社會企業利用社會媒體之非結構資料初探

The Exploratory Research of Unstructured Data of Social Enterprise Insights Facebook Page

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摘要

　　本研究透過資料探勘分析社企流的粉絲專頁，過濾及清除雜訊後進行語意分析，透過文字分析，觀察社會企業利用社會媒體的情形與特色。從文字雲發現社企流粉絲專頁主要關注於創業、食農、健康飲食、社區、小農推廣、有機耕種、草地學院等相關議題上，亦印證農業、健康與環境的議題為社會企業的主流。此外，發現初期按讚數高的貼文多以社企流自行主辦的活動訊息貼文為主；近期社企流報導的社會企業案例貼文的按讚數增加，顯示越來越多人注意到社會企業議題，而這些貼文中，又以和食物、健康相關的案例較多人關注。研究建議政府相關部門可以瞭解民間關心的熱門議題，並能作為政策規劃的參考，同時從社企流提供的全球最新社會創新資訊，亦能提供政府部門擬定創新方案的參考。

關鍵字：社會媒體、非結構資料、文字雲、粉絲團、社企流

Abstract

In this study, a semantic analysis was employed after filtering and eliminating noises by conducting data mining on the Facebook page of Social Enterprise Insights. Social Enterprise's use of social media and its characteristics were observed through text analysis. By using word clouds, the author found that the Facebook page primarily followed issues related to starting a business, food and agriculture, healthy diet, communities, promotion of small farms, organic farming, and the School of Grassland. The author discovered that agricultural, health, and environmental issues were among the primary social enterprises. Furthermore, posts with more "likes" in the initial period concerned activities organized by Social Enterprise Insights itself. Recently, the number of "likes" for posts on case studies of social enterprises reported by Social Enterprise Insights has grown gradually, demonstrating that more people are aware of social enterprises; among these posts, more people followed food and health related case studies. This research suggested that related government authorities are aware of popular topics that concern the public, and that the findings can serve as a reference for policy planning. At the same time, the latest global information on social innovation offered by Social Enterprise Insights can also be referenced when government authorities draft proposals regarding innovation.

Keywords: social media, unstructured data, word cloud, Facebook, Social Enterprise Insights