報告內容

前言

　　國立交通大學於民國 84 年成立人文社會學院，至今18年，目前擁有近50萬冊的人文社會學域相關圖書資料及約50萬種的電子書資源。由於文化、創意與傳播相關領域書籍過去多集中在社會文化與新聞傳播部分，與創意相關部分的書籍建置有限且零散在各大專院校圖書館，複本率並不高，其中文化、創意與傳播的相關館藏，除傳播與工程傳播之外，明顯較為不足，加上鄰近的清華大學之相關館藏亦有限，所以需要在這個方面大大加強。以相關關鍵字查詢本館館藏，如creative economy、knowledge economy、cultural industry、digital content、new media & technology、creative spaces、online community、popular culture、interactive media、cultural diversity、communication technology等，共查得中西文圖書2,049 冊，顯示這些議題有其一定的重要性。對於文化、創意與傳播產業的需要正在世界各地快速的成長中。根據2009 年PricewaterhouseCoopers 出版社所出版的「全球娛樂和媒體觀點」一書中指出，全球娛樂和媒體市場規模在2008 年達到1.7 萬億美金，並且預估在2012 年能高達2.2 萬億美金。在文化、創意、傳播產業方面，亞洲地區被定位為其中一個高速成長的市場，而台灣政府現階段在創意文化產業方面的發展特別重視，《文化創意產業發展法》甫於2009 年底通過，刻正由文建會負責訂定十三項子法細節與推動相關配套措施，以達到台灣「以文化立國、文化興國」的願景。因此文化、創意、傳播圖書的典藏計劃在國內亦成為不可或缺，交通大學計畫積極充實相關館藏，使傳播與創意文化領域書籍其更豐富、更符合研究與教學的需求，以期使新竹地區大學圖書資源進一步擴充與整合，建置成一個創意傳播書籍集中的區域，供全國教授、研究人員借用，成為全國人文社會特定領域的研究重鎮。

研究目的

本計畫的目標，在於建立文化、創意、傳播領域的圖書典藏。典藏價值及影響， 對於台灣學術及研究圈而言，本計畫典藏的最終價值在於校際的合作與分享。目前台灣各大學圖書館或是研究單位並無設立專門的文化、創意、傳播圖書典藏，相關議題的書目趨於分散，缺乏系統化的規劃、典藏及分享，因此研究人員及學校師生所需的圖書資源取得方式大多得透過跨校館際互借。因為文化創意產業為國內新興的研究領域，國內相關的典藏不足及資源斷層，造成研究方向及題材無法與國際接軌，缺乏創新。整體而言，本案期望建立文化、創意、傳播學的特色典藏，除了規劃補足核心主題相關理論的典藏之外，也希望能擴充影響力到跨領域的實務與應用層面，並加強館藏的深度、廣度、圖書資料的新穎性及增加研究教學資源，達成長遠的資源分享及圖書推薦機制，成為台灣相關研究領域的圖書資源中心，擴大學術的影響層面。

研究方法

本計畫共執行三年，依照採購年份排列重點與書單，隨時也會將新出版之相關書籍加入採購清單。文化、創意、傳播學本身就是一門跨領域的學科，其相關領域更是多元及繁雜。本計畫在規劃初期即邀請了各領域學者專家擔任典藏委員會顧問，包括國內外學者、政府與產業專家、媒體與傳播學者、社會學者、文化研究、以及文學領域學者等，這些專家在書單的徵集過程中，提供本計畫意見及方向。除了最核心的文化、創意及傳播學門之外，還納入商學、法律、地理、教育、中文等相關領域的資源，期待能擴充本校現有的館藏，建立台灣獨一無二的特色資源。計畫第一年度採購重點，著重於收錄文化、創意與傳播相關理論的核心理論典藏。基礎核心領域包括：文化相關理論、創意產業相關理論、傳播相關理論。第二年度的採購重點則著重於收錄文化、創意與傳播產業現況與實務的相

