

論文摘要

本研究相信未來數位內容產業的動力來源是具有原創、獨特性、且與國家文化能有所連結的多元內容。內容提供者也不再侷限於少數創意工作者身上，消費者未來也可能成為產品開發的生產者之一，而廠商創造的互動式社群平台相對來說反倒是成為核心能力累積的一項重要經營指標。因此本研究的目的與主題在於希望透過大膽的環境假設，根據一些領先廠商的經驗與平台設計，歸納出不同知識特性的內容其經營模式的差異，且不同的經營模式又是如何做有效的知識管理。本研究結果顯示如下：

一、 內容廠商經營使用者協作平台目的與經營模式管理

1. 內容廠商經營目的不同，將會影響使用者協作平台的設計。使用者平台的種類將分成：
 - 垂直設計的使用者協作平台
 - 水平設計的使用者協作平台
 - 垂直與水平綜合設計的使用者協作平台

二、 內容知識特質與使用者協作平台經營

2. 內容的知識複雜程度的不同，將會影響到使用者協作平台的設計。但相同的知識複雜程度在不同的經營目的下，也會影響到協作平台的設計
3. 內容知識的複雜度越高，水平平台的經營者必須設計較具標準化的模組提供給網友使用及創作
4. 內容知識的複雜度越高，若單純只提供一個上傳的空間給網友使用，則吸引的社群將越專業化。
5. 網友所創造的內容，其知識特質複雜程度高低，將會影響公司後續商品化動作的難易度，因此建立垂直化社群協作平台的公司必

需要有很強的後製網絡能力。

6. 內容知識的內隱程度越高，多以面對面的溝通方式和網友進行智慧財產權的規範與設計。

三、社群的分類與使用者協作平台經營

7. 內容廠商經營目的不同，影響使用者協作平台的設計，也會吸引不同類別的社群進入。水平設計的使用者協作平台社群忠誠度較高。
8. 垂直設計平台的社群忠誠度較低，必須不斷的提供具體商業化的誘因而吸引作品上傳。
9. 內容知識特質的內隱程度越高，讓具有垂直水平綜合設計的使用者協作平台中，容易產生族群的分裂與衝突，因盡量避免積極的推廣具有爭議性的排行榜於社群互動中。

四、使用者協作平台經營與協作回饋

10. 水平設計的使用者協作平台所帶來價值將會經由社群間的互動所創造出來的，而垂直設計的使用者平台所產生的價值乃是將更多好作品成功的商品化。
11. 水平設計的使用者協作平台所需耗費的成本和人力相對低於垂直設計的使用者協作平台，所產生的利潤風險也比垂直設計的平台低。

關鍵字：數位內容、使用者協作、協作平台、價值共創、虛擬社群

Abstract

We believe that the digital content industry is driven by original, personalized, and culture-connected contents. In such a trend, customers will be the content providers in the digital content industry, so the platform that makes the company in collaboration with the customers on the product innovation and development will be very important. Therefore, the purpose of this study is that to generalize different operations come form digital contents of various knowledge properties and to research different kinds of platform designs will contribute to a variety of management approach. The study concluded that:

- I. The purpose of the user collaboration innovation community platform established and management by digital content companies.
 1. The different purposes of the user collaboration innovation community platform established will influence the platform designed. The categories of the platform are:
 - Vertical-designed platform
 - Horizontal-designed platform
 - Vertical and Horizontal incorporation-designed platform
- II. The Properties of Digital Content Knowledge & The Management of the User Collaboration Innovation Community Platform
 2. The different properties of Digital Content Knowledge will influence the design of the platform. But the same properties of Digital Content Knowledge that in different purposes of business plan will also influence the design of the platform.
 3. Horizontal-designed platform must design some Multi-functional tools to customer used easily in the high-complicated properties of digital content knowledge.

4. If companies only provide a simple space for users to uplink their ideas in the high-complicated properties of digital content knowledge. The platform will attract lots of professional community.
5. The companies which have horizontal-designed platform must need powerful production network.
6. Companies and user mostly discuss face-to-face about the intellectual property of design in the high-complicated properties of digital content knowledge.

III. The Categories of the Community & The Management of the User Collaboration Innovation Community Platform

7. Different business properties will affect the design of platform. Different design of platform will attract various community. The community in Horizontal-designed platform will have strong loyalty.
8. Vertical-designed platform must provide some commercial motivation to attract user that uplink their ideas.
9. The virtual community usually comes into collision in the Vertical and Horizontal incorporation-designed platform. Therefore, companies need to decrease league table from the interaction within the community.

IV. The Management of the User Collaboration Innovation Community Platform & Feedback of the Collaboration

10. The value of horizontal-designed platform will be created from the interaction within the community; the value of vertical-designed platform will be created from the commercialization of good ideas.
11. Horizontal-designed platform costs relatively less than vertical-designed platform, and its revenue risk is lower too.