

考 試 科 目	管理資訊系統	系 所 別	資訊管理學系/資管組	考 試 時 間	2 月 9 日 (三) 第 四 節
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**Essay Questions (100%)** (You may answer the questions in either Traditional Chinese or English.)

1. **Meta** (NASDAQ: FB; previously known as Facebook) faced multiple changes and challenges in 2021. One of the big challenges for this company was the incident of a small talk from Frances Haugen, a Facebook whistleblower, in October. She mentioned, "*there were conflicts of interest between what was good for the public and what was good for Facebook. And Facebook, over and over again, chose to optimize for its own interests, like making more money.*" It raised the privacy concern once again after an American docudrama film "*The Social Dilemma*" released in 2020. Please answer the following questions:
  - (a) Can social media platforms monitor users' personal information and the information generated from usage to help improve user experience? Please explain in any MIS perspectives. (10 pts)
  - (b) Should the social media use its own standard or algorithm to control the dissemination of misinformation? Use the sociotechnical approach to explain. (10 pts)
  - (c) Facebook changed its company's name to Meta to highlight the new development focus on metaverse. How will the metaverse have impact on businesses? How will we solve the potential privacy and security issues? What will be the payment method(s) on the metaverse? Describe your vision and reasons. (5 pts)
  - (d) Do you believe Meta (Facebook) will dominate the niche market of metaverse? Why or why not? (5 pts)
2. **MOS Burger in Taiwan** (1259.TWO; also known as An-Shin Food Services) currently uses their mobile app to ask users make order online and then pick up their meals in-person or using delivery services. The company announced that it will create a new sub-company to help handle all the digital services including social media management and mobile app which is currently outsourced. The Tokyo-based international fast-food chain is now the second-largest fast-food company in Taiwan after McDonald's. Please answer the following questions:
  - (a) Analyze the pros and cons for MOS Burger in Taiwan's digital strategy between current outsourcing and future self-built services. And please provide your suggestions on MOS Burger's future endeavors on digital services. (15 pts)
  - (b) The news about MOS Burger in Taiwan's new direction on digital services astonished its long-term outsourcing partners. Currently, the partner companies typically use operational and analytical CRM systems with some techniques such as data mining and OLAP to catch the hidden patterns from customers at MOS Burger in Taiwan. Such methods can create adequate and efficient O2O marketing campaigns to stimulate the sales of its meals. Please explain the above information in detail to describe the possible current collaboration between MOS Burger in Taiwan and its partners. And then, try to provide a possible

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solution for the partner companies to face the upcoming changes. (15 pts)

3. **Dcard** started its YouTube channel in 2016 and gradually expanded its 'Dcard Video' team. As of January 2022, its YouTube channel has more than 66 thousand subscribers and 136 million video views. The Dcard Video team members such as Rio, Leo, Zona, Akimo, Daniel, and Manman can be now seen as YouTubers (though they are actually serving for planning, film editing, and social marketing). The Taiwanese local social media platform also started its own e-commerce platform called “好物研究室” (Good Choice Taiwan) in 2018. Instead of just a 'forum', Dcard is apparently adopting diversification strategy to achieve its sustainable goal: “to strike a chord with everyone”. Please answer the following questions:

- (a) In your opinion, analyze the reason why Dcard adopts the diversification strategy. And how will the Dcard Video team and Good Choice Taiwan meet the sustainable goal? (10 pts)
- (b) Write a SQL query that'll identify returning active Dcard users of Good Choice Taiwan from the following table. A returning active Dcard user is a Dcard that has made a second purchase within 7 days of any other of his or her purchases. Output a list of dcard\_id of these returning active users. (15 pts)

Table name: dcard\_transactions

Data types: (id: int, dcard\_id: int, item: varchar, created\_at: datetime, revenue: int)

id	dcard_id	item	created_at	revenue
1	1158	燕麥輕食飲	2022-01-02	274
2	1377	杏仁奶系列	2022-01-05	151
3	1619	石墨烯塑型機能褲	2022-01-05	269
4	1003	經典款融蠟燈	2022-01-05	145
5	1501	氣球狗 LED 氣氛小夜燈	2022-01-12	133
6	1619	韓版簡約款融蠟燈	2022-01-13	450
7	1490	護手霜	2022-01-24	799
8	1377	燕麥輕食飲	2022-01-08	548
9	1793	燕麥輕食飲	2022-01-16	258
10	1490	紐西蘭有機植物奶	2022-01-07	360
11	1134	石墨烯塑型機能褲	2022-01-11	259
12	1719	護手霜	2022-01-09	799
13	1566	氣球狗 LED 氣氛小夜燈	2022-01-19	135
14	1501	燕麥輕食飲	2022-01-08	274
15	1793	紐西蘭有機植物奶	2022-01-21	358

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(c) The Dcard company is currently hiring for multiple positions at the moment of its 10<sup>th</sup> anniversary. For the “Junior Web Frontend Developer” position, this company provides the following information (we selectively list some as follows):

- You will need to join different delivery teams to cooperate with project manages, engineers, and designers for the product development on social media, e-commerce, and advertisement.
- Optimize all the units of the frontend systems with good implementation efficiency plus excellent user interface design and experience under dynamic devices and browsers.
- Strategize how to conduct SEO for the stable optimized websites in different regions with various languages.
- Enjoy the engineering culture of YAGNI, Boy Scout Rule, & programming quality w/ stability, performance, maintainability, and reusability.
- We use the GitHub flow to conduct the tasks. All the PRs should be reviewed before ‘merge’. After each PR is created, CI will generate the test environment for PR automatically. 3 to 4 releases per day in average.
- You should have experiences on web development, React, JavaScript, CSS, and html. An open mind to learn and join teamwork is expected.

According to the above information provided, please answer the following questions:

- (i) What is YAGNI? How will you merge with this engineering culture if your programming style is totally different? (5 pts)
- (ii) Git flow, GitHub flow, and Gitlab flow are three major types of work flow commonly adopted by the IT industry in recent years. Please briefly introduce and compare the three different types of IT work flow. (5 pts)
- (iii) Dcard is now entering the Japanese market with a new name “Dtto Japan”. It is expected that this company will try to enter more markets in the near future. Please briefly provide your ideas on how to conduct SEO for the stable optimized websites in different regions with various languages for the Dcard company. (5 pts)

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- 一、作答於試題上者，不予計分。
- 二、試題請隨卷繳交。