

## 「冰桶挑戰」接力 社群媒體創造公益奇蹟

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為漸凍人募款的「冰桶挑戰」熱潮，從歐美吹向台灣，台灣名人也接棒參與，接受冰水淋身。從未開設官方社群網站的鴻海，為了完成「冰桶挑戰」，也開設《YouTube》官方頻道，8 月 19 日下午 1 點，上傳郭台銘早上 11 點 30 分完成的「冰桶挑戰」影片。即可見此一公益活動的威力實令人無法擋。

《臉書》數據分析，從 6 月 1 日到 8 月 17 日期間，已有超過 2,800 萬人參與「冰桶挑戰」討論，超過 240 萬支影片上傳《臉書》，這樣的全球熱潮迄未稍減。

這個原為紐西蘭在 7 月 4 日所發起，為癌症募款的網路公益活動，後為《美國漸凍人協會》(ALS：美國肌萎縮性脊髓側索硬化症協會)接棒發起的社群募款活動，透過名人參與，同時要求參與者將一桶冰水從頭上倒下，並將影片過程上傳社群媒體的活動，引起全球一片瘋狂。

《臉書》統計，全球參與度最高的前十名國家地區，依序為：美國、澳洲、紐西蘭、加拿大、墨西哥、巴西、德國、菲律賓、波多黎各、印度。名人參與成爲此一全球活動爆量成功的關鍵因素。

《臉書》新聞(Facebook Newsroom)特別彙整名人接力上傳過程，透過名人的持續挑戰交棒，說明一棒接一棒的過程當中，為何會在全球新媒體和傳統媒體上，皆能引起如此熱烈反應的原因。

這樣的一個過程（從下圖開始的活動串聯），也很值得公共媒體在未來可能的公益活動上參考借鏡。





**Bill Gates**

Public Figure · 12,145,449 Likes · August 16 at 2:22am · 🌐

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[Mark Zuckerberg](#) challenged me to dump a bucket of ice water on my head to raise awareness for ALS.

I'm always up for a challenge.

Now I'm passing it on to [On Air with Ryan Seacrest](#), Chris Anderson from TED, and Elon Musk. You have 24 hours...

951,701 40,137 262,723



**Chris Pratt**

Actor/Director · 482,191 Likes · August 17 at 9:32am · 🌐

Like Page

ALS Ice bucket challenge accepted.

175,252 8,120 50,737



**Oprah Winfrey**

Public Figure · 10,447,401 Likes · August 16 at 10:10am ·

Like Page

Thank you Jesse Tyler Ferguson, Tyler Perry and Nancy O'Dell for challenging me. I challenge Steven Spielberg, Dame Helen Mirren and Manish Dayal. In the name of ALS....

260,804 14,413 51,001

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**Ben Affleck**

Works at Pearl Street Films · 549,975 followers · August 19 at 5:41am ·

Follow

Challenge accepted Tyler Perry. I will also donate to this very worthy cause - The ALS Association. Over to you Jimmy Kimmel, Neil Patrick Harris, Matt Damon, and my wife. #IceBucketChallenge

120,550 5,464 25,100



**Cristiano Ronaldo**

Athlete · 96,145,240 Likes · August 18 at 1:34am ·

Like Page

Happy to take part of it #ALS #Icebucketchallenge @JMC\_Foundation  
<http://youtu.be/3vu01fYhEpc>



**Cristiano Ronaldo #Icebucketchallenge**

Happy to take part of it #ALS #Icebucketchallenge  
@JMC\_Foundation

YOUTUBE.COM

264,398 14,457 16,424



**Tyler Perry**

Producer · 12,311,268 Likes · August 15 at 8:45am · 🌐

 Like Page 

Thanks to [Tim McGraw](#) for challenging me to the [#IceBucketChallenge](#) to raise awareness for ALS. I nominate [Gayle King](#), [Ben Affleck](#), the [Atlanta Falcons](#), and [Oprah Winfrey](#). You've been challenged!

 399,534  13,929  51,566





**Selena Gomez**

Actor/Director · 60,501,652 Likes · August 17 at 11:41am · 🌐

 Like Page ▾

Accepted!!!! @ryanseacrest @taylorswift my whole team is donating!

 171,803  5,891  8,775

 PTS R&D





**Tim McGraw**

Musician/Band · 7,263,124 Likes · August 15 at 6:02am · 🌐

 Like Page

I was challenged by Keith Urban to the #IceBucketChallenge! You're next Tyler Perry Garrett Hedlund & Chris Martin of Coldplay! #StrikeOutALS

 310,870  5,324  34,820





**Jennifer Lopez**

Musician/Band · 43,088,267 Likes · August 18 at 7:29am · ✨

Like Page

After workout #ALSicebucketchallenge Thanks @cristiano @tracyanderson oh and @pitbull @thenewclassic @leahremini you've been challenged!

