

淡江大學資訊與圖書館學系碩士班

碩士論文

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熟齡繪本之閱讀與推廣

**The reading and promotion of picture  
books for aging readers**

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## 中文摘要

2025 年台灣即將進入超高齡社會，除了高齡者福祉外，全齡民眾是否已準備好面對整個社會結構的老化，本研究探討以活躍老化和正向老化等概念發展的熟齡繪本，探索台灣推廣熟齡繪本閱讀之機構發展歷程與實踐現況，包含機構的創辦動機與發展過程、熟齡繪本的含義與選書依據、推廣機構中的讀者們接觸熟齡繪本的歷程與想法變化。試圖從本研究中找到將熟齡繪本推廣至更廣泛族群的可能性，並為高齡者提供輕鬆的、愉悅的、新的閱讀體驗，期許能夠協助其朝正向老化發展。

本研究訪談搖滾爺奶有限公司創辦人與雇員三名、讀者六名，後青春繪本館共同創辦人兩名、讀者七名，並以書目計量分析截至 2021 年 12 月 31 後青春繪本館官網 200 篇文章裡，推薦閱讀的熟齡繪本書目 440 筆。研究結果顯示，熟齡繪本的主題多與生命意義、熟齡族群的需求與關注的議題、人生下半場的生活規劃、高齡者面臨之心裡困境相關，且將熟齡繪本作為與自己不同或相同年齡層的人們溝通、互動的媒介，傳達繪本中隱藏的訊息，引發熟齡族群或高齡者的共鳴、觸動人心，在閱讀的過程中檢視自己的生命經驗，共讀則可將其與他人交流和分享。從受訪讀者接觸熟齡繪本的歷程與想法變化中，可以發現若對熟齡繪本無成見，更容易接受機構方對熟齡繪本做的詮釋，持續參與熟齡繪本閱讀活動的原因則與活動品質、團體氛圍、對繪本的喜愛、推廣宗旨等相關。

根據研究結果提出的建議可分為熟齡繪本詮釋和閱讀推廣兩個部分，為打破繪本即為兒童繪本的刻板印象，應使用熟齡繪本這個詞彙開創新的繪本類別，在閱讀推廣上應考量正向老化的議題、熟齡族群與高齡者的閱讀習慣，創作更多的熟齡繪本，若能透過公共圖書館的力量推廣時，應考量不同生長背景的讀者們對於繪本的看法，設計出相應的推廣策略，且為便於民眾取得熟齡繪本，應將熟齡繪本與兒童繪本區分開來，設置獨立陳列區。

關鍵字：熟齡繪本；閱讀推廣；高齡者；閱讀服務

## **Abstract**

In 2025, Taiwan will be entering a phase called the super-aged society. In terms of the well-being of the elderly and whether or not people of all ages are equipped to face the aging of the entire social structure, this study explores the development of picture books for aging readers that present the concepts of active and positive aging. Furthermore, it explores the development process and practice status of institutions that promote picture books for aging readers in Taiwan. This aspect includes the establishment of motivation and development process of institutions as well as the meaning and basis of selection of picture books for aging readers. Additionally, the study highlights the process and changes in the ideas of readers in promotion agencies to contact picture books for aging readers. This study intends to explore the possibility of extending picture books for aging readers to a wide range of ethnic groups and provide a relaxed, pleasant, and new reading experience for the elderly. In this manner, the study hopes that these books can help aging readers transition into aging with a positive perspective.

This study interviewed three founder and employees and six readers of Rock YeNai Co., Ltd. and two co-founders and seven readers of Anke Picture Book House. Moreover, the study analyzed 440 picture books for aging readers, which are recommended for reading by 200 articles on the official website of Anke Picture Book House as of December 31, 2021.

The results demonstrate that the recurring themes of picture books for aging readers are mainly related to the meaning of life, the needs and concerns of mature age groups, life planning for the second half of life, and the psychological difficulties faced by the elderly. Additionally, the picture books for aging readers are used as a medium of communication and interaction among people from different or same age groups,

which convey hidden information in picture books. From this perspective, picture books for aging readers are deemed to trigger the resonance and touching of mature age groups or the elderly, which leads them to examine their life experiences in the process of reading. In this regard, reading together enables them to communicate and share their thoughts and the contexts of books with one another. Based on the process and changes in the cognition of the interviewed readers in contact with picture books for aging readers, the study finds that accepting the interpretation of picture books for aging readers in institutions is easier given that prejudice does not exist against picture books. The reasons for continuing to participate in reading activities using picture books for aging readers are related to the quality of activities, group atmosphere, love for picture books, and the purpose of promotion, among others.

According to the results, suggestions can be divided into two parts: the interpretation of picture books for aging readers and the promotion of reading. By using the phrase of picture books for aging readers, the stereotype that picture books are intended only for children can be broken. Moreover, the term “picture books for aging readers” should be used to create a new type of picture books. To promote reading, authors should consider the content of positive aging, the reading habits of mature age groups and the elderly, create more picture books for aging readers. If it can be promoted through public libraries, the views of readers from different backgrounds regarding picture books should be considered, and promotion strategies should be correspondingly designed. To facilitate the public in obtaining picture books for aging readers, these books should be distinguished from those for children, and independent exhibition areas should be designated.

**Key words:** Picture Books for Aging Readers, Reading Promotion, Elderly, Reading Service