



Talent  
Cultivation  
Digital  
Humanities

# 第二期 數位人文創新人才培育計畫 112學年度徵件說明會

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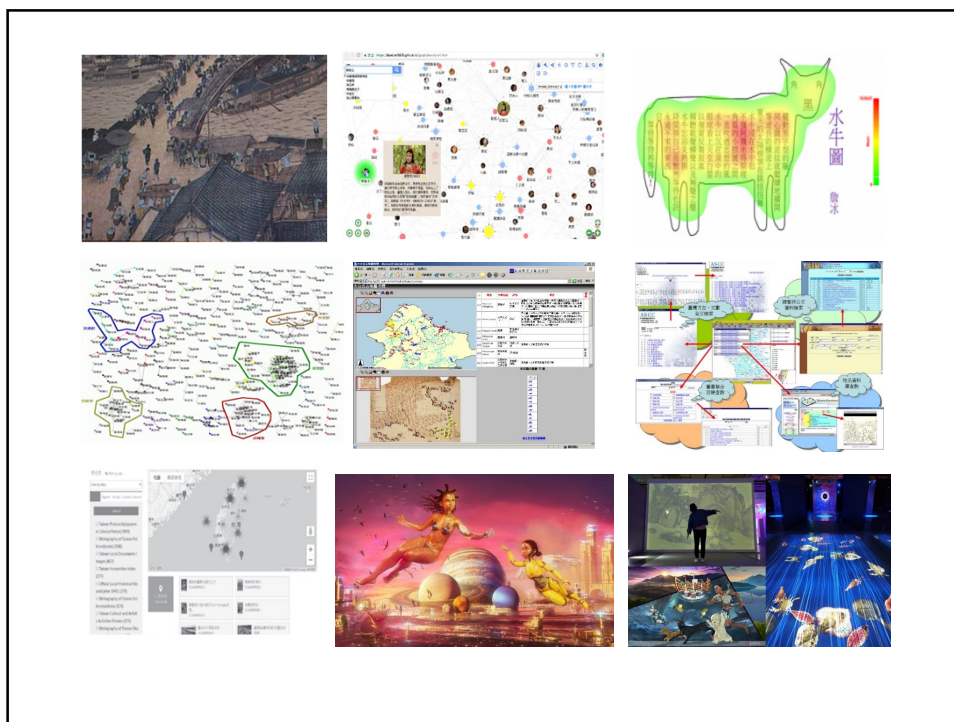
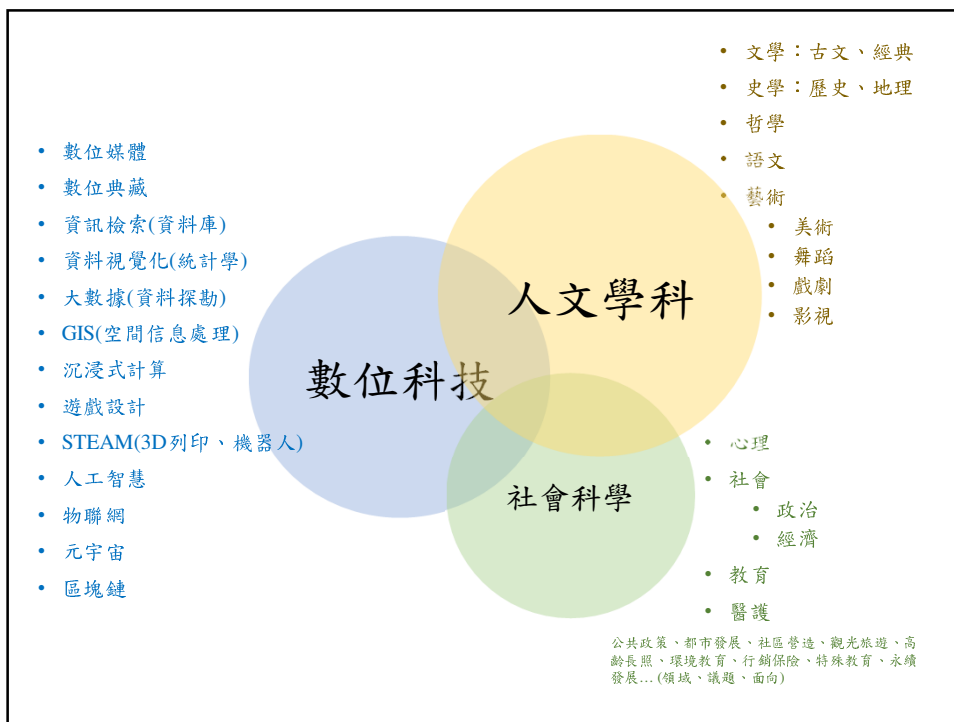
第二期  
數位人文創新人才培育計畫

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文化，是一種精神價值和生活方式。  
它通過積累和引導，創建集體人格。  
當文化一一沉澱，  
也就凝聚成民族的靈魂。