491,716 10,894 28,229



**Robert Downey Jr**

Actor/Director · 21,044,155 Likes · August 16 at 11:45pm · 🌐

Like Page

I find #ALSicebucketchallenge most worthy and refreshing. Therefore challenge Chris Hemsworth and Vincent D'Onofrio. #shrunkempeter



**RDJ takes the Ice Bucket Challenge for ALS**

EPOXY.TV

311,004 6,624 23,742





**Justin Bieber**

Bands & Musicians · 73,312,189 Likes · August 18 at 2:54am · 🌐

Like Page ▾

I Nominate all the #BELIEBERS for the #alsicebucketchallenge

338,171 28,190 40,338



**Zac Brown Band**

Musician/Band · 6,617,641 Likes · August 18 at 12:53am · 🌐

Like Page ▾

#IceBucketChallenge accepted! This one's for you Hunter Hayes and Vineyard Vines. We now challenge Jimmy Buffett and the Coral Reefers, Foo Fighters, Bob Lefsetz and #GarthBrooks. Join us to #StrikeOutALS! You have 24 hours.

214,088 9,285 118,600



**Gwen Stefani**

Musician/Band · 7,096,778 Likes · August 18 at 2:55am · 🌐

Like Page

Gavin Rossdale Nicole Richie & Jessica Alba raising awareness and getting iced  
#ALSicebucketchallenge gx

109,049 1,955 6,713



**Kobe Bryant**

Athlete · 20,102,662 Likes · August 18 at 7:10am · 🌐

Like Page

Just finished training, so ice bath is everyday. Mi hija Gianna recording my  
#ALSiceBucketChallenge. #checkthetemp #icewaterplunge Learn more about ALS  
and donate at ALSA.org

213,897 6,720 15,567



**The Voice**

TV Show · 11,590,897 Likes · August 14 at 2:00am ·

Like Page

Blake Shelton, Carson Daly and Adam Levine accept the #ALSIceBucketChallenge to help raise awareness for ALS. Together they nominate Nick Lachey, Kevin Richardson, Joey Fatone, Gwen Stefani, Pharrell Williams, Jason Segel, Mark Ruffalo and Robert Downey Jr.

99,208 3,545 49,564



**The Tonight Show Starring Jimmy Fallon**

Public Figure · 3,547,294 Likes · August 14 at 12:06am ·

Like Page

"I'm Jimmy Fallon and I'm here with Rob Riggle, Horatio Sanz, Steve Higgins, and The Roots. We've all been nominated to do the #IceBucketChallenge to raise money for awareness for ALS. I'd like to nominate New York Jets to do this. You have 24 hours!"

Here's our video: [https://www.youtube.com/watch?v=b\\_kdke345NQ&list=UU8-Th83bH\\_thdKZDJCrn88g](https://www.youtube.com/watch?v=b_kdke345NQ&list=UU8-Th83bH_thdKZDJCrn88g)

90,585 1,822 8,407





**New England Patriots**

Sports & Recreation · 5,254,882 Likes · August 13 at 6:12am · 🌐

Like Page

Robert Kraft, Bill Belichick & the ENTIRE Patriots team takes the Ice Bucket Challenge - check out the full video here: <http://bit.ly/PatriotsIceBucketChallenge>  
Donate to help Strike Out ALS: [www.alsa.org](http://www.alsa.org)

👍 61,731 💬 1,703 📩 15,811



**Luke Bryan**

Musician/Band · 7,425,811 Likes · August 12 at 9:36am · 🌐

Like Page

Cole Swindell called me out to do the #IceBucketChallenge, I accepted. Charles Kelley of Lady Antebellum, you are up next buddy. #StrikeOutALS





### Strike Out ALS #IceBucketChallenge


Cole Swindell challenges Luke to the Ice Bucket Challenge

YOUTUBE.COM

👍 46,619 💬 1,303 📩 7,130




 **Justin Timberlake**  
 Musician/Band · 39,060,655 Likes · August 12 at 8:21am · 

#ALSIceBucketChallenge. Thanks #PatrickDownes & #JessicaKensky for nominating me and The Tennessee Kids. We now nominate The Tonight Show Starring Jimmy Fallon and The Roots...You've got 24 hours to donate AT LEAST \$100 or douse yourself with ice. (Or both. We did both...and then we donated a bunch more. It's such a good cause.) To donate: <http://alsa.org/donate/>.  
<http://youtu.be/lc5oYP6853o>



**#ALSIceBucketChallenge**  
 JT and The Tennessee Kids accept the ##ALSIceBucketChallenge.

YOUTUBE.COM

 33,471  1,223  4,541



0:00 / 0:53  HD 

 **Martha Stewart**  
 Public Figure · 1,244,695 Likes · July 17 · 

Did you see me keep my cool on The Today Show? Now I've passed on Matt Lauer's ice bucket challenge to Gwyneth Paltrow, The Ellen DeGeneres Show, and Blake Lively. Do you think they'll do it?

