申論題 (共 4 大題, 每題 25 分)

1. 什麼是資訊管理？請分別說明你研讀過的所有教科書作者的觀點、以及你自己融會貫通後的觀點。(25 分)

2. 社群媒體已經成為假消息或謠言傳遞的管道，請舉例說明此現象，並以資訊管理觀點分析問題及提供可能解決方案。(25 分)

3. Regarding digital transformation, please answer the following questions from the perspective of management information systems, and give an example to support your explanations.

   (a) Define digital transformation, and explain how digital transformation provide value to businesses. (5 分)

   (b) Describe the possible benefits of digital transformation for business resilience. (10 分)

   (c) Distinguish between digital transformation and green transformation. (10 分)

4. Digital news has become as the major source of information for people across the world, with social media playing a crucial role in news consumption. According to a 2022 survey by the Pew Research Center, half of U.S. adults get news at least sometimes from social media. The figures below show some of the findings from this investigation. Please answer the following questions from the perspective of management information systems, and give an example to support your explanations.

   (a) Identify and explain the key findings from the figures below. (10 分)

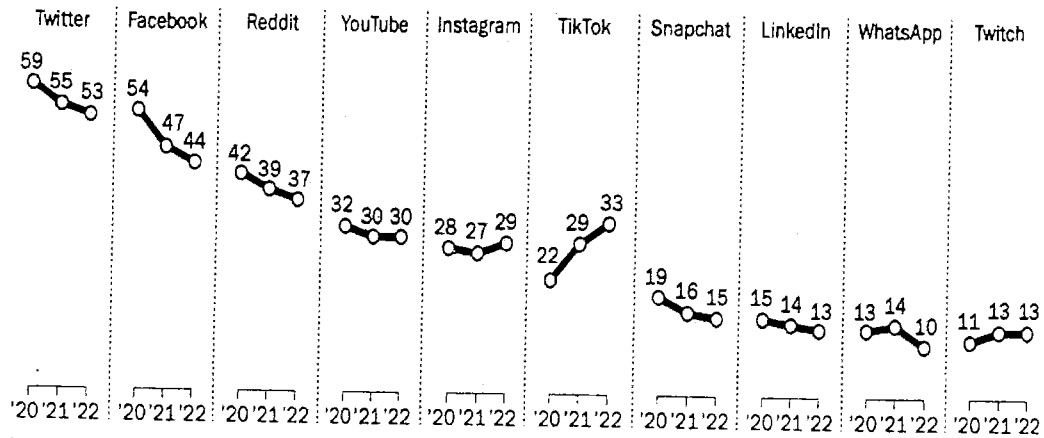   (b) Develop a research hypothesis based on the findings, and explain the rationale for the hypothesis. (15 分)

Social media sites by portion of users who regularly get news there

*% of each social media site's users who **regularly** get news there*

Twitter: 59, 55, 53
Facebook: 54, 47, 44
Reddit: 42, 39, 37
YouTube: 32, 30, 30
Instagram: 28, 27, 29
TikTok: 22, 29, 33
Snapchat: 19, 16, 15
LinkedIn: 15, 14, 13
WhatsApp: 13, 14, 10
Twitch: 11, 13, 13

('20 '21 '22 for each)

Note: Nextdoor was first asked about this year so there is no trend data.
Source: Survey of U.S. adults conducted July 18-Aug. 21, 2022.

PEW RESEARCH CENTER

Demographic profiles and party identification of regular social media news consumers in the U.S.

*% of each social media site's **regular** news consumers who are ...*

	Facebook	YouTube	Twitter	Instagram	TikTok	Reddit	LinkedIn	Snapchat	Nextdoor
Men	35%	55	57	37	37	67	52	38	33
Women	63	43	40	60	59	29	46	57	66
Ages 18-29	26	31	42	46	52	50	28	67	12
30-49	40	38	37	38	35	41	40	29	37
50-64	21	19	16	10	11	7	24	3	27
65+	13	11	5	5	2	2	8	1	25
High school or less	43	40	27	37	45	26	17	42	29
Some college	31	34	31	30	35	34	23	37	34
College+	26	26	42	33	19	40	60	20	37
White	56	45	51	36	40	51	45	29	53
Black	14	19	18	24	21	12	20	30	17
Hispanic	21	24	18	27	29	21	20	27	16
Asian*	5	8	9	10	6	13	11	9	10
Rep/Lean Rep	43	42	31	32	33	27	39	28	44
Dem/Lean Dem	51	54	65	65	63	72	60	69	53

*Estimates for Asian adults are representative of English speakers only.
Note: Respondents who did not answer not shown. Twitch and WhatsApp not shown due to small sample size. White, Black and Asian adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race.
Source: Survey of U.S. adults conducted July 18-Aug. 21, 2022.

PEW RESEARCH CENTER

Source: Pew Research Center (2022) Social Media and News Fact Sheet

注意:背面有試題