2022  
春節聯歡聯合

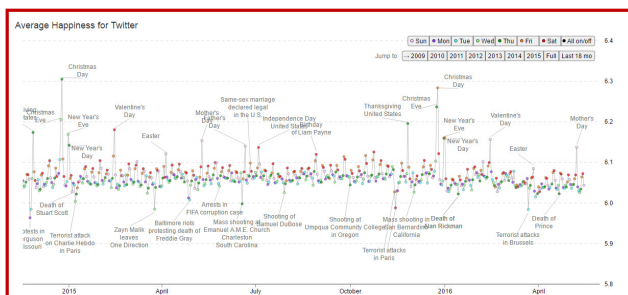
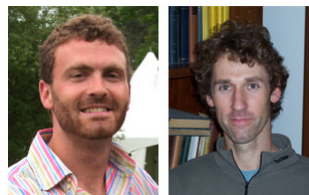


J Happiness Stud (2010) 11:441–456  
DOI 10.1007/s10902-009-9150-9

RESEARCH PAPER

## Measuring the Happiness of Large-Scale Written Expression: Songs, Blogs, and Presidents

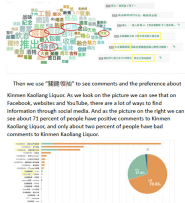
Peter Sheridan Dodds · Christopher M. Danforth



# Kinmen Kaoliang Liquor

### Big Data Analytics of Kinmen Kaoliang Liquor

First, we use "熱門關鍵字" to see the key words of Kinmen Kaoliang Liquor. As we can see on the picture, there are key words such as "taste, classical, brand, unique and cooperation". Then after we click on the key words, we can see news like Kinmen Kaoliang near the spirits world (temporarily), being international exhibition in Taipei and cooperate with other drinks. From the above information, we can find out that there are a lot of positive news of news about Kinmen Kaoliang Liquor going international and innovative.



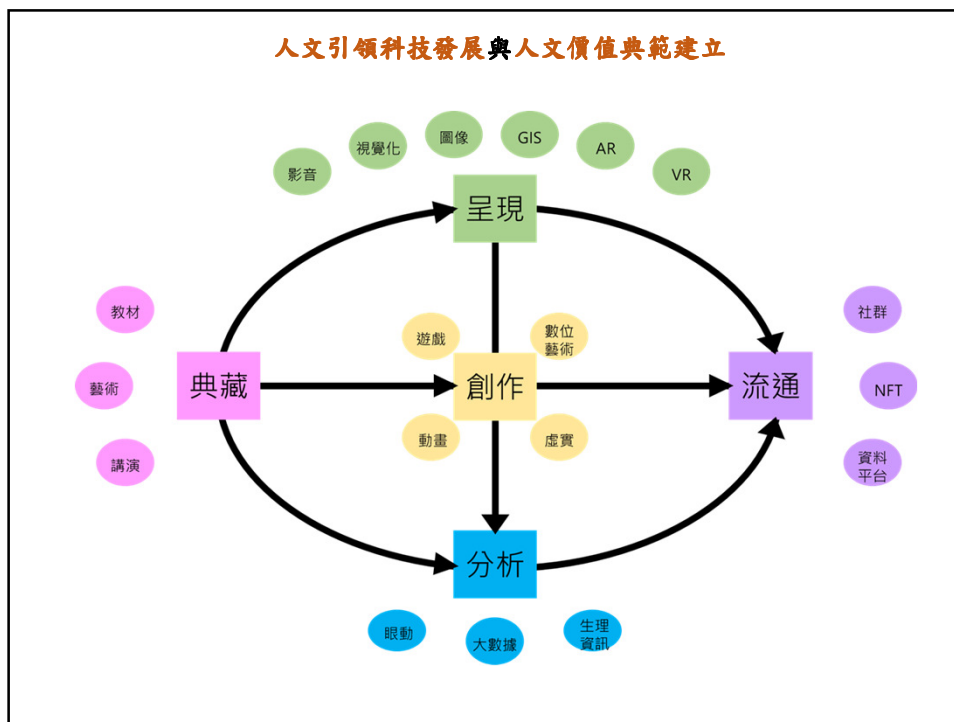
Conclusion:  
The main snacks when people drink Kinmen Kaoliang  
• Potatoes are much popular in the drinker's decision.  
• People can also make the snacks yourself!



Then we want to find out the relation between Kinmen Kaoliang with younger generation so we look for the concept and put it into search, and it came out a word called "00后酒搭子".



