

***How Influencers Use Social Media Platforms Affects Public Policy -
Plastic Reduction Policy(Disposable Plastic Products) in Taiwan as Example***

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Abstract

This research is mainly aimed at social media influencers who are concerned about Taiwan's environmental issues. Plastic reduction policy has always been one of the most noticed policies among environmental issues. Before 2019, this policy has been going on for nearly two decades, but the relevant details have been unclear and there is no exact publicity, which leads everyone to know the existence of this policy but does not take it seriously. With the rise of social media, those who care about environmental issues create fan pages on these social platforms and promote plastic reduction policies on behalf of the government, and monitor government behavior for citizens.

However, this background makes me raise some questions: What is the effect of promoting public policy through social media? Has the prevalence of social media has accelerated the implementation of the policy? What would social media users think of this behavior when the public policy is not propaganda by the government instead of influencers in social media? In my graduation paper, I use an in-depth interview and online questionnaire survey to collect the influencers in social media and the voices and opinions of the people who think the pros and cons about public policy propaganda by social media.

Keywords: Social Media, Influencers, Social Media Engagement, Public Policy, Plastic Reduction Policy

TABLE OF CONTENTS

ABSSTRACT	iv
INTRODUCTION	1
Background	1
Motivation	2
Research Purpose	2
Research Question	3
LITERATURE REVIEW	4
Difference of Influencer and Key Opinion Leader (KOL)	4
The role of social media	5
The role of public policy	6
Citizen participation through social medias	8
Plastic Rejection Policy in Taiwan	10
METHODOLOGY	13
DATA ANALYSIS	18
Five Cases	19
Different Social Media Platforms	21
Different ages	22
Influencers	23
Fans	23
Social Media Engagement	24
Activity on Social Media	25
Plastic Reduction Policy in Taiwan	26
Accuracy of Information	27
The Way to Get the Information	27
Better Implementation Process of Government	28

CONCLUSION	30
BIBLIOGRAPHY.....	33
APPENDIX A.....	35
APPENDIX B.....	36
APPENDIX C.....	37

LIST OF TABLES

Table 1. The Information of Interviewees (Fan Page).....	14
Table 2. The Information of Interviewees (Fans/Followers)	15
Table 3 The Interviewee's Satisfaction of Activity They Held.....	25

INTRODUCTION

Background

How long did it take different kinds of media to reach 50 million users? It took the radio thirty-eight years, and the TV took thirteen years. When Facebook was introduced, it only took the social network three-and-a-half years to reach 50 million users, and thirteen years to reach two billion users worldwide.¹ The rapid growth of social media users also included Twitter, Instagram and YouTube. These numbers are certainly going to be significantly higher within the coming years.² According to a report by the Taiwan Internet Information Center on 2019, the usage of social media by people aged 12-54 in Taiwan is 90.26%.³ From this research we could conclude that the exposure rate of social media has exceeded traditional medias.

The rise of social medias has attracted many influencers to join different kind of social media platforms. Those influencers who are active in social issues. Some of them upload their ideas about certain policies on social media, so as to give government some suggestions about which policies should be changed. Thanks to the Internet, information could be spread very widely, giving people the ability to share and discuss about the piece of news in a real time, which is something that traditional media cannot do in the past. Speaking of traditional medias, it may think of writing letters, the pigeon post or newspapers. This all takes time to pass before it can be discussed, and it cannot be responded immediately like the social media online nowadays.

In this study, I would like to start with the reduction of the use of disposable plastic products under the “plastic reduction policy” as a starting point. I want to find out how

¹ "Intel Social Media Guidelines," (November 1, 2017). <https://www.intel.com/content/www/us/en/legal/intel-social-media-guidelines.html>.

² Russell, "How to Write a Social Media Policy."

³ Taiwan Network Information Center: Implementer:InsightXplorer Ltd., "Taiwan Internet Report 2019," (2019/12/06 2019).

influencers expressing their ideas about a certain policy, and to examine the degree of impact before and after they've posted it on social media. We know that the "disposable plastic products (plastic reduction policy)" has been publicized for such a long time and why the public's environmental awareness is still too weak. Are there any problems that needs to be improved? Some of social media creators share their bits and pieces in the process of plastic reduction through social media. They hope more and more people can follow their footsteps and lead the reader or fans bit by bit and love the earth together. For example, Taiwan Influencers "TK Story(台客劇場)" uploads their recent activities and videos on their Facebook, Instagram and YouTube channels. For example, there are the ways in which people can reduce the use of plastic products. And they engage with cultural activities, such as making films regarding the comparison of using plastic products and environment friendly products for a week and videos of beach cleaning to encourage public to be environmentally friendly.

Why should we be so serious about the plastic reduction policy? In the past, humans generally believed that the ocean could contain all kinds of pollutants, such as used boxes, cigarettes, bottles ,and especially plastic products account for the majority are arbitrarily discarded or discharged into the sea.⁴ In recent years, the coastal area has been overdeveloped. This leads to increasingly serious environmental pollution problems, as well as impacts on both ecological and natural resources. Humans will one day get punished by mother nature.

Motivation

Taiwan currently faces the challenge of reducing plastic policies. Although the government is desperate to prescribe the relevant reorganization management norms and

⁴ 張長義, "台灣海岸地區環境問題," (1998).

strategies, but the public is still slow to reduce the use of plastic products. In the early days of this study, I visited the urban area of Kaohsiung and found disposable plastic products thrown on the streets. To solve this environmental problem, it is necessary to change the habit of relying heavily on plastic products and to effectively reduce the burden on the environment. I also hope to promote the concept of plastic reduction policies through social media.

Research Purpose

Disposable plastic products have changed not only our lives but also the world. I am afraid these changes are unexpected for all human beings. We should understand that the impact of overusing plastic products is harmful to the earth. We have no way to determine what the future will look like if humans continue to change the current environment. All we can do is try our best to voice some ways of change via social media that would benefit plastic reduction policy as well as civic engagement.

Research Questions

1. What's the impact of spreading awareness of public policies made by influencers through social media?
2. Has the prevalence of social media accelerated the public awareness of the policy?