關典藏。基礎核心領域包括：文化相關現況與實務、創意產業相關現況與實務、傳播相關現況與實務。而第三年度的採購重點在於文化、創意與傳播的跨領域相關應用，其中核心領域為商學、法律、地理、教育、中文等相關學科，以及補齊關於文化、創意與傳播領域核心專家學者的其他相關著作。為了配合文化、創意、傳播產業的課程教學編排及研究性質，本計畫特別集結了理論基礎、實務及應用發展等面向的圖書資源，提供學術研究者及學校師生完整全面的典藏。此外，本典藏的服務對象能透過理論-實務-應用的循環模式，了解知識與理論的落實，引導及驗證的脈絡流程，以及從實務中重新架構理論。本計畫主要查詢之英文關鍵字詞分為五大類，包括Creative Culture & Economy、New Media & Technology、Creative Spaces、Sub-Industries 以及Others ，細目如下:

Creative Culture & Economy	New Media & Technology
Creative Industries Creative Economy Knowledge Economy Innovation Innovation Process Entrepreneurship Evolutionary Economics Creativity Creative Capital Creative Capacity Creative Culture Creative Pedagogy Creative Class Creative Talent Creative Worker Creative Workforce Cultural Production Cultural Branding Cultural Industry Digital economy Value-Added	Communication Technology The internet Cyberspace Online Online Community Online Games Youtube Participative Media Copyright Patent Copyright Industry Web 2.0 Social Network Service Open Source Creative Commons Participatory Pedagogies Citizen Journalism Interactive media Animation Multimedia Cyberdrama Information and Communication Technologies (ICTs) Communication Technology Digital Content Digital Learning
Creative Spaces	**Others**
Creative City Creative Cluster Creative Industries Precinct Virtual Reality Virtuosity Virtual Studio	Cultural Diversity Cultural Science Cultural Policy Globalization Glocalization Convergence Consumption Popular Culture Mass Culture Modernity Post-modernity (Postmodernism) Knowledge Management Hollywood Bollywood

Sub-Industries	Space
	Advertising
Journalism	Public Relations
Digital Television	Integrated Marketing Communication
Fashion	(IMC)
Music	Auto-ethnography
Games	Visual Arts
Networking	Design
Performance	Creative Writing
Storytelling	Interactive Television
New Media	Digital Archive
Film	Digital Library
Festivals	Digital Museum
Entrepreneurs	

結果與討論

依據以上的檢索值進行查詢，另外再加上各書商提供的資料。刪除不相關、重複的書籍名單之後，購買書籍皆先由國科會進行複本率的審查。本計畫第一年度購買外文書籍已到冊966本，第二年度已購買外文書籍已到冊1068本 (其中144本為日文書)及配合款已購買書籍到冊262本，第三年度則購買外文書籍已到冊586本(其中6本為日文書)、中文書到冊36本以及配合款已購買書籍到冊265本，三年共到冊3183本。第一、二年由國科會補助經費的部分所購得之書籍，複本率低於3%，是相當理想的結果，遠低於國科會規定之比例；第三年則因部分新上市之書籍來不及趕在5月前到校，故選擇之書單複本率較高，但仍在國科會規定之30%以內。

第一年國科會核定本計畫的購書補助金額為1,803,000台幣，第二年國科會核定本計畫購書補助金額為1,360,000台幣，加上第一年計畫經費餘額299,292台幣及本校圖書館依承諾提供本計畫500,000台幣配合補助款，第三年計畫購書補助金額為1,360,000台幣，加上第二年計畫經費餘額119,036台幣及500,000台幣配合補助款，第三年發訂金額共1,905,357台幣，本三年期計畫補助經費共發訂金額共4,449,321台幣，餘額73,679台幣，加上學校補助配合款1,000,000台幣已全數發訂完成，三年總執行率為98.53%，見下表一、二。