金門高粱酒—以消費者為何選擇金門高粱酒作為出發點，分析大數據，並提出行銷分析及策略



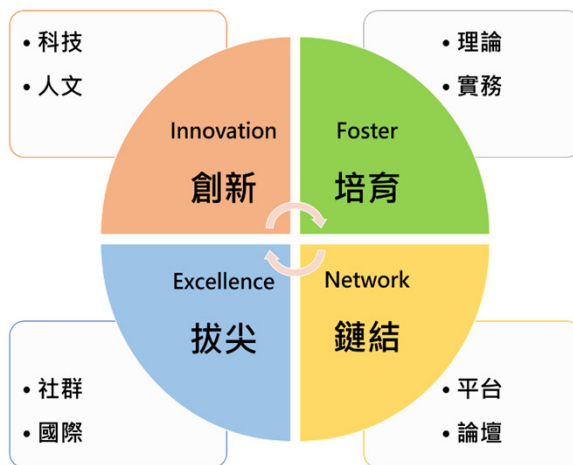
## 計畫目標

強調「跨域共授」、「學生實作」之永續人文教育課群模式

- 發展具人社系院特色之數位人文系列課群。
- 強化人社領域學生應用數位科技及量化分析技能，並融入人文關懷和批判思考。

# 架構

- 依創新、培育、鏈結、拔尖等四個概念層面進行工作項目。



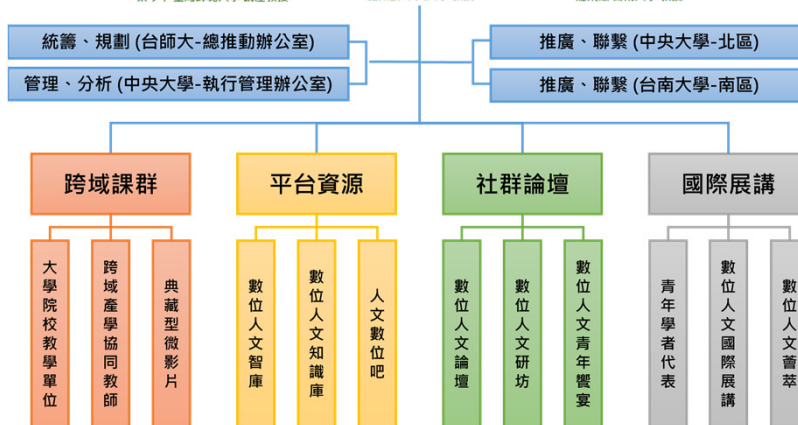
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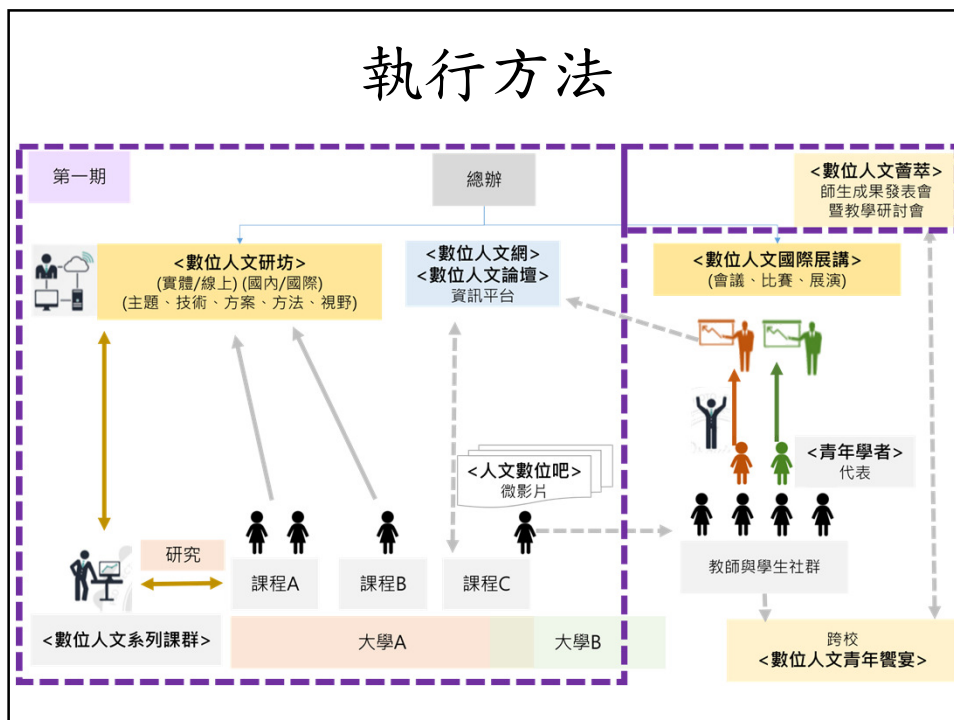
施如齡 中央大學 教授



莊宗嚴 台灣大學 教授



## 執行方法



## 撰寫培力工作坊

10/5(三) 14:00-16:00 線上工作坊

線上會議室 <http://meet.google.com/apo-ocnr-mou>

10/6(四) 14:00-16:00 中央大學 工程五館四樓

10/7(五) 14:00-16:00 台南大學 思誠樓三樓

報名網址：<https://forms.gle/ctTiWaLendEsYTrMA>

才藝

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[玩出青綠]

<https://sites.google.com/view/digihumanity>

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