 4,185  432  312

## 媒體可以透過活動創造收益

除了「冰桶挑戰」活動所創造的全球熱潮，對於社群媒體所創造的互動高人氣，傳統媒體也可以透過好的「活動」企劃，增強媒體知名度和創造營收。《美國報業協會》(API: American Press Institute)，今年 8 月提出以「活動創造營收的最佳策略」(The best strategies for generating revenue through events)報告，報告中提出六個關鍵概念：1.善用媒體優勢，成為資訊和創意中心；2.透過活動舉行，連結既有使用者，增加新的使用者；3.確保媒體知名度和競爭力；4.藉由創新做法，創造人氣和商機；5.做好定價策略，因為獲益常是來自贊助，而非使用者付費；6.

全力促銷，所有活動行銷皆攸關收益和成功與否。

媒體轉型過程，除了透過多元活動創造營收和維持知名度，同時必須持續面對傳播科技演變的壓力。6月11-13日在巴賽隆納舉行的《2014全球編輯人高峰會》，也點出了媒體未來的可能發展趨勢，也值得提出分享。

## 逾 50% 流量將來自行動裝置

《2014全球編輯人高峰會》(GEN Summit)，共有來自全球 600 位總編輯和媒體創業家與會，會議主席 Bertrand Pecquerie<sup>1</sup>提醒，關注媒體發展三趨勢：首先是網路曾有過的破壞式創新，已被行動平台（手機、平板）所取代，多媒體播放器也已取代傳統平台，媒體必須要有心理準備，因為超過 50% 的流量將來自行動裝置。面對此一發展趨勢，即使像是《紐約時報》和英國《衛報》等重要媒體，都已表明尚未做好準備。

其次是十年前提出的「將新聞部整合」概念已被翻轉，這個曾經是媒體匯流的流行語，十年後的今天，剛好呈相反走勢，現在要求的是「拆解新聞部」。將新聞部切割成不同的小組，投入不同的新聞平台，新聞部將演化成爲控制室，未來將會是更少的辦公室人力，更多的外勤記者。

最後，科技門檻快速降低的結果，記者和公民將擁有同樣等級的採訪裝備和免費的剪輯軟體，公民可以透過「線上課程」(MOOCs: Massive Open Online Courses)、社群網絡和免費教學工具（例如 Google Media Tools）創造出綜合智能(collective intelligence)。

## 終將面對機器產製新聞

同時，記者和編輯必須學著和新工作夥伴共同打拼，這些人包括資料分析師、圖形設計師。新聞工作者也將在 2015 年至 2020 年面對機器產製新聞的衝擊（《美聯社》於 2014 年 6 月 30 日表示，7 月起開始使用新創公司 Automated Insights 文章撰寫軟體，處理財經記者賴以維生的美國企業財報報導。預計從原本記者每季產出 300 則新聞，今年底可以提高到每季財報新聞產量 4,400 則<sup>2</sup>）。當多數記者已經習於接受公關式新聞發稿時，面對未來，記者必須選擇是學習新技能，轉型成爲調查記者、數據分析師等工作呢？或是選擇離開新聞行業。

未來的十年，紙媒仍會存在，但已不再是所謂的大眾媒體，閱讀對象將是有限的菁英階層，廣告以價昂的奢侈品爲主，重回到 1850 年前的利基型媒體角色。部分紙媒將會以海外市場爲主，例如英國《衛報》70% 的讀者都在國外。Bertrand

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<sup>1</sup> 'The Newsroom Will Become a Control Room'

What We Learned at the GEN Summit 2014

<http://www.globaleditorsnetwork.org/news/2014/07/the-newsroom-will-become-a-control-room/>

<sup>2</sup> 林佳賢（2014 年 7 月 2 日）。美聯社財報新聞 機器代勞。

<http://paper.udn.com/udnpaper/PID0006/261231/web/>



Pecquerie 表示，綜合性報紙的轉型挑戰仍將持續，但是財經類和運動類報紙因為掌握巨量數字資料，將有利轉型成為線上媒體(become online-only)。

參考資料

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