

## 中文摘要

近年來因傳播科技快速發展，媒介多元化，市場競爭日漸激烈，如何透過閱聽人知識管理來爭取閱聽眾市場，是媒介組織不可輕忽的重要課題。誠如 Pasternack 和 Viscio (2000) 所稱，知識一詞並非新創，而它之所以被當作是「新的東西」，主要是指人們必須有系統地創造、使用和改進它。同理，閱聽人相關知識並不是多麼新鮮的事物；然而，長期以來，台灣的媒介組織並沒有正確地賦予它意義，進而有效地運用它來創造價值。

有鑑於此，本研究以廣播媒介組織為研究主體，秉持知識管理理論中資本觀點之精神，同時結合程序觀點和促動要素觀點，分別從認知面和執行面來探討廣播電台之閱聽人知識管理。首先，剖析廣播電台閱聽人知識管理之意涵和需求；其次，探討目前廣播電台在閱聽人知識管理之現況；最後結合理論和實務，推導建構出廣播電台之閱聽人知識管理模式。



關鍵詞：閱聽人、知識管理、資本觀點、程序觀點、促動要素觀點

## Abstract

In the recent years, due to the fast development of media technology, and multiple choices of media, a highly competitive media market is formed. In this competitive market, the role of “audience” is becoming the key to the operation and management of all media organizations. In order to better understand the audience, the media organization has to construct a system which can best utilize the related knowledge regarding audience and thus create values from the knowledge.

Based on the theory of knowledge management, the researcher adopts the empirical survey approaches, and puts her main concern on the the audience knowledge management of radio stations. First, the thesis analyzes the significance of audience knowledge management as well as the need of audience knowledge in radio stations. In addition, the thesis examines and presents the practical conducts of audience knowledge management in radio stations. Finally, combining theory and practice, the thesis constructs a model of audience knowledge management in a radio station.

Key words: Audience, Knowledge Management.