

科學傳播通道--電腦網路

侯志欽老師

網站與我

- 哪些網站對你最有幫助?
 - ▣ 專業學習
 - ▣ 生活應用
- 你曾搜尋那些國內外科學相關網站?
- 那些科學網站讓你印象深刻?
- 我的最愛(書籤)中，有多少科學網站?

網際網路(Internet)發展

- 1950年代晚期，UCLA 的Leonard Kleinrock教授提出Internet的構想。
- 1982年制訂網際網路通信協定 (Internet protocol，TCP/IP)標準，全球資訊網 (World Wide Web)在學術機構及政府部門逐漸採用。
- 1980年代晚期到1990年代初期，商業網站陸續推出，快速增加電腦網路的功能。

網際網路(Internet)發展

- 各類寬頻網路相繼推出，傳輸速度不斷提升
- 各種應用推陳出新，成為民眾獲取信息和娛樂的重要管道，也是進行商業、教育、文化活動的平台，更是聯繫溝通、組織社群的重要環境。

網際網路全球使用統計(2013)

Worldwide Internet users

	2005	2010	2013 ^a
World population^[3]	6.5 billion	6.9 billion	7.1 billion
Not using the Internet	84%	70%	61%
Using the Internet	16%	30%	39%
Users in the developing world	8%	21%	31%
Users in the developed world	51%	67%	77%

^a Estimate.

Source: International

Internet users by region

	2005 ^b	2010 ^b	2013 ^{a,b}
Africa	2%	10%	16%
Americas	36%	49%	61%
Arab States	8%	26%	38%
Asia and Pacific	9%	23%	32%
Commonwealth of Independent States	10%	34%	52%
Europe	46%	67%	75%

^a Estimate. ^b Per 100 inhabitants.

Source: International Telecommunications Union.^[4]

網站與科學傳播

- 科學相關政府單位、教育機構、研究機構均普遍設置網站，資源十分豐富
- 許多科學教育工作者、研究生、科學達人設置個人網站
- 透過網站提供科學新知、活動訊息，或針對重要科學議題傳遞重要訊息，進行科學傳播

The Webby Awards

- The Webby Awards is the leading international award honoring excellence on the Internet. Established in 1996 during the Web's infancy, The Webbys is presented by the International Academy of Digital Arts and Sciences (IADAS) — a 1,000+ member judging body that includes Executive Members comprised of leading Web experts, business figures, luminaries, visionaries and creative celebrities, and Associate Members who are former Webby Award Winners and Nominees and other Internet professionals.

The Webby Awards

- The 17th Annual Webby Awards received 11,000 entries from over 60 countries and all 50 states and generated over 900 million media impressions worldwide.
- Reflecting the tremendous growth of the Internet as a tool for business and everyday lives, the 18th Annual Webby Awards expands the mission of the Webby by honoring excellence in Websites, Interactive Advertising & Media, Online Film & Video, Mobile & App, and Social Web.
- The Webby Awards presents two honors in every category — **The Webby Award** and **The Webby People's Voice**
 - <http://winners.webbyawards.com/2013/web/general-website/science/honorees>

Best Science Web Award 評選標準

- Content
- Design
- Ease of use
- Copywriting
- Interactivity
- Use of technology
- Innovation