LITERATURE REVIEW

Difference of Influencer and Key Opinion Leader (KOL)

Influencers usually refer to those opinion leaders on social media such as Instagram, Facebook, Twitter and YouTube. They can attract viewers through these platforms to have a strong influence on certain events or issues. An influencer's credibility comes from their online followers, content and perceived authenticity. KOLs may have a presence on social media but these platforms do not have to serve as their main communication channel. They use social media just used to increase exposure. KOL's credibility comes from direct experience in an industry, professional qualifications, or time spent engaged on a subject.⁵

In contrast, the trust of an influencer's audience is based on identification and personal preference. Compared to KOLs, influencers often have an unspecified audience. What connects all of the followers are shared features, such as the influencer's attitude, personality, lifestyle and experience. People follow influencers because their content matches the follower's interest, taste, opinion and so on.⁶

Key opinion leader's audience values the KOL's opinion due to their expertise and experience in a certain industry. Followers turn to them for knowledge and advices, and they usually have a deeper understanding and knowledge of the issues. Unlike influencers, followers aren't necessarily fans of the KOL as a person but they respect the KOL's expertise.⁷

As we can see, Influencers and KOLs both appeal to different audiences. But in this study, I want to narrow down my study population. Although those KOLs has more expertise and

⁵ "Key Opinion Leaders: Who Are They and Why Do They Matter?," Liana Technologies, updated 06.17, 2020, <https://www.lianatech.com/resources/blog/key-opinion-leaders-who-are-they-and-why-do-they-matter.html>.

⁶ "What Are KOLs? Why You Need Key Opinion Leaders in Your Marketing Strategy," updated AUGUST 22, 2019, <https://www.activecampaign.com/blog/key-opinion-leaders>.

⁷ "When To Use a Key Opinion Leader (KOL) vs. An Influencer," InfluencerDB, updated 02.08, 2018, <https://influencerdb.com/blog/kol-vs-influencer/>.

experiences in a certain industry, those Influencers in social medias can attract more followers as they are having mostly same ideas, lifestyle and experience in real life. Last but not the least, those Influencers who follow and care social issues or public policy decide to use social media to attract followers because they want more people to participate in public policy.

Conceptualization of Social Media and Public Policy

The role of social media

Social media is an application built on Web 2.0, allowing individuals or groups to create and exchange content created by users through network services.⁸ The core concept of social media is the concept of "content" and "followers" (user, reader or listener) is a producer. It is a platform and tool for users to generate content spontaneously. People use social medias to share opinions, interactive, insights, experiences, opinions, share news, broach a social issue, create collaborative annotations and collective content to communicate through Internet. And most of the social media can allow users to participate in it for free.⁹

Social media has completely changed the one-to-many communication method of traditional media, blurring the line between media and receiving masses. Not only social media provides access to a broader range of opinions and issues than traditional media can do, and this access is nearly instantaneous plus social media has stronger connectivity between users(followers, reader or listener). With social media, it is easier than ever to share information or anything else and exchange opinions in real time to a massive audience.

⁸ Mike Wolcott, "What Is Web 2.0?," © 2007 CBS Interactive Inc.. All Rights Reserved., 2008, May 1, <https://www.cbsnews.com/news/what-is-web-20/>.

⁹ A. M. Kaplan, and Haenlein, M, "The fairyland of Second Life: About virtual social worlds and how to use them," (2009), Business Horizons.

Development of social media tools over the last two decades has altered modes of communications not only citizens to citizens but also between governments and public. Social media has opened ways for public policy participation. Leavey defines that social media is way to communicate with individuals or organizations which are tied by specific types of interdependencies, such as political, economic, cultural, personal values, ideas, family, friendship and many other things. Nowadays, even though people cannot meet up person directly, the innovative tool which is social media brings people together as a group to collaboratively form opinions on issues of concerns in virtually-connected environments.¹⁰ Pinzón believes that “social media is part of a broader trend in communication landscape characterized by mass collaboration”.¹¹

In this study, social media refers to the concept of "creation, sharing, interaction" electronic participation (e-participation) permit real-time interactions and feedbacks; these narratives can be reflected on Facebook, Twitter, Instagram, YouTube and other online platforms.

The role of public policy

“The concept of public policy was developed to duties of governments to ensure citizens’ “welfare” and it is governments responsibility to make sure those policies are made on behalf of the "public.”¹² Public policy covers a wide range of issues which affect the public; it includes economic, social, and political issues that are subdivided into strata such as education, health,

¹⁰ J. Leavey, *Social Media And Public Policy : What Is The Evidence?* (2013).

¹¹ Pinzón, "Beyond connectivity: The impacts of social media in urban development in Puerto Ayora: DPU Working Paper No 160," (2013).

¹² P. A. Nyong'o, "Review and Critique of Current Development Strategies in Africa K. Kibwana (Ed.) Constitutional Law and Policies in Africa: A Case of Nairobi," (1998).

environment, security, agriculture, finance, etc.¹³ According to Smith , policy moves through six steps: agenda setting, policy formulation, decision making, implementation, evaluations and termination.¹⁴

Public policy is to solve social problems. If there were no problems in society, public policies are not necessary.¹⁵ For example, what this research wants to understand is the plastic reduction policy. After a period of implementation, the phenomenon of people's use of disposable plastic products cannot be reduced. This means that the policy fails. So, it will lose popular support. However, the public problems to be solved by policies today are usually a series of interdependent. Usually policy decision is used to made by government officials and field experts in a closed-door decision.¹⁶ But social media now is becoming a new way to express public opinions and so on. Now government have to involve all public on the decision-making stage, such as NGOs. However, government have to be worried that if involve all of the public opinion, the process will be massy as public opinion is dynamic. The government should consider clearly which public opinions will be considered.

However, policy process is not restricted to a time: it can be improvised or tailored in a limited manner by actors or the dictates of some set objectives. Research into the policy process is designed to ask how problems and policy solutions come to be defined, by whom, and with what effect and feedback mechanisms to be successful. One important quality of enhanced policy is public participation in the policy process. Social media thereby presents an opportunity to

¹³ "What is Public Policy?," 2011, <https://www.civiced.org/pc-program/instructional-component/public-policy>.

¹⁴ Thomas R. Dye, *Understanding Public Policy*, 5 ed., ed. Ashley Dodge.

¹⁵ C. W Smith, "Nine Digital Divide Truths. Digital Divide Institute," (2003). <http://www.digitaldivide.org/digital-divide-topics/nine-digital-divide-truths.html>.

¹⁶ Dye, *Understanding Public Policy*.

incorporate a multitude of opinions or alternatives during policy processes. Citizen participation is crucial in directing policy to the most pertinent issues within the receiving locality.¹⁷

Citizen participation through social medias

The consensus of citizen participation is to increase citizens' concern and participation in public policies. It includes social organizations (enterprises, non-profit organizations, government organizations, etc.) and individual citizens should participate in public policies. Citizen participation is not only to provide detailed information about public policies, but to allow citizens to actually participate in the debate and decision-making process of public policies. The concepts of citizen participation and political participation are similar, but there are still differences. This is because the scope of citizens' participation in public policies is not limited to the political level, that is, through voting to elect legislative and executive representatives to exercise their powers. Citizen participation means that citizens are directly involved in public policies and have the right to discuss, make decisions, and even participate in the implementation of decisions. Therefore, it is more appropriate for citizen participation to cover political participation.