表一

年度	計畫經費	配合款經費	餘額	計畫到書冊	配合款到書冊
第一年	1,803,000	0	299,292	966	0
第二年	1,360,000	500,000	119,036	1068	262
第三年	1,360,000	500,000	73,679	622	265
總計	4,523,000	1,000,000	73,679	2656	527

備註:本校配合款因學校經費作業較慢，金額分配改為第二年度與第三年度各50萬，共100萬元。

表二

計畫經費收支明細表	切換列印格式	轉出EXCEL		

計劃代碼：	99R093　（編號：NSC99-2420-H-009-001-2E3）	計劃名稱：	補助人文及社會科學研究圖書計畫規劃主題：文化、創意與傳播……如有賸餘
主持人：	郭良文	單位：	傳播與科技學系
執行期間：	99/06/01 ～ 102/05/31	委託單位：	行政院國家科學委員會

經費用途	預算數 (A)	置支數 (B)	核銷簽證數 (C)	暫付數 (D)	暫付簽證數 (E)	請購未銷數 (F)	餘額 (G)=A-(B~F)	備註
業務費	416,000	416,000	0	0	0	0	0	執行率：100.00% 流入數：83,200 流出數：124,800
研究設備費	4,523,000	4,449,321	0	0	0	0	73,679	執行率：98.37% 流入數：904,600 流出數：1,356,900
管理費	61,000	61,000	0	0	0	0	0	執行率：100.00% 流入數：0 流出數：0
合計：	5,000,000	4,926,321	0	0	0	0	73,679	執行率：98.53%
置收數：	5,000,000		暫收數：	0		收入餘額：	0	餘額繳回：73,679

　　本計畫三年購置圖書共3183本，備齊由學者專家推薦10所在國外知名大學之文化、創意、傳播學科的核心館藏以及國內學者專家的推薦，以確保圖書品質，並擴充台灣的圖書資源，使得國內可取得文化、創意、傳播領域總英文書籍資源達到70%。希望多方影響台灣學者在文化、創意、傳播學科的研究，藉由本計畫所建立的圖書資源中心，在校際間可以相互合作與分享，並鼓勵原本就在文化、創意、傳播學界耕耘的學者，提供更完善的研究環境，更能引領對於此學科有興趣的學者，激發積極學習的風氣。。書籍清單請參考附錄一。

附錄一：

99-傳科系-國科會計畫

Title	Author	Publication Date
100 documentary films /	Grant, Barry Keith, 1947-	2009
365 personal brand marketing thumb-rules /	Rajan, Vikram.	2008
3D facial animation : recreating human heads with virtual skin, bones, and muscles /	Kähler, Kolja.	2007
A companion to museum studies /	Macdonald, Sharon.	2011
A complete history of American comic books /	Rhoades, Shirrel.	2008
A festival on the river : the story of Southbank Centre /	Mullins, Charlotte.	2007
About storytelling : a practical guide /	McKay, Helen, 1937-	1996
Advanced learner's dictionary of journalism /		2000
Advancing the story : broadcast journalism in a multimedia world /	Wenger, Debora Halpern.	2008
Alcohol advertising and young people's drinking : representation, reception and regulation /	Gunter, Barrie.	2010
American libraries and the Internet : the social construction of Web appropriation and use /	Li, Bin, 1971-	2008
American popular music : the rock years /	Starr, Larry.	2006
An essay on taste /	Gerard, Alexander, 1728-1795.	2010
An evaluation of garden festivals : action for cities /	PA Cambridge Economic Consultants.	1990
Art practice in a digital culture /	Gardiner, Hazel.	2010
Bad news.	Beharrell, Peter.	2010
Battling for copyright : freelance journalists versus the media conglomerates /	Macaskill, Hilary.	2000
Be your own PR expert /	Penn, Bill.	2004
Becoming a digital designer : a guide to careers in Web, video, broadcast, game, + animation design	Heller, Steven.	2008
Becoming a graphic designer : a guide to careers in design /	Heller, Steven.	2010
Becoming the second city : Chicago's mass news media, 1833-1898 /	Junger, Richard.	2010
Belgium. a personal narrative /	Whitlock, Brand, 1869-1934.	2010
Beyond portraiture : creative people photography /	Peterson, Bryan, 1952-	2006
Biennials - Art on a Global Scale /	Vogel, Sabine B., 1961-	2010
Big format advertising /	Sanabra, Pep.	2010
Bitten by Twilight : youth culture, media, & the vampire franchise /	Click, Melissa A., 1971-	2010
Brain-computer interfaces : revolutionizing human-computer interaction /	Allison, Brendan.	2010

