台灣名人經營粉絲專頁成功因素之研究-以 Facebook 為例

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摘要

近年來「社群網站」如 Facebook（中譯為「臉書」）的出現，對於名人、明星的崇拜關係，有了一些的變化，許多名人紛紛成立屬於自己的粉絲專頁。社群網站加入了名人文化、明星崇拜的一環，將使得整個媒體環境、名人文化的運作、粉絲崇拜都有所不同，因此全球名人都非常重視這種新的行銷方式。本研究開發一個 Facebook 的粉絲團爬蟲分析系統，旨在探討現今明星在 Facebook 粉絲團經營之手法與粉絲互動情形，討論其粉絲團經營成功之關鍵因素與在粉絲團中對於粉絲、其他粉絲團或特定品牌之互動所隱含之商機與市場影響力。

在過去研究中，探討粉絲團經營方式的論文多為訪談經營者或是做問卷的方

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式，結果多以被訪談者之經驗或問卷的結果作分析評估，本研究以爬蟲程式結合巨量資料分析來搜集粉絲團的資料，將這些資料經過統計分析與交叉比對，透過過往研究經驗結合與實際的數據做佐證，讓讀者能了解台灣粉絲對於名人哪種類型的生活或是商業性質的貼文感興趣。

本研究結果發現，粉絲團的發文的抉擇將影響粉絲的反應的程度，粉絲對於名人私生活感情狀態類型的文章關注度遠高於其他任何的文章，與粉絲們互動的文章能得到最佳的留言數，透過交叉比對了解粉絲團目標市場的不同導致粉絲區域不同，也間接影響了與其他粉絲團共同粉絲的數量，本研究可整合這些分析資訊，配合行銷手段，發展出新的網路行銷模式。

關鍵字：網路行銷、社群網路、粉絲團經營、網路爬蟲

Analysis of Key Factors for the Success of Taiwan Celebrity Fan Pages - A Case Study of Facebook

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Abstract

In recent years, due to "social networking sites" such as Facebook (FB), there has been a major change in way celebrities interact with their fan base. Many notables have decided to create their own FB page as way to connect with their groupies on a more personal level by sharing about their lives and interests via photographs, posts, hashtags, and links to various articles. Thus, celebrities are marketing their cultural beliefs and ideas, life style, and environment towards devoted followers worldwide.

By using a web crawler analysis system to extract data from FB fan pages, its purpose was to explore the key factors of each FB celebrity fan pages' business strategy utilized to influence and market towards their cohorts. In addition, the combinations of the web crawler analysis system along with a data analysis system were able to create a statistical analysis of what appeals to celebrity enthusiasts.

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Results demonstrated that celebrity aficionados reacted with great interest in celebrities' private lives that were posted more frequently than other related articles about celebrities via fans' posted comments and responses about their celebrities. Data collected also demonstrated that the utilization of a specific marketing tool towards a specific group of celebrity groupies emerged a different reaction and response compared to other celebrity groupies by either increasing or decreasing celebrity followers. In addition, by analyzing FB celebrity fan pages in Taiwan with China, Hong Kong, Japan, and the United States, results showed that notables integrate and interact with the celebrity devotees from different countries differently.

Keywords: Internet Marketing, Social Network, Fan page operate, web crawler