Boulianne proposed three functions related to the influence of social media use on political participation.¹⁸ The first one is to use social media as an important source of political information. Through social media, users do not need to actively seek information. They can easily get access to political and public affairs-related information through the functions of

¹⁷ B. A. H. Imurana, R. K., Kofi, A. N., "The Politics of Public Policy and Problems of Implementation in Africa: An Appraisal of Ghana's National Health Insurance Scheme in Ga East District," *Journal of Humanities and Social Science* 4 (2014).

¹⁸ Boulianne, "Social media use and participation: A meta-analysis of current research. *Information, Communication & Society*," (2015).

reposting and sharing. Even through the linking function of social media, users who are originally indifferent to politics or public affairs can connect to netizens who actively participate in politics, and thus receive political and public affairs messages.¹⁹ Second, social media can increase the scale of social networks and facilitate social mobilization. Users of social media can increase personal social networks at the same time²⁰ to reach larger network of users, so as to achieve mobilization information. Users connect to political organizations through social media. The more virtual communities they participate in, the easier it is to mobilize to participate in various collective citizen participation activities. The third, function uses social media as a channel for expressing opinions. Rather than passively acquiring political information on social media, users actively expressing opinions through social media and interacting and discussing with netizens. People talking about public affairs in a mixed public and private social media space will make them feel safer and more willing to engage in civic participation.²¹ The literature shows that expressive use on social media is significantly related to offline opinion interaction.²²

As the Internet becomes more developed, there are many social media platforms which are famous between users, such as, Facebook, Twitter, YouTube, Instagram, Skype, WhatsApp, Line, Google, etc. These social medias are stronger than before and growing at an amazing speed. At the vary begging these social medias are helping people to reach friends and family, but nowadays social media can also discover social issues or certain things that would be ignored also supervise the government by traditional means of gauging public opinion.

¹⁹ Feezell J. T. Conroy M, & Guerrero, M, "Facebook and political engagement: a study of online political group membership and offline political engagement. *Computers in Human Behavior*," (2012).

²⁰ J. Boase, & Kobayashi, T, "Using mobile phone, email, bto bond, bridge, and break with social ties-A study of Japanese adolescents," (2008).

²¹ Z Papacharissi, "A Private Sphere: Democracy in a Digital Age," (2010).

²² H. Gil de Zúñiga, Bachmann, I., Hsu, S., & Brundidge, "Expressive versus consumptive blog use: Implications for interpersonal discussion and political participation," (2013).

There are also many forms of citizen participation. Based on the characteristics and functions of social media, this research distinguishes the following five types of political use:

1. Watch (search, browse) news, information, and videos related to politics and public policy/affairs
2. Share (repost, forward) news, information, and videos related to politics and public policy/affairs
3. Posting (production, commenting) and news, information, and videos related to politics and public policy/affairs
4. Join communities and friends related to politics and public policy/affairs
5. Participate in political-related activities through online messages. This research attempts to detect how different social media political use patterns affect different civic participation patterns.

Plastic Rejection Policy in Taiwan

Since 2002, Taiwan government has promoted the plastic reduction policy. First, Environmental Protection Administration Executive Yuan, ROC. (Taiwan, 行政院環保署) increased the thickness of the plastic bags and also encouraged citizens not to use plastic bags . Yet, this movements made plastic industries workers not satisfied because they might lose their jobs. In the next few years, Environmental Protection Administration Executive Yuan, ROC. provided many policies to improve the use of disposable plastic products but the result did not have a big effect.²³

²³ "限塑 16 年我們改變了什麼？," updated 07.30, 2018, <https://www.cna.com.tw/project/20180730-Plastic/>.

Nevertheless, in 2018, Environmental Protection Administration Executive Yuan, ROC. began to actively develop a series of disposable plastic products policies. Major policy is named Action Plan of Marine Debris Governance in Taiwan (臺灣海洋廢棄物治理行動方案).²⁴ This public policy is jointly completed by non-governmental organizations and Environmental Protection Administration Executive Yuan, ROC. The action was planned to be carried out from 2018-2022 (tentative), and under a regular review once every two years. The relevant parties will hold workshops to review and update the action plan. During the action has been in progress those policy makers will update progress every six months and confirm the work plan.²⁵ The following four main points are:

1. Source reduction
2. Prevention and removal
3. Monitoring and surveying
4. Outreach and public participation (enhance multi-party collaboration and expand civic participation)

These four points are all about the current actions and the future actions, and how to standardize disposable plastics products in various industries and people will not cause more damage to the environment. It is expected to be completely restricted for use disposable plastics products in 2025; a total ban on the use of disposable plastics products including plastic bags, disposable tableware, take-away beverage cups and plastic straws will be banned in 2030. As the

²⁴ "環保署攜手公民團體 首度公布臺灣海廢治理行動方案," updated 02.13, 107, <https://enews.epa.gov.tw/Page/3B3C62C78849F32F/af375a33-2b0c-42f7-8dbd-d363f4322480>.

²⁵ 行政院環境保護署, "臺灣海洋廢棄物治理行動方案 (第一版)," (February 107).

public's awareness of plastic pollution has increased, various types of environmental protection activities and the number of participants has grown year by year.²⁶

²⁶ "環保署攜手公民團體 首度公布臺灣海廢治理行動方案."

METHODOLOGY

In Chapter 2, I read articles and online resources that explains how plastic reduction policy works in Taiwan and how social media's ability nowadays. Since 2002, plastic reduction policy already has been proclaimed. However, few people knew the details. Thanks to social medias, the concept of being eco-friendly becomes more commonplace.

In the process of searching for information, I spent a lot of time collecting information on plastic reduction policies. In order to ensure the correctness of the information. I searched for the latest official documents on plastic reduction policies on the websites of government agencies and various interest groups websites. The pages on the website were not beautiful and it looks mess made people do not want to continue using them. Besides, most of the official documents on the website are outdated, and you must go through many notes and links within the website to find the latest version of policy documents.

In the early days of this study, I visited the urban area of Kaohsiung and found out disposable plastic products thrown on the streets everywhere it would cause a dirty environment. Not just streets, even the public areas, such as schools, parks, beaches and so on. To solve this environmental problem, it is necessary to change the habit of relying heavily on plastic products to effectively reduce the burden on the environment. I have been trying to avoid using disposable plastic products for a while. I prepare my own bags, tableware and straws, and make sure those plastic products can be used repeatedly.