Brand DNA : uncover your organization's genetic code for competitive advantage /	Chapman, Carol.	2010
Brand Equity :consumer based brand equity in practice : application of the CBBE model in the Serbian	Simovic, Marko.	2010
Brand Extensions in Pakistan : insights from brand managers /	Durrani, Mohib Ullah.	2010
Brand Israel : an analysis of nation branding concepts as they relate to the state of Israel /	Shore, Neuriel.	2010
Brand NFL : making and selling America's favorite sport /	Oriard, Michael, 1948-	2007
Brand On-Line communities and companies : Living the "socal media revolution". The use of web 2.0 to	Bignoli, Giulia.	2010
Brand Presentation on Consumer Preferences of Rice in Singapore : the magical effects of the colour	Han, Lindy.	2010
Brand media strategy : integrated communications planning in the digital era /	Young, Antony, 1964-	2010
Brand personality as an image conveyor : brand personality as an image conveyor : EBS and the ideal	Koris, Riina.	2010
Brand value creation through stakeholders : a case study of PSO : energy company in Pakistan /	Ameer, Irfan.	2010
Brand you : marketing real people, real choices /	Solomon, Michael R.	2012
Brand's expression : vision of global design /	Xiao, Zhou, editor	2010
Brand-driven innovation /	Roscam-Abbing, Erik.	2010
Branding the man : why men are the next frontier in fashion retail /	Pellegrin, Bertrand.	2009
Brands versus information : the changing role of brands in the age of empowered consumers /	Klaming, Gunnar.	2007
Cannes : a festival virgin's guide : attending the Cannes Film Festival for filmmakers and film indu	Craig, Benjamin.	2006
Celebrate Chinese festivals /	Lauridsen, Suzanne.	2005
Celebrate Indian Hindu festivals /	Lauridsen, Suzanne.	2005
Celebrate Malay Muslim festivals /	Lauridsen, Suzanne.	2005
Celebrity, pedophilia, and ideology in American culture /	Lee, C. J. P. (Charles Jason Peter)	2009
Charm and speed : virtuosity in the performing arts /	Howard, V. A. (Vernon Alfred), 1935-	2008
Cheap tricks and class acts : special effects, makeup, and stunts from the films of the fantastic fi	Johnson, John, 1958-	2009
Chris Gore's ultimate film festival survival guide : the essential companion for filmmakers and fest	Gore, Chris, 1965-	2009
Christian festival tales /	Pirotta, Saviour.	2001
Cinema India : the art of Bollywood /	Patel, Divia.	2007
Communicating as professionals /	Mohan, Terry, 1930-	2008
Communication technology update and fundamentals /	Grant, August E.	2010
Communication, culture, and human rights in Africa /	Musa, Bala A.	2011
Competitive Irish dance : art, sport, duty /	Hall, Frank, 1949-	2008

