

# 國立中正大學課程大綱

## National Chung Cheng University Syllabus

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| <b>課號</b><br>course code                         | 114_2_3305028_01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>全英文授課</b><br>EMI             | <input type="checkbox"/> 是 <input checked="" type="checkbox"/> 否   |
| <b>課程名稱 ( 中文 )</b><br>course name<br>( Chinese ) | 政策實驗與公共溝通                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                 |                                                                    |
| <b>課程名稱 ( 英文 )</b><br>course name<br>( English ) | Policy Experiment and Public Communication                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                 |                                                                    |
| <b>學年</b><br>academic Year<br>/semester          | 114/2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>上課地點</b><br>classroom        |                                                                    |
| <b>學系 ( 所 )</b><br>department                    | 政治學研究所                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>必選修</b><br>required/selected | <input type="checkbox"/> 必修 <input checked="" type="checkbox"/> 選修 |
| <b>教師</b><br>instructor                          | 莊文忠                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>學分</b><br>credit             | 3                                                                  |
| <b>助教</b><br>teaching assistant                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>助教 email</b><br>TA email     |                                                                    |
| <b>先修科目或<br/>先備能力</b><br>prerequisites           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                 |                                                                    |
| <b>課程概述</b><br>course descriptions               | <p>公共政策是對社會價值和公共資源進行權威性分配(authoritative allocation of values and resources for a society)，政策若是規劃失當或執行不力，其影響廣泛且深遠，因此，為了避免創新政策大規模推動所造成的不良後果，通常會選擇特定的範圍、區域或人口進行實驗，蒐集資料後進行研析，再正式推動和推廣。21 世紀後，越來越多的國家和地方政府設立政策實驗室，試圖通過科學證據和設計思維來支持公共政策的創新和實驗，一方面，強調政策制定應該建立在堅實的科學證據基礎之上，以回應「循證決策」(evidence-based policy-making)的期待；另一方面，政策創新除了政府部門的合作，也需要與政策利害關係人進行溝通，促成政策對話和公共參與。</p> <p>本課程首先從政策創新的觀點切入，瞭解公部門的創新來源及其可能遭遇到的挑戰；其次介紹因果推論的原理，掌握政策實驗的理論基礎與分析邏輯，同時也需要理解，隨機試驗並不總是有用的，甚至可能涉及倫理議題；接著進入政策實驗的設計、實施與評估的過程，理解政策介入、控制條件、干擾因素、內在效度、外在效度的意涵；最後則是討論在資訊科技時代如何針對創新政策進行社會溝通與公共傳播。</p> <p>Public policy is an authoritative allocation of values and resources for a society. If a policy is poorly planned or implemented, its adverse consequences are widespread and far-reaching. Therefore, to avoid the adverse consequences of innovation policies, the government will select a specific range, region or population to conduct experiments and collect data for analysis before formally large-scale implementation. After the 21st</p> |                                 |                                                                    |

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|                                                          | <p>century, more and more national and local governments have set up policy laboratories to support the innovation and experimentation of public policy through scientific evidence and design thinking. On the one hand, it is emphasized that policy formulation should be based on solid scientific evidence to respond to the expectations of "evidence-based policy-making"; on the other hand, in addition to the cooperation of government departments, policy innovation also needs to communicate with policy stakeholders to promote policy dialogue and public participation.</p> <p>First, this course discusses the perspective of policy innovation for understanding the sources of innovation in the public sector and the challenges they may encounter. Second, it introduces the principles of causal inference for mastering the theoretical basis and analysis logic of policy experiments. Third, it introduces the design, implementation and evaluation process of policy experiment for understanding the implications of policy intervention, control conditions, interference factors, internal validity, and external validity. Finally, it discusses how to conduct social communication and public dissemination of innovative policies in the information technology era.</p> |
| <p><b>學習目標</b><br/><b>learning objectives</b></p>        | <p>政策實驗強調設計思維(design thinking)，是一種以人為中心的創新模式，即政策制定者要像設計師一樣，將民眾的需求、政策的目標和可行的技術儘可能地加以結合，以創意和創新設計公共政策，並透過政策實驗的過程取得評估資訊，做必要的修正後進入正式執行階段，並以前瞻思維進行公共溝通與傳播，從而提高政策順利達成目標的可能性。</p> <p>具體來說，本課程希望培養學生以下幾方面的技能：</p> <ol style="list-style-type: none"> <li>(1)熟悉問題解決導向的政策創新思維。</li> <li>(2)瞭解因果推論在政策實驗過程的意涵。</li> <li>(3)描述隨機實驗的邏輯及政策干預的因果效應。</li> <li>(4)學習如何進行政策實驗的設計、執行與評估。</li> <li>(5)評估實驗作為政策研究與分析的優點、缺點和倫理議題。</li> <li>(6)掌握如何進行政策溝通與公共傳播的技巧。</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p><b>教科書及參考書</b><br/><b>textbooks and reference</b></p> | <p><b>指定教科書 ( Textbooks )：</b></p> <p>甘錫安譯，Judea Pearl 和 Dana Mackenzie 著，2019，《因果革命：人工智慧的大未來》，新北市：遠足文化。</p> <p>許雅淑、李宗義譯，Abhijit V. Banerjee 和 Esther Duflo 著，2016，《窮人的經濟學：如何終結貧窮？》，臺北市：群學。</p> <p>劉美玲譯，Kim Erwin 著，2015，《溝通前瞻思維：溝通創新：塑造及加速創新的方法》，臺北市：桑格。</p> <p>鄭陸霖，2020，《尋常的社會設計》，新北市：雙囍。</p> <p>謝孟達譯，Donald F. Kettl 著，2019，《大數據與公共政策》，臺北市：五南。</p> <p>James, Oliver, Jilke, Sebastian R. and Van Ryzin, Gregg G. (eds.) (2017) Experiments in Public Management Research: Challenges and Contributions UK: Cambridge University Press.</p> <p>OECD (2021), OECD Report on Public Communication: The Global Context and the Way Forward, OECD Publishing, Paris, <a href="https://doi.org/10.1787/22f8031c-en">https://doi.org/10.1787/22f8031c-en</a>.</p> <p>Rosenbaum, P. R. 2017. Observation and Experiment: An Introduction to Causal Inference. Harvard University Press.</p>                                                                                                                                                                                                                                                                                                                                                                                                                       |

