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指導教授：邱銘心 博士

Advisor: Ming-Hsin Phoebe Chiu, Ph.D.

應用隱喻抽取技術（ZMET）探討陽光基金會

病友參與臉書支持團體之心智模式

Using ZMET to Explore the Participants' Mental Model of

Sunshine Social Welfare Foundation Support Group on

Facebook

研究生：曾翊喬 撰

Author: Yi-Chiao Vicky Tseng

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中文摘要

由於網際網路的普及化，甚多的資源與服務伴隨著社群網站應運而生，網路資訊成為現代人生活不可或缺的必需品，陽光基金會為燒燙傷患者成立的線上傷友平台，讓傷友們可以藉由病友支持團體的力量重新面對自我。本研究目的在於瞭解燒燙傷患者參與臉書線上病友支持團體的心智模式，透過隱喻抽取技術探討燒燙傷患者關注臉書線上病友支持團體的想法以及深層需求，本研究以陽光基金會傷友平台之參與者作為研究對象，挑選高度活躍於社團中的成員為受訪者，總受訪人數為 8 位，共蒐集 72 張圖片，並運用 ZMET 半結構式訪談法逐一抽取構念並分析受訪者內心的深層需求，最後進行結論並提出後續研究建議。

根據研究結果，得到相關研究結論：(一) 燒燙傷患者參與陽光基金會傷友平台之心智模式：1. 回歸正常生活 2. 教育與學習 3. 心靈陪伴；(二) 傷友們從線上支持團體裡獲得希望與目標；(三) 燒燙傷患者對於線上病友支持團體的深層需求為自我提升、團體的社會價值以及未來發展。

最後，本研究依照研究結果提出實務建議：(一) 對燒燙傷患者：建議新傷友們善用線上病友支持團體的資源與管道；而針對舊傷友則建議有能力者可以當陽光基金會的志工或者講師，傳承教育與學習的理念；(二) 對相關基金會：本研究發現團體的成員對於該組織要有一定向心力，團體的運作與推廣才能順利進行，建議相關基金會重新審視團體的核心價值，增加對外曝光度；(三) 研究方法：針對不容易探測的敏感議題可使用 ZMET 挖掘深層想法與思維；(四) 結合量化研究：可使用問卷的方式來補足遺漏的概念；(五) 可針對多個線上支持團體進行分析。

關鍵字：陽光基金會、隱喻抽取技術、心智模式、線上病友支持團體

Abstract

With popularizing the Internet, more and more resources and services have emerged along with social networking sites. The Sunshine Social Welfare Foundation's online support group on Facebook was set up for patients with burn and scald injuries. It provides a platform for patients to possibly restart a new life via support groups. The purpose of this study is to explore the participants' mental model of Sunshine Social Welfare Foundation Support Group on Facebook, and to understand the underlying thoughts and needs of patients of burn and scald injuries by using the Zaltman Metaphor Elicitation Technique (ZMET). This study recruited 8 patients as research participants and collected a total of 72 pictures. The ZMET was applied to understand each participant's thoughts, while metaphor analysis was used to investigate the results and core values, which were then drawn into consensus map for further analysis.

In conclusion, three main findings are as follows: (1) The mental model of participants on online support group is to get back to their normal life, participate in education and learning, and need spiritual support. (2) Patients receive hope and goal of life from online support group. (3) The participants need the online support group for enhancing themselves, to promoting social values and developing future.

According to these results, some suggestions are made: (1) For patients of burn and scald injuries, new patients should properly use their resources and get back to their real life. Also, for passing on education and learning, existing patients are able to be a volunteer. (2) For related social welfare organizations and departments, they needed to increase exposure to enhance the group cohesiveness. (3) For research methodology, using ZMET to explore the sensitive issues is easy to obtain underlying needs and thoughts of participants. (4) For quantitative analysis, using questionnaire could probe the missing concepts in the future. (5) For analyzing multiple online support groups in order to discover more functions and important value in online support group for patients of burn and scald injuries.

Keywords: Sunshine Social Welfare Foundation, Zaltman Metaphor Elicitation Technique (ZMET), Mental Model, Online Support Patient Group