This research adopts in-depth interview, which is one of the data collection methods often adopted in qualitative research. It mainly uses oral conversations between interviewers and interviewees to achieve the exchange and construction of opinions. Before the interview, the researcher will first design the interview questions according to the research purpose and

questions, and then ask the recipients accordingly.²⁷ Through the process and content of the interview, the interviewee discovers and analyzes the interviewee's motives, beliefs, attitudes, practices and opinions.²⁸

I spent 30 minutes interviewing each person (see below) that includes 3 or 5 Influencer and 5 or more followers who are interested in Plastic Reduction Policy. I raise some questions, for example, what is the reaction of followers and influencers? Would they follow what influencers promoted? Or what is the purpose of the influencers? Also, I can try to understand the advantages and disadvantages when certain public policies are introduced more by social media rather than government. This might cause misunderstandings. Should government be with citizens to discuss public policy publicly, rather than allowing public policy just being discussed entirely on the social media platforms.

Table 1 The Information of Interviewees (Fan Page)

Code	Fan Page	How long have you been running social media	Social Media	Followers	date	Interview
A	不塑之客	4 years	Facebook/YouTube	227500	10/3	Online
B	潮環保-減塑好潮	2 years	Facebook/YouTube	352	10/6	Online
C	環保而已	5 months	Instagram	221	10/11	Online
	huanbao_21					
D	環保永續	4 years	Instagram/Facebook/Blog	783	10/15	Online
	eco_tracyandjo					
E	環保控的環保日常	5 months	Instagram	398	10/19	Online
	ecocon2020					

²⁷ 翁耀璋, "企業間班人養成關鍵因素之研究," (2016).

²⁸ Taylor.S.J. & Bogdan.R., "Introduction to qualitative research methods: the search for meanings," (1984).

Table 2 The Information of Interviewees (Fans/Followers)

Code	How long have you been using social media	Social Media	Collect Method
1	15 years	Facebook/ Instagram/YouTube	Questionnaire Survey
2	6 years	Facebook/ Instagram/YouTube	Questionnaire Survey
3	4-5 years	Facebook/ Instagram/YouTube	Questionnaire Survey
4	3 years	Facebook/ Instagram/YouTube	Questionnaire Survey
5	3-4 years	Facebook/ Instagram/YouTube	Questionnaire Survey
6	10 years	Facebook/ Instagram/YouTube	Questionnaire Survey
7	No	YouTube	Questionnaire Survey
8	4 years	Facebook/ Instagram/YouTube	Questionnaire Survey
9	6-7 years	Facebook/ Instagram/YouTube	Questionnaire Survey
10	5 years	Facebook/ Instagram/YouTube	Questionnaire Survey
11	3 years	Facebook/ Instagram/YouTube	Questionnaire Survey
12	10 years	Facebook/ Instagram/YouTube	Questionnaire Survey

13	5 years	Facebook/ Instagram/YouTube	Questionnaire Survey
14	4 years	Facebook/ Instagram/YouTube	Questionnaire Survey
15	1 years	Facebook/ Instagram/YouTube	Questionnaire Survey
16	5 years	Facebook/ Instagram/YouTube	Questionnaire Survey
17	No	YouTube	Questionnaire Survey
18	5 years	Facebook/ Instagram/YouTube	Questionnaire Survey
19	9 years	Facebook/ Instagram/YouTube	Questionnaire Survey
20	5 years	Facebook/ Instagram/YouTube	Questionnaire Survey
21	2 years	Facebook/ Instagram/YouTube	Questionnaire Survey
22	5 years	Facebook/ Instagram/YouTube	Questionnaire Survey
23	9 years	Facebook/ Instagram/YouTube	Questionnaire Survey
24	7 years	Facebook/ Instagram/YouTube	Questionnaire Survey
25	9 years	Facebook/ Instagram/YouTube	Questionnaire Survey

26	8 years	Facebook/ Instagram/YouTube	Questionnaire Survey
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For how I choose the interviewees who are social media users and the influencers who care about environmental issues. For social media influencers, I privately email them tried to have to interview them and the number of different social media influencers accounts is around 35. For social media user's data, I post google form through my social media accounts, also give the link to these social media influencers which I wanted to interview help me to get the data from their fans. Some of them are I already knew. And others are strangers from Facebook, Instagram, and YouTube. I find some of them from those fan pages; others are the users I use by using hashtags, such as #ecofriendly, #plasticreduction, #environmentalism. It has been really difficult to let all of them reply because only a few of them were willing to reply to my Google form. And it is really time-consuming.

Because of the pandemic, I changed the way of interviewing people. I originally wanted to do face-to-face interviews with fan page administrators, but learned to use Zoom or Google Meet to do online interviews. The sample of fans was collected by questionnaire through Google Form. I asked them for their permission to conduct an interview, and I exclaimed that no privacy-related information would be disclosed. Since each interviewee has its own schedule, I cannot push them to have another appointment.

In short, an online interview to collect data come from three sources of samples:

- Those who are managing their social media account related to eco-friendly.
- Those who is following those eco-friendly social media accounts.
- Those who care about environment's policy.

DATA ANALYSIS

Based on the research questions which are focused on promoting plastic reduction policy through social a media, the follow data was gathered through online interviews with administrators of fan pages who cares about environmental issues in Taiwan. Consequently, it was provided amount of diverse information and experience they have on social medias and personal perspectives.

Here is a list of my interview questions:

- The use of the social media:

1. When did you start operating or using social media?

2. Which one is more used (YouTube / Facebook / Instagram)? What is the difference between each?

3. How many followers do you have? Will there be interaction?

- Social engagement:

4. How long have you been concerned about plastic reduction policies?

5. The most memorable event you have had participated? (individual or with fans)

6. Do you have any specifications/requirements/methods for using disposable plastic products by yourself?

7. Has there been any cause in the plastic reduction process? (Policy information, insufficient data, etc.)

- The effect:

8. Have you encountered any permission in the process of managing social media?

9. Some kind of motivation makes you want to use social media to promote your actions regarding the plastics policy? Is it because of the development of the Internet? Or is it a pure record? why?

10. Do you think there is a difference between the before and after effects of using social media to promote public policies? (not necessarily related with plastic reduction policies)

11. So far, what suggestions do you have regarding the government's plastic reduction policy? (How to improve the website, policy, etc.)

12. What do you think about public policy when so-called influencers begin to promote public policies through social media instead of the government? Or should it be government propaganda? Can we still cooperate? Strengths or weaknesses?

Five Cases

My first interview is Code A: 不塑之客 is a fan page of administrators on Facebook. They have been running a Facebook fan page since 2016. Their original intention was: *to stop using plastic products and work hard together!* In a description, I learned that there are still people care about the environmental issues:

Why do we use plastic bags? Because it is more convenient and lighter, it has many advantages, but because this advantage is obscured, we cannot see that it has caused such a big impact on the environment. The once blue ocean is no longer beautiful. If we don't start working hard now, what will the sea look like in twenty years? We can't imagine it. Plastic products thrown away by humans become food for albatross to feed their babies. The plastic bag is a serial killer because it kills a fish, and after that fish dies, it won't rot. If we eat

the fish which won't rot, in the end, will return to humans and suffer its consequences. Now the whole world is helpless with plastic products. Burning will pollute the air, and burying them in the soil will block groundwater and harm all lives. Therefore, we hope everyone better not uses plastic bags, and records and shares them on the social platform, reminding everyone that when we want to use plastic bags, think about the negative outcome it will be because it hurts other lives.

