a big believer in open source software, but I don't want to see libraries choosing software solely for philosophical reasons. Given the investment of time that some technology projects require, it's imperative that libraries choose the best tool for the job based on their specific requirements and limitations.

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