### 參考書目 ( References ) :

- 陳以禮譯，Tony Wagner 著，2017，《教出創造力：哈佛教育學院的一門青年創新課》，臺北市：時報出版。
- 劉舜仁，2018，《大象跳舞：從設計思考到創意官僚》，臺北市：遠流。
- Baglioni, S. and Sinclair, S. 2018. Social Innovation and Social Policy: Theory, policy and practice. Policy Press.
- Dawn Langan Teele. 2014. Field Experiments and Their Critics. Yale University Press.
- Dunning, Thad. 2012. Natural Experiments in the Social Sciences: A Design-Based Approach. New York: Cambridge University Press.
- Desposato, Scott (ed.) 2015. Ethics and Experiments. Taylor & Francis.
- Fabian, Mark and Robert Breunig (eds.) 2018. Hybrid Public Policy Innovations: Contemporary Policy Beyond Ideology. 1st Edition, NY: Taylor and Francis.
- Gerber, Alan S., and Donald P. Green. 2012. Field Experiments: Design, Analysis, and Interpretation. 1st ed. New York: W. W. Norton.
- Goolsbee, A. and Jones, B. F. 2022. Innovation and Public Policy. The University of Chicago Press.
- James, Oliver, Sebastian R. Jilke, and Gregg G. Van Ryzin, (eds). 2017. Experiments in Public Management Research. New York: Cambridge University Press.
- John, Peter. 2017. Field Experiments in Political Science and Public Policy: Practical Lessons in Design and Delivery. Routledge. Selectins.
- Johnson, George. 2008. The Ten Most Beautiful Experiments. New York: Alfred A. Knopf.
- Morgan, Stephen L. and Christopher Winship. 2015. Counterfactuals and Causal Inference: Methods and Principles for Social Research. 2nd edition, New York: Cambridge University Press.
- Phua, C. C. R. 2023. Policy Strategy and Innovation Primer: Process, Praxis and Tools. Routledge.
- Shadish, William, R, Thomas D. Cook, and Donald T. Campbell. 2002. Experimental and Quasi-Experimental Designs for Generalized Causal Inferences. Boston: Houghton Mifflin.
- Timothy N. Ogden, (ed.) 2017. Experimental Conversations. MIT Press.
- van Biljon, P. 2022. Innovation for Value and Mission: An Introduction to Innovation Management and Policy. De Gruyter.