My second interview is Code B: 潮環保-減塑好潮 is a fan page of administrators on Facebook. They have been running a Facebook fan page since 2018. It is a group of young people who are practicing plastic reduction activities. Because they observed that the number of plastic bags and disposable tableware used by each person every day is amazing, they began to promote plastic reduction activities. Here is a quote:

I hope that through various plastic reduction activities, everyone will pay attention to the environment and marine debris issues. Welcome friends who are interested in plastic reduction, marine debris and plastic issues to discuss together.

My third interview is Code C: 環保而已 is a fan page of administrators on Instagram. They have been running an Instagram fan page since 2020. The motivation at the beginning was actually to experience online marketing, that is, to run a fan page to learn about online marketing techniques. I extract some sharing below:

I want to focus on the environmental issues that I am most interested in. There is more and more experience in running a fan club. Then it becomes the hope that more people can join the ranks of environmental protection. With

more stratospheres, the centripetal force will be more sufficient. And this is my current motivation and propaganda philosophy.

My fourth interview is Code D: 環保永續 is a fan page of administrators on Facebook and Instagram. They have been running both fan pages since 2016. In the very beginning, they use Facebook to attract people who care about environmental issues. Nevertheless, the effect is not very good, because users on Facebook are almost elders nowadays. Moreover, Facebook is mainly oriented long articles, but young people prefer pictures and key points of news. So, they started to run Instagram. This move attracted the attention of many young people, and their fans increased in a short time. They still run these two fan pages, but they will use detailed content articles on Facebook and use beautiful pictures and key points of news on Instagram.

My last interview is Code E: 環保控的環保日常 is a fan page of administrators on Instagram. They have been running an Instagram fan page since 2020. Since he is an office worker, he does not have so much time to manage or run the fan page better. He wants to expand his influence and share plastic reduction behaviors on social media for more people to see. As the number of exposures increases, it can affect everyone's plastic reduction behaviors. Because plastic reduction is a habit change, but humans are habitual animals, and it is very difficult to change habits. Even though his posts on social media were not so active, some fans began to be influenced by him and use their eco-friendly tableware.

Social Media

Different Social Media Platforms

These influencers try to reach more people who care about environmental issues, but the choice of which social platform to use can sometimes confuse them. Some of my interviewers

only use one fan page like Facebook or Instagram or even YouTube, such as Code C&E. But others choose to operate in multiple ways, such as Code A&B operating Facebook and YouTube. And there is one who makes the most effort. It is Code D, who runs Facebook, Instagram, and Blogs. In all of my questionnaire survey, social media users are mainly adopting Facebook and Instagram. My interviewees are also from these two-social media.

Thus, Facebook is seen as a way to post lengthy contents of texts other than pictures. And Facebook is highly interactive, users on it can communicate in the comment area and tag others to share information; In comparison, Instagram is based on pictures, which is not convenient to read articles. While Instagram feels like a medium to show identity like who I am and what I speak, it is less interactive. But the Instagram story is better than the Facebook story, with instant replay function that increases the interaction with fans in private. In short, these social media all have a common goal, regardless of the age of the fans they attract, to influence real people in the real world. To expand effects outside of social media, interviewees argued that actual actions are the most important.

Different ages

With the popularity of social media, Facebook and Instagram both become the most popular social media in history. Everyone was active on this social media from the beginning. With the development of technology, various emerging social medias have become famous, especially Instagram. Instagram takes pictures as the main axis for every post while Facebook mainly focuses on long contents and reading. In particular, young people prefer visual information, such as pictures, and news bullet points instead of long contents and reading. This phenomenon of reading appears to be age stratification. However, middle-aged people users

continue to use Facebook, while young people tend to use Instagram. Therefore, influencers themselves notice this different readership and have to decide what kinds of fans they want to attract.

Influencers

Influencers in social media are people who have built a reputation for their knowledge and expertise on a specific topic. They post regularly about the topics on their preferred social media fan pages and generate large numbers of followings. They have engaged people who pay close attention to their views by different forms of feedbacks. In a way, my interviewees argue that an influencer is a person who can influence the decisions of their fans because of their fans and their knowledge and expertise in a particular area. Like my interviewees, she or he has experiences in hosting related activities with plastic reduction policy that showed concerns about environmental issues. With shared the experiences, they had growing followers on their social media fan pages. I estimate that the five influencers I interviewed have a total of more than 200,000 followers on social media. Their influences can be to above some extent of same significance as opinion leaders in specific domains.

Fans

According to interviewees, fans can be said to be the most important spiritual pillar of fan page of administrators. Without fans, the influencer will definitely lose the motivation to run the fan page. So, in the end the fan page may face a crisis of closure. However, since the beginning of the fan page is based on a zero-point, what matters is how to attract fans. That has become one of the administrator's issues.

What can be shared may be observations of daily life, analyses of social issues, unboxing texts, or different agenda like food, tourism, financial investment, game live steaming, etc. *If you attract people with the same interests as you, you will spread it in one pass, and spread it among fans to open up your popularity.* As shown in my interviews, those influencers tried to find out who are interested in and caring about environmental issues.

When the followers increased, influencers attracted a group of people who think they are responsible and care for the environment. The numbers of fans become the resources of further actions. Once the fan page has accumulated to a certain number of fans, my interviewee argues an effect of networking that “your fans will automatically help you attract more users to track your fan page”.

Social Media Engagement

According to my interviewers, most of them are operating Facebook and Instagram. Here I will analyze and discuss the social media engagement of these two social medias. Fan page of administrators need to increase social media participation. First of all, it is most useful to analyze the participation in the fan page, record the current number of followers, how many comments and shares each post gets on average, and how the various marketing strategies used in the process will resonate with fans are the most useful.

After this period of experimentation, choose the strategy that best benefits the fan page. As my five interviewees, they do daily post within environmental issues on social media that people can discuss the way which is keep your attention to people’s newsfeeds with engaging and entertaining content. Frequent posting keeps your followers knows you have been focusing on the same things as they like to knows. Most important is images. Images have greatly

increased the interaction rate of all social media platforms. Research have shown that posts with pictures have an 85% interaction rate, while other post only with words have an interaction rate of only 4%. But it really depends on which social media platform is Fan page of administrator is using. When the administrator has a certain amount of voice, maybe you can hold an event for fans to participate.

