心事誰人知~志願工作者的角色扮演—以公益 2.0 計畫的熱血觀察員為例

No one knows these things~ Role play of the volunteer (the hot-blooded observer) in Charity 2.0 project

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有別於以往的公益活動沒有辦法做到讓社會大眾與捐款對象進行互動的缺點，「公益 2.0 計劃」提出了「熱血觀察員」的概念，徵召對公益活動有興趣的熱血部落客，期望透過他們半年的追蹤，以文筆紀錄個案的創業過程；而社會大眾可以透過部落格的更新去親自見證貧困家庭自立成功的過程。

　本論文以質性的資料分析方法進行研究，針對熱血觀察員的部落格進行內容分析，並且與熱血觀察員和個案進行深度訪談，主要在於瞭解從熱血觀察員的角色期望、角色壓力，透過熱血觀察員與其他關係角色(個案、承辦單位 104)互動之探討，來分析熱血觀察員在這樣的關係網絡下所面臨的角色扮演的問題。

　研究發現角色期待、角色實踐的落差與定位不清都是促使熱血觀察員角色壓力經驗漸漸增大的原因。透過此研究，探討熱血觀察員為公益 2.0 這種新型公益計劃所帶來的效果如何，進而探討熱血觀察員這樣的角色概念未來是否可以運用到其他公益活動的可能性，使公益活動得到更廣大的迴響。

It was different from the former charity activities which ware not able to achieve the public to interact with their participants; " The Charity 2.0 plans" proposed the concept" hot-blooded observer" recruiting the bloggers who ware interested in the charity activity. The plan hoped them to track their participants for half a year, and recorded the participants' undertaking process. On the other hand, through the bloggers' blogs, the public could witness those participants to free themselves from poor.

The researcher adopted quality research method, taking the content analysis method to analyze the hot-blooded observer's blog, and taking the in-depth interview method to interview those hot -blooded observer and their participants, understanding from the hot-blooded observers' role expectation, the role stress, and the relationship of the hot-blooded observers' interaction with their relational roles, like participants, the sponsor 104, and so forth, analyzing the hot-blooded observer

to face the problem of the role play under the such relational network.

The results discovered that the drop between the role expectation and the role practice, the unclear position of the hot-blooded observer are the reasons which pushing the role stress experiences of the hot-blooded observer wider and wider. By this research, discussing how the hot-blooded observer's effects which brought for the Charity2.0, further to discuss the role concept of the hot-blooded observer whether could be able to use in the other charity activities, making charity activities to get more responses from the public.