# 其他講義或課堂參考資料

( 請尊重智慧財產權，不得非法影印教師指定之教科書籍 )

### 教學要點概述

|                               |                                                                                                                                                                                                                                                                                 |
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| 教材編選<br>teaching<br>materials | <input type="checkbox"/> 自編教材 <input checked="" type="checkbox"/> 教科書作者提供 <input type="checkbox"/> 其它                                                                                                                                                                           |
| 教學方法<br>teaching<br>method    | <input checked="" type="checkbox"/> 講述 <input type="checkbox"/> 小組討論 <input type="checkbox"/> 演式法 <input checked="" type="checkbox"/> 問題導向學習<br><input checked="" type="checkbox"/> 個案研究 <input type="checkbox"/> 網路教學 <input type="checkbox"/> 實驗法 <input type="checkbox"/> 其它 |

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| 評量方法<br>evaluation                                      | <input checked="" type="checkbox"/> 課堂出席和參與討論 30%<br><input checked="" type="checkbox"/> 課程主題心得分享 30%<br><input checked="" type="checkbox"/> 期末口頭與書面報告 40%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 教學資源<br>teaching resources                              | <input type="checkbox"/> 課程網站 <input checked="" type="checkbox"/> 教材電子檔供下載 <input type="checkbox"/> 實習網站                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 與 SDGs 目標的關聯<br>related to objectives of SDGs           | <div> <input type="checkbox"/> SDG 1 終結貧窮<br/> <input type="checkbox"/> SDG 3 健康與福祉<br/> <input type="checkbox"/> SDG 5 性別平權<br/> <input type="checkbox"/> SDG 7 可負擔的潔淨能源<br/> <input type="checkbox"/> SDG 9 工業化、創新及基礎建設<br/> <input type="checkbox"/> SDG 11 永續城鄉<br/> <input type="checkbox"/> SDG 13 氣候行動<br/> <input type="checkbox"/> SDG 15 保育陸域生態<br/> <input type="checkbox"/> SDG 17 多元夥伴關係           </div> <div> <input type="checkbox"/> SDG 2 消除飢餓<br/> <input checked="" type="checkbox"/> SDG 4 優質教育<br/> <input type="checkbox"/> SDG 6 淨水及衛生<br/> <input type="checkbox"/> SDG 8 合適的工作及經濟成長<br/> <input type="checkbox"/> SDG 10 減少不平等<br/> <input type="checkbox"/> SDG 12 責任消費及生產<br/> <input type="checkbox"/> SDG 14 保育海洋生態<br/> <input checked="" type="checkbox"/> SDG 16 和平、正義及健全制度           </div> |
| 教師相關訊息<br>instructor's information                      | Office: 社科二館 R704<br>Tel: (05)2720411 ext. 32603<br>E-mail: <a href="mailto:wenjong@ccu.edu.tw">wenjong@ccu.edu.tw</a><br>Office Hour: 週四 10:10-12:00 (請先預約)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 每週課程內容<br>weekly scheduled contents                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第一週：課程說明(Introduction)                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第二週：創意與設計思維(Creativity and design thinking)             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第三週：破壞性創新(Disruptive innovation)                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第四週：公部門的政策創新(Policy innovation in the public sector)    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第五週：因果與因果推論(Causation and causal Inference)             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第六週：隨機實驗與因果悖論(Randomized experiment and paradoxes)      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第七週：春假(Spring Break)                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第八週：反事實推論(Counterfactual inference)                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第九週：政策實驗的意涵(The meaning of policy experiment)           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第十週：政策實驗設計(Design of policy experiment)                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第十一週：政策實驗評估(Evaluation of policy experiment)            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第十二週：政策實驗的倫理議題(Ethical issues in policy experiment)     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第十三週：創新與溝通(Innovation and communication)                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第十四週：溝通策略(Strategies of communication)                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第十五週：大數據與公共傳播(Big data and public communication)        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第十六週：期末報告與討論(Individual presentations and final papers) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第十七週：專題研討(一)(Research Seminar I)                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 第十八週：專題研討(二)(Research Seminar II)                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 核心能力<br>core competencies                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

### 課程要求 Requirements

- 一、上課期間未經許可，禁止使用手機。
- 二、每週指定閱讀文章由同學輪流導讀，導讀時間約 30 分鐘，內容可包括：
  - 1.文章的重要概念與內容重點
  - 2.我國政策個案的舉例說明
  - 3.個人啟發與可討論問題
- 三、該週末負責導讀的同學，繳交一份 500 至 800 字的心得。
- 四、每位同學於學期末挑選一個議題，結合課程所學，撰寫一篇不少於 6000 字的政策個案報告，並進行口頭報告和繳交書面報告。
  - 1.主題可以是特定公共議題的研究設計提案或是針對某一隨機化的政策實驗進行個案評估。
    - (1)政策創新個案評估  
研究設計提案需概述研究計畫的要素，包括研究問題、理論文獻、待檢驗的假設、建議資料收集和分析的描述、研究倫理考量和政策影響。
    - (2)政策實驗個案評估  
關於隨機化政策實驗需說明政策的背景、實驗設計的原理、實驗實施過程及實驗結果，並就從實驗的觀點提出個人評論。
    - (3)政策實驗設計構想  
關於隨機化政策實驗需說明政策的背景、實驗設計的原理、實驗實施過程及實驗結果，並就從實驗的觀點提出個人評論。