Activity on Social Media

All my interviewees have held activities on social media and some of them have held face-to-face activities. Through the online activities or face-to-face activities, they will post story and pictures to let their fans know the background of the activity. Then some posts like encouragements or invitations. This is to ask them to do the same things as them and tag their social media account on users post. Finally, they can have qualifications to attend lucky draw. This seemingly inconspicuous activity has caused many people to participate. Some people think it’s interesting and some people want to participate in these environmental-related activities. In these events, in the average of data that interviewees gave to me is around 100 new followers started to following their fan pages. Because of the rising of social media, this kind of activities engaged people be part of this meaningful activity and spread awareness of eco-friendly. The following table shows the satisfaction of activities they held.

Table 3 The Interviewee’s Satisfaction of Activity They Held

Interview	Fan Page	The satisfaction result of activity
A	不塑之客	Satisfied
B	潮環保-減塑好潮	Satisfied

C	環保而已 huanbao_21	Satisfied
D	環保永續 eco_tracyandjo	Satisfied
E	環保控的環保日常 ecocon2020	Satisfied

Public Policy

Plastic Reduction Policy in Taiwan

As we knew, plastic reduction policy has been announced almost two decades. Taiwan promoted the plastic restriction policy in 2002. The Environmental Protection Agency banned the provision of free plastic bags and plastic disposable tableware for some shopping stores. However, the scope has been limited for many years and still cannot be completely banned. The current plastic reduction schedule in Taiwan is as follows:

- In 2020, some shopping stores will restrict the use of plastic shopping bags, disposable tableware, disposable take-away beverage cups, and plastic straws
- In 2025, plastic shopping bags, disposable tableware, disposable take-out beverage cups, and plastic straws will be fully restricted
- In 2030, completely ban plastic shopping bags, disposable tableware, disposable take-away beverage cups, and plastic straws

If plastic reduction policies are effectively formulated, the impact will not only be broad and comprehensive. However, plastics are still ubiquitous. Even if Taiwan's NGOs hosts more than 20,000 beach cleanings every year, the plastic waste on the beach is still incomplete. Therefore, in addition to banning, it is necessary to reduce the production of disposable plastic products from the source and reduce the demand for use, which is the real cure for the root cause.

Accuracy of Information

Because the official government websites are not updating their latest policy information into their databases regularly, so those influencers in social media will help themselves to find the latest policy documents on the Internet. But we know information on the internet not always right or the contents are changing every time. My interviewee code E shared with me that when she was looking for information, she accidentally used old information which is on government websites as a reference in one of her post on social media. Later, she received a private message from a fan and learned that her post was wrong. She found out that the sources of information that everyone received were from the Internet, but the results were different. Not only code E, my other interviewees also encountered this situation, even their fans would be confused as to who got the right policy information. Those influencers in social media also posted a post on their fan pages asking whether the government information that people are looking for plastic reduction policies will be different from the results of others. Nearly 70% said the results will be different sometimes. This shows that the information on the official website is not timely and the errors have caused misunderstanding by the public. There is no website where you can get the latest and correct policy information.

The Way to Get the Information

During my data collection, my interviewees had mentioned that how to get the latest information within plastic reduction policy documents on the internet or the websites is one of the hardest processes they had. Since influencers knew the websites which organized by government or any kind of policies documents on the internet are always older version, influencers have to spend a lot of times to find the latest version of policy documents and post on

the social media to let their fans know. My interviewees not only had this problem but also, in my surveys, my responders had the same situation. When they are trying to catch up the information about plastic reduction policy on the governments websites for search on internet, all they can find is an older version.

Better Implementation Process of Government

Government 2.0 is not e-government or online government in the traditional sense, but a user-centered and service-oriented government in the innovation 2.0 era. As a whole, open platform, direct interaction, and communication with the public symbolizes the government. A fundamental change in implementation, moving from a closed structure to an open, collaborative, and cooperative structure, transforming the government administrative process with the government as the main body into public with the public as the main body, the government, the market, and the society. Value shaping process, this process encourages the expansion of public policy diversified communication and collaboration and encourages local governments to introduce "Public Policy Network Participation Platform"

Government public services should be simpler and easier to use and close to what the people need. Under the international trend of the digital transformation of government, government public services should use "data" as the basic element of governance, so as to "use data as the axis to connect people "Demand", "Technology as the pillar, innovate government operations", make good use of the power of technology to drive public service innovation and change, and create a simple and convenient new public service experience. The driving direction is as follows:

(1) Government information must be actively and accurately delivered to the public

In view of the complicated and cumbersome division of labor in government business, in the process of dealing with the government, people are very likely to obtain outdated or incorrect information on the Internet and lose their rights. The United Kingdom, Singapore, Australia and other countries have consolidated their citizens' life journeys: childbirth, education, employment, and retirement, tasks that must be dealt with by the government, and actively deliver timely and correct information to the public through digital methods.

(2) The government's decision-making model should be faster, more accurate, and in line with people's livelihood

Taiwan government agencies have used big data analysis in decision-making on public issues and have achieved considerable results, such as application in disaster prevention and relief, disease prevention, medical and health, environmental protection, quality of life, and food safety improvement. In the future, more attention must be paid to the use of information to allow the government to do things that it was unable to do before or to enhance the efficiency of the government, or even to use data as evidence to defend government policies.

CONCLUSION

The goal of this research is to provide insights into social processes and policy decisions to document the emerging influence of social media on Taiwan's public policies and value outcomes.

In the first finding, Facebook and Instagram are the two social media most used in Taiwan because of the highly interaction with the users. In one hand Facebook is more focus on contents and reading which have more detail information and let followers/fans understand better what the influencer's post is trying to tell; on the other hand, Instagram is more for pictures, short videos and bullet points it makes users easily to understand what the influencers want to tell because you do not have to think in-depth what the contents and reading are about. The pictures, short videos and bullet points have already shown the meaning of the post. By using these two-social media, it is possible to create awareness of plastic reduction policy in the users.

Here in Taiwan different ages use different social media, for middle age people do not use Instagram frequently as young people do. As a consequence, age is a factor to take into consideration since not all the users have the two social media and influencers, based on their followers/fans age, have to think about what kind of social media's fan pages he or she wants to run. If he or she uses wrong social media platforms to reach their followers/fans it may not have a huge impact in the followers/fans. As a result, it will not create awareness of plastic reduction policy.

According to my interviewee, no matter what topic, expertise, or post they have the points are they must need to have common with their fans/followers. This research is about environmental issues in Taiwan. These influencers use the topics they are interested in to run fan pages, attract a group of people with the same interests becomes their fans/followers, publish

posts regularly every day, share contents or articles and pictures and the bullet points related to environmental issues, and interact with fans. When influencers work hard to manage fan pages, fans usually grow steadily.

