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社會資本與社會學習：永續農業知識管理之研究

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中文摘要

本研究乃在探討社會資本、社會學習和永續農業知識管理的關係，研究主體是以 MOA 和瑠公基金會為分析對象，深度訪談和文獻分析則被應用來收集資料和解釋實際現象的概念關係。透過訪談資料的多層次語意概念的分析 and 整理，本研究結果提出幾項觀點：

1. 社會資本與有機農業知識管理的運作是有關連性，不過，此關連性是依有機農業的不同工作領域而有不同的解釋觀點，也即是依認證和產銷過程兩類作業活動，社會資本在穩定性、累積性和共同行動促進力方面的表現是有所差別。比較上，在認證中，社會資本的影響作用，僅有信任關係但較不穩定，累積性低，缺乏共同行動作用力。但是產銷過程中，則社會資本的影響作用內含信任關係和互惠價值交換，其較穩定、累積性高，能產生共同行動作用力。
2. 認證過程中，參與是被動的，而社會資本與社會學習的連結現象不顯著，但是產銷過程中，則參與與社會學習是累積社會資本的必要前置條件。
3. 所以，永續農業知識管理的知識流動過程仍受到科學或專業規範的控制時，社會資本的影響會偏向發展個人私有利益，而社會資本的變異或轉化成社會成本的機會將增加。另一方面，當永續農業知識流動是在形成共同行動團體目標時，則社會資本的影響會偏向發展公共利益，其資本累積則可成為永續發展的要項條件。

關鍵字：社會資本、社會學習、農業知識管理

English Summary

Social capital and social learning :

the study of sustainable agricultural knowledge management

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This study is to explore the state of act of sustainable agricultural knowledge management and its relationship with social capital and social learning. MOA and Lin-Kung agricultural Foundation are selected as observable cases which are major institutions for facilitating the development of organic farming. In-depth interview, and document analysis used to collect and explain data in term of multi-stage linguistic and conceptual structure analysis. The further explanation on data finding stated as bellowing:

1. Social capital can be found as related factor with the development of organic knowledge management. However, the existing relationship varied with different work situations which derived from certificate offer or marketing process. By the certificate offer context, the influence of social capital on knowledge management has become unstable, low accumulative effect and lack of drive power of collective action. In contrast, the states of social capital with trust, reciprocity and exchange are manifested in marketing process and higher reactive effect on the interaction density of social network and collective action results.
2. In the situation of certificate offer, participation is inactive and no significant connected relation between social capital and social learning. But, participation and social learning is precondition to increase the higher volume

of social capital in the marketing process.

3. Therefore, hence the knowledge flow of sustainable agricultural knowledge is guided by the norm or rules made of scientific or professional authority, the impact of social capital is visibly tending to individual interests and benefits, and furthermore, social capital is possibly transformed into the social cost. In contrast, the collective objective has been driven by the effort of sustainable agricultural knowledge flow, and social capital may have developed more effort toward public benefits. The accumulation of social capital will act as key mechanism of substable development.

Key word : Social capital, Social learning,
Agricultural knowledge management

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