

社會關懷與服務
國家與社會 2021年12月
第二十三期 頁1-53
Journal of State and Society
No. 23, Dec. 2021.

食農與食安議題之網路輿情研究

A Study of Online Public Opinion on Food Agriculture and Food Safety Issues

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摘要

食與農是人們生活的根本，近年飲食問題層出不窮，消費者普遍憂心食物安全與食材來源，例如萊豬問題。有鑑於民眾常在網際網路上討論或發表對於食農與食安的關注與隱憂，本研究嘗試透過網路輿情資料的蒐集瞭解食農與食安議題的民意，分析網路談論此一主題的來源分布狀況，以釐清消息來源是從何處發起，以及在何處產生影響。研究發現由輿情資訊量觀察資料區間內符合議題的來源文本數量，以及觀察新聞媒體在報導「健康飲食」與「涉及名人」相關的新聞時篇幅較多，建議健康飲食的議題若想達到宣傳效果，可以結合名人號召力，發展行銷策略，作為政府政策宣導的參考依據。此外，研究建議政府在與民眾溝通與傳播食農與食安相關資訊時，能參考前述網路輿情的內容，不論是相關聯的行動者或話題，以喚起民眾的共鳴與注意，達到政策傳播的效果。

關鍵字：食農、食安、網路輿情、大數據分析、政策溝通

Abstract

Food and agriculture are fundamental to people's lives. Recent years have seen numerous food problems, with increasing consumer concern regarding food safety and the source of ingredients, such as the problem of pork with ractopamine. Since people often discuss or express their concerns and worries about agriculture and food safety on the Internet, this study attempts to understand public opinion by collecting online public opinion data and analyzing the sources. The number of source texts was observed by the volume of public opinion information, and that the news media reported more news related to "healthy eating" and "celebrities." This suggests that healthy eating can be used as a reference for government policy advocacy. Also, the government can combine the appeal of celebrities and develop marketing strategies to achieve publicity. The study additionally suggests that when communicating with the public and disseminating information related to agriculture and food safety, the government can refer to this online opinion about related actors or topics to arouse public resonance and attention, and achieve the effect of policy dissemination.

Keywords: Food and Agriculture, Food Safety, Online Public Opinion, Big Data Analysis, Policy Communication