All of my interviews have held online or face-to-face activities related to plastic reduction policy before, even though these activities do not end up successfully every time. Therefore, influencers should create appropriate and accurate contents in their social media in order to create awareness of plastic reduction policy in their followers, regardless whether it is an online or face-to-face activity, it will have a good acceptance from their followers. As consequence it will reach more and more people and probably it will not be here only in Taiwan but also other countries.

Moreover, influencers have to pay attention of the information they are posting and specially where do they get this information. Unfortunately, when the influencers are getting the old plastic reduction policies and the followers may not having accurate information. Since all of the influencers have to gather the plastic reduction policies news from websites on Internet, they only source they get information are from the government webpages. Government is also one of the important factors in this research because it is one of the sources that influencers get their information they are posting. Government websites should have all the information regarding to plastic reduction policies because when the citizens want to look for the latest news of these policies, they will look in the government websites not in the NGOs websites.

In conclusion, using social media to inform policy is good way to introduce the public policy because of the rising of social media everyone can easily notice influencers even if you are not one of their followers of the fan page, information of policy can be spread quickly. But in the other hand it will caused problems which is lead citizens misunderstanding of policies

information. Due to these influencers are not working for or cooperating with the government, the policy information they obtain on the Internet may not be correct every time.

Discussing the policy in social media is not enough, it requires actions from the government. It should not be used in isolation or considered to replace the work government should do. However, it is not going away. Its usage will only increase and the way we use it to communicate will mature, thereby adding social media research to an emerging but increasingly coherent situation is entirely feasible. Taiwan government is obliged to develop into those they are deliver the most effective and efficient public services. Interest groups, experts, civil organizations and influencers can raise their concerns, frameworks, arguments, and knowledge, thereby increasing the popularity of public policies.

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APPENDIX A

SURVEY QUESTION

1. 請問什麼時候開始經營或使用社群媒體？
2. 主要是用哪一個比較多呢（YouTube/ Facebook/ Instagram）？各自有什麼差別？
3. 你的粉絲（跟隨者）有多少？會有互動嗎？
4. 關注減塑政策相關的議題多久了？
5. 最印想深刻的舉動？（個人或粉絲或是參加的活動）
6. 你會有什麼樣的對於自己使用一次性塑膠產品的規範/要求/方法嗎？
7. 減塑過程中有遇過什麼瓶頸嗎？（政策資訊、資料不足等等）
8. 管理社群媒體過程中有遇過什麼瓶頸嗎？
9. 什麼樣的動機使你想用社交媒體宣傳自己對於件塑政策的行動？是因為網路發達的關係？還是單純紀錄？為什麼？
10. 你覺得透過使用社群媒體去推崇公共政策等等（不一定要減塑政策__一次性塑膠產品）的前後效應有差別嗎？
11. 就目前為止，對於政府的減塑政策的相關事宜有什麼建議？（網站、政策如何改進等等）
12. 當公共政策開始由所謂的影響人（可以是網紅或著媒體創作者）去把不起眼的公共政策由社交媒體宣傳時而非政府，你覺得怎麼樣？還是就應該是政府宣傳？還是可以合作呢？有利還是有弊？

APPENDIX B

ONLINE INTERVIEW QUESTIONS

姓名（不會公開到時候以英文代號取代）：

使用社群媒體多久：

1. 你有使用哪些社群軟體嗎？是使用哪些？
2. 你有追蹤任何有關環保相關的帳號嗎？
3. 你知道近期政府有跟 NGO 合作推出新的減塑政策嗎？怎麼知道的？
4. 對於社群影響人（網紅）跟 NGO 或政府使用社群媒推廣政策的態度為何？
5. 看到社群影響人發與政策相關的議題，你有什麼看法？會做相同的行為嗎？
（不一定要發文做跟他一樣得事就好，少用塑膠袋等等）
6. 你覺得透過使用社群媒體去推崇公共政策（例如減塑政策__一次性塑膠產品或其他政策）的前後效應有差別嗎？
7. 就目前為止，對於政府的減塑政策的相關事宜有什麼建議？（網站、政策如何需改進等等）
8. 當公共政策開始由所謂的影響人（網紅或著媒體創作者）去把不起眼的公共政策藉由社交媒體宣傳時而非政府，你覺得是妥當的嗎？還是政府宣傳即可？還是可以合作呢？有利還是有弊？

APPENDIX C

SURVEY QUESTION

1. 你有使用哪些社群軟體嗎？ 是使用哪些？

- A.有，YouTube。
- B.有，YouTube/ Facebook/ Instagram/ Twitter/巴哈姆特
- C.有，YouTube/ Instagram。
- D.無。
- E.無。
- F.有，Instagram/Dcard
- G.無。
- H.有，Instagram
- I.有，YouTube
- J.有，Instagram
- K.有，Instagram/Dcard
- L.有，Instagram
- M.有，YouTube
- N.無。
- O.有，YouTube
- P.有，YouTube/ Facebook/ Instagram/Dcard
- Q.有，Instagram
- R.有，Facebook
- S.有，Instagram/Dcard
- T.有，Instagram
- U.有，YouTube
- V.有，Instagram/Dcard
- W.有，YouTube/ Facebook/ Instagram
- X.有，YouTube/ Instagram
- Y.有，Instagram/Dcard
- Z.有，Instagram
- AA.有，Instagram/YouTube/ Facebook

2. 你有追蹤任何有關環保相關的帳號嗎？

- A.有。
- B.有。
- C.有。
- D.無。
- E.無。

- F. 有。
- G. 無。
- H. 有。
- I. 無。
- J. 有。
- K. 有。
- L. 有。
- M. 有。
- N. 無。
- O. 有。
- P. 有。
- Q. 有。
- R. 無。
- S. 有。
- T. 有。
- U. 有。
- V. 無。
- W. 有。
- X. 有。
- Y. 有。
- Z. 有。
- AA. 有。

3. 你知道近期政府有跟 NGO 合作推出新的減塑政策嗎？怎麼知道的？

- A. 有，網路上得知以及社群媒體。
- B. 有，網路上得知以及社群媒體。
- C. 有，網路上得知以及社群媒體。
- D. 無。
- E. 無。
- F. 有，網路上得知以及社群媒體。
- G. 無。
- H. 有，網路上得知。
- I. 有，社群媒體。
- J. 有，網路上得知以及社群媒體。
- K. 有，社群媒體。
- L. 有，網路上得知以及社群媒體。
- M. 有，網路上得知以及社群媒體。
- N. 無。社群媒體。
- O. 有，網路上得知。

- P. 有，網路上得知。
- Q. 有，網路上得知以及社群媒體。
- R. 有，網路上得知。
- S. 有，社群媒體。
- T. 有，網路上得知以及社群媒體。
- U. 有，網路上得知。
- V. 有，社群媒體。
- W. 有，網路上得知。
- X. 有，社群媒體。
- Y. 有，網路上得知。
- Z. 有，網路上得知以及社群媒體。
- AA. 有，Instagram

