系所組別	考 試 科 目
傳播博士學位學程	英文

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※考生請於答案卷內作答

1. Summarize the excerpt from *YouTube: Online Video and Participatory Culture* by Burgess & Green (2009) as below, and then comment on the main arguments in Chinese. (Note: Pay attention to Italicized words, 50 %)

    Approaches to YouTube that attempt to comprehend it as a system have, so far, been restricted to "hard" end of social science – usually, from computer science and informatics, employing methodological tools like social network analysis (Cha *et al*, 2007; Gill *et al*. 2007). These studies are used, for instance, to reveal content pattern, to explore the popularity life-cycles of videos across the website, and to map the behavioral patterns of users based on the traces that they leave behind. Such approaches draw heavily on the most obvious and accessibility features of the information architecture of the website itself, trading scale off against nuance and complexity. What this type of analyses misses are the many social connections and conflicts between participants in the YouTube community that are created via the *content* of the videos. Much of this large-scale, computer-assisted research tends to rely on YouTube's own categorization and tagging systems, which enable uploaders to describe and sort their videos by content, theme, and style. The limited choices of categories YouTube provides at best offer a very general framework for organizing content across the website imposed by design rather than emerging organically out of collective practice.

    At the other end of the methodological spectrum, Patricia Lange's two year ethnography with the YouTube community has produced a number of important insights into the ways YouTube operates as a social networking site for certain participants, and the rich mundanity of the communicative network that take place there. Most importantly, her work insistently reminds us of the need to consider fully the lived experience and materiality of everyday cultural practice. This work is important because it asks us to think about the *uses* of YouTube by real people as part of everyday life and as part of the mix of media we all use as part of our lives, rather thinking about YouTube as if it is a weightless depository of content.

2. "When people succeed, it is because of hard work. Luck has nothing to do with success." Do you agree or disagree with the quotation above? Use specific reasons and examples to explain your position. (50%)