Competitive positioning : best practices for creating brand loyalty /	Czerniawski, Richard D.	2010
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Connecting with consumers : marketing for new marketplace realities /	Kimmel, Allan J.	2010
Contemporary media culture and the remnants of a colonial past /	Ono, Kent A., 1964-	2009
Content analysis of 'disability communication' in newspaper dailies : a short-term study of disabili	Mathew Martin, Poothullil John .	2010
Content analysis of nutrition and dietetic communication in newspaper : role of newspaper in meeting	Martin, Leena.	2010
Content management : a guide for your journey to knowledge management best practices /	Hasanali, Farida.	2003
Corporate social responsibility and brand trust : examining corporate social responsibility and bran	Ioannidis, Konstantinos.	2010
Cram101 textbook outlines and highlights for learning web design : a beginners guide to HTML, CSS, G	Robbins, Jennifer Niederst.	2011
Creating comics! : 47 master artists reveal the techniques and inspiration behind their comic genius	Salavetz, Jutka.	2010
Creating dynamic multimedia presentations : using Microsoft Powerpoint 2003 /	Lehman, Carol M.	2006
Creating stories for storytelling /	Cassady, Marsh, 1936-	1991
Creative characters : a collection of interviews with type designers originally published as e-mail	Middendorp, Jan.	2010
Creative lighting : digital photography tips & techniques /	Davis, Harold, 1953-	2011
Creative motion graphic titling for film, video, and the web /	Braha, Yael.	2011
Creative portraits : digital photography tips & techniques /	Davis, Harold, 1953-	2010
Creative spaces /	Willmott, Alison.	2003
Creative workforce : how to launch young people into high-flying futures /	McWilliam, Erica	2008
Creative workshop : 80 challenges to sharpen your design skills /	Sherwin, David.	2010
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Creativity and government /	Nagel, Stuart S., 1934-	2002
Cross-media promotion /	Hardy, Jonathan, 1963-	2010
Cube collection : signs, symbols and pictograms.	Zeixs.	2010
Cult cinema : an introduction /	Mathijs, Ernest.	2011

Cultural strategy : using innovative ideologies to build breakthrough brands /	Holt, Douglas B.	2010
Cupcakes and kalashnikovs : 100 years of the best journalism by women /	Cochrane, Kira, ed.	2005
Cyber media journalism : emerging technologies /	Chakravarthy, Jagadish.	2003
Data Organization and Search in Multimedia Databases : databases and information retrieval /	Calistru, Catalin.	2010
Data management for multimedia retrieval /	Candan, K. Selcuk (Kasim Selcuk)	2010
Data mining from multimedia and human behavioral data : an interdisciplinary study /	Zhang, Wei.	2009
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Design essentials for the motion media artist : a practical guide to principles & techniques /	Taylor, Angie.	2011
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Digital television : on the threshold /	Goldstein, Mark L.	2008
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Emergence in games /	Sweetser, Penny.	2008
Emotional branding : the new paradigm for connecting brands to people /	Gobe, Marc.	2009
Encyclopedia of multimedia : A-Z /	Furht, Borivoje.	2008
End-user privacy in human-computer interaction /	Iachello, Giovanni.	2007
Engaging public relations : a creative planning approach /	Smith, Bruce (Bruce L.)	2007
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Enterprise Web 2.0 fundamentals /	Sankar, Krishna.	2009
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Fashion theory. the Journal of dress, body & culture : African fashion / African style, special issu	Rovine, Victoria L.	2009
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Film genre : Hollywood and beyond /	Langford, Barry.	2005
Film nation : Hollywood looks at U.S. history /	Burgoyne, Robert, 1949-	2010
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From John Paul to Saint Jack : public relations in Ireland /	Carty, Xavier.	1995
From brand philosophies to cultural citizenship : the case of two Hungarian fashion labels /	Péter, Virginás.	2010
From camera to computer : how to make fine photographs through examples, tips, and techniques /	Barr, George, 1949-	2009
From gamer to game designer : the official Far cry 2 map editing guide /	Hutchison, David, 1968-	2008
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Game development essentials. Game industry career guide /	Moore, Michael E.	2010
Get the picture : essential data on Australian film, television and video /	Curtis, Rosemary.	1994
Getting started with Game Maker /	Ford, Jerry Lee.	2010
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