4. 對於社群影響人（網紅）跟 NGO 或政府使用社群媒推廣政策的態度為何？

- A. 可以合作，但是政府必須先把政策與重點寫好，因為很多網紅只是拿錢辦事，如果訊息不傳遞確實，錢也花了，KOL 也不知道明確該做什麼。
- B. 應該多少有差
- C. 普普
- D. 有差但是影響沒有很大
- E. 還不錯
- F. 效果有限
- G. 爛效果
- H. 頻繁的曝光率以及轉發相傳有一定影響力
- I. 非常好
- J. 可能人人習性為常 終究還是無法真正達到改善
- K. 影響力有限。
- L. 能有效的感受到塑料用品的使用逐漸遞減
- M. 沒有
- N. 有效
- O. 還不錯
- P. 應該會比沒宣傳的效果好
- Q. 不知道
- R. 無
- S. 更多人知道減塑的重要
- T. 不清楚
- U. 有不少人使用環保袋
- V. 無太大影響，只能讓大家知道有這種人存在這個世界
- W. 不知道
- X. 還不錯 大家都有環保意識

- Y.可以以平易近人的方式使民眾瞭解減塑相關政策和觀念
- Z.可以讓民眾更容易了解到政策的細節與要點
- AA. 還行

5. 看到社群影響人發與政策相關的議題，你有什麼看法？會做相同的行為嗎？（不一定要發文做跟他做一樣得事；少用塑膠袋等等）

- A.不會。我選擇做某件事是出於我自己的判斷，不會因為是誰做或者消息來自什麼媒體而被「引導」。
- B.會
- C.並不會，但我自己會準備杯袋餐具水壺那些
- D."從根本解決問題的會做
- E.減少塑料使用量"
- F.會，自己帶環保及餐具還有購物袋。
- G.會，自己帶環保用具及餐具還有購物袋。
- H.不會
- I. 還好，不得以才會購買。
- J. 會，自己帶環保餐具還有購物袋。
- K.會，自己帶環保用具及餐具還有購物袋。
- L.會，自己帶環保用具及餐具還有購物袋。
- M. 會，自己帶環保餐具還有購物袋。
- N.會，自己帶環保用具及餐具還有購物袋。
- O.會，自己帶環保購物袋。
- P.不會
- Q.多少會
- R.Yes
- S.偶爾，不得以才會購買。
- T.會，自己帶環保用具及餐具還有購物袋。
- U.maybe
- V.會，自己帶環保用具及餐具還有購物袋。
- W. 會，自己帶環保用具。
- X.沒有看到什麼舉動
- Y.有機會的話
- Z.會，自己帶環保用具及餐具還有購物袋。
- AA. 會，自己帶環保用具及餐具還有購物袋。

6. 你覺得透過使用社群媒體去推崇公共政策（例如減塑政策或其他政策）的前後效應有差別嗎？

- A.應該會有
- B.有
- C.多少有吧，有些人盲目跟隨偶像用一樣商品，但過一陣子就又恢復正常
- D.有差但是影響沒有很大
- E.有
- F.還好
- G.沒有差
- H.多少有影響
- I.有
- J.可能推廣不大 無法達到有效的改善
- K.目前不清楚。
- L.有的，透過一些生態環境影片能讓眾人關注居住環境的破壞進而喚起人們重視環境的意識
- M. 沒有
- N.有
- O.沒有
- P.有
- Q.No
- R.無
- S.有
- T.不清楚
- U.有
- V.將無差別，大家都沒錢吃飯了
- W. 有吧
- X.有
- Y.有
- Z.有
- AA.

7. 就目前為止，對於政府的減塑政策的相關事宜有什麼建議？（網站、政策如何需改進等等）

- A.如果民間減塑，但製造業（瓶裝水、茶飲）還是未見以替代材質裝罐，減塑只是口號。
- B.多多宣傳推廣
- C.沒有
- D."想出能環保的替代方案再一次性替換掉
- E.替換完再一次性回收塑料"
- F.不提供塑膠吸管

- G.餐廳不要使用免洗餐具，政府補助業者購買殺菌機，餐具環保又健康
- H.垃圾丟多一點
- I. 多一點獎勵制度來實行減塑非藉由漲價或者罰款
- J. 真的要減塑的話 塑膠袋不要只賣 1 塊 因為根本沒差
- K.塑膠袋付費；並無真正達到有效改善
- L.應該加強外籍移工的宣導。
- M. 停止提供吸管及塑膠袋的政策很好，希望能再有更多環保相關政策一起愛護地球
- N.沒有
- O.沒
- P. 沒有
- Q.一步一步來
- R.沒確實執行到測底
- S.使用塑膠袋可以罰錢
- T.還能再多加宣導
- U.無可奉告
- V.無
- W. 無
- X.沒看
- Y.持續加油
- Z.無
- AA. 廠商與民眾一起有減塑共識，對政策較有意義且執行力較高

8. 當公共政策開始由所謂的影響人（網紅或著媒體創作者）去把不起眼的公共政策藉由社交媒體宣傳時而非政府，你覺得是妥當的嗎？還是政府宣傳即可？還是可以合作呢？有利還是有弊？

- A.政府的媒體設計很官方。人使用網路的目的多半是出於娛樂。政府網站多給人「便民」的印象。除了有特定目的（例如繳稅、查相關規定）多數人不會主動使用政府網站。像減塑問題由政府網站強調會有一種乏味的基調。
- B.不是說政府的就不聽，而是沒啥在推廣，你看電視還是滑手機到底有看到多少這種議題，根本沒映入民眾的眼裡，要如何讓人意識到環保的重要性
- C.偶像是神，瘋狂是盲目的忘記真石性
- D."因為政府只是給個大方向
- E.一些撇步會藉由社交媒體分享"
- F.也許自己也認為這樣比較好
- G.政府沒有實際作為
- H.沒有為什麼

- I. 社群媒體較貼近一般民眾生活之想法 且較綜合客觀
- J. 因為喜歡那位影響者
- K. 透過人民一個個相互影響 可能比政府部門更好
- L. 做而言不如起而行
- M. 因為有一個平台能和不認識但觀念相同的夥伴一起討論相關議題
- N. 不知道
- O. 不知道
- P. 不知道為什麼
- Q. 因為同溫層
- R. I don't
- S. 比較方便
- T. 平常使用社群軟體的習慣
- U. 階級不同吧
- V. 減塑可省錢
- W. 娛樂，你可以盯著有正妹帥哥影片一小時，但政府官員 5 分鐘你都閒久。
- X. 不知道
- Y. 因為明星號召力比較大
- Z. 信任、潮流
- AA. 在社群媒體上，經營者自身會有行動，追隨者自然會容易為之效仿，若只由政府宣導，民眾的感受度較不大