

# 察覺讓我們陷入困境的心智模式

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An introduction of system dynamics for  
inductive theory building

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你最想要實現的結果是什麼？

（曾經、現在、未來）

你遭遇到什麼困境嗎？

你對這一切有何感受？

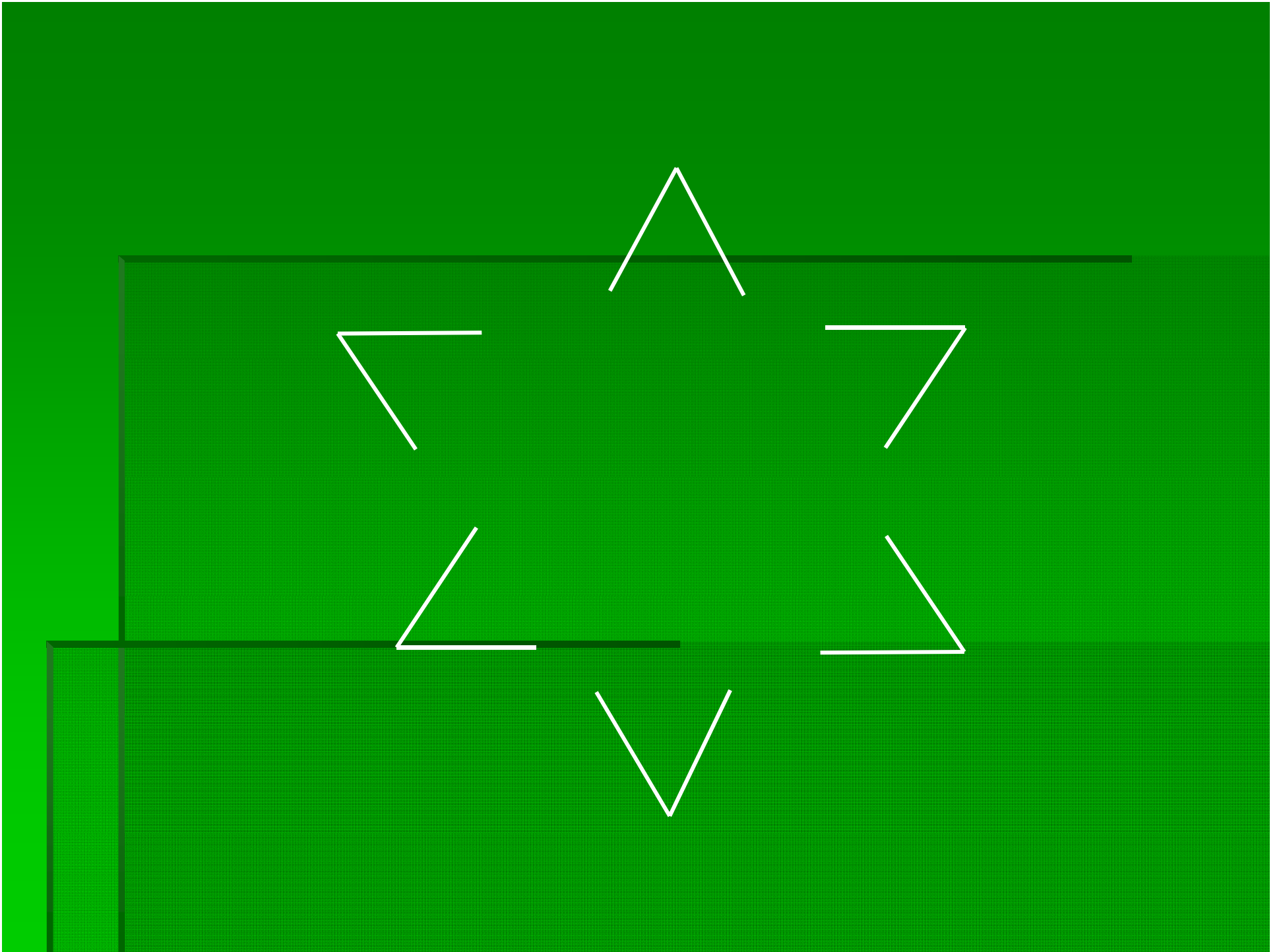
為何會如此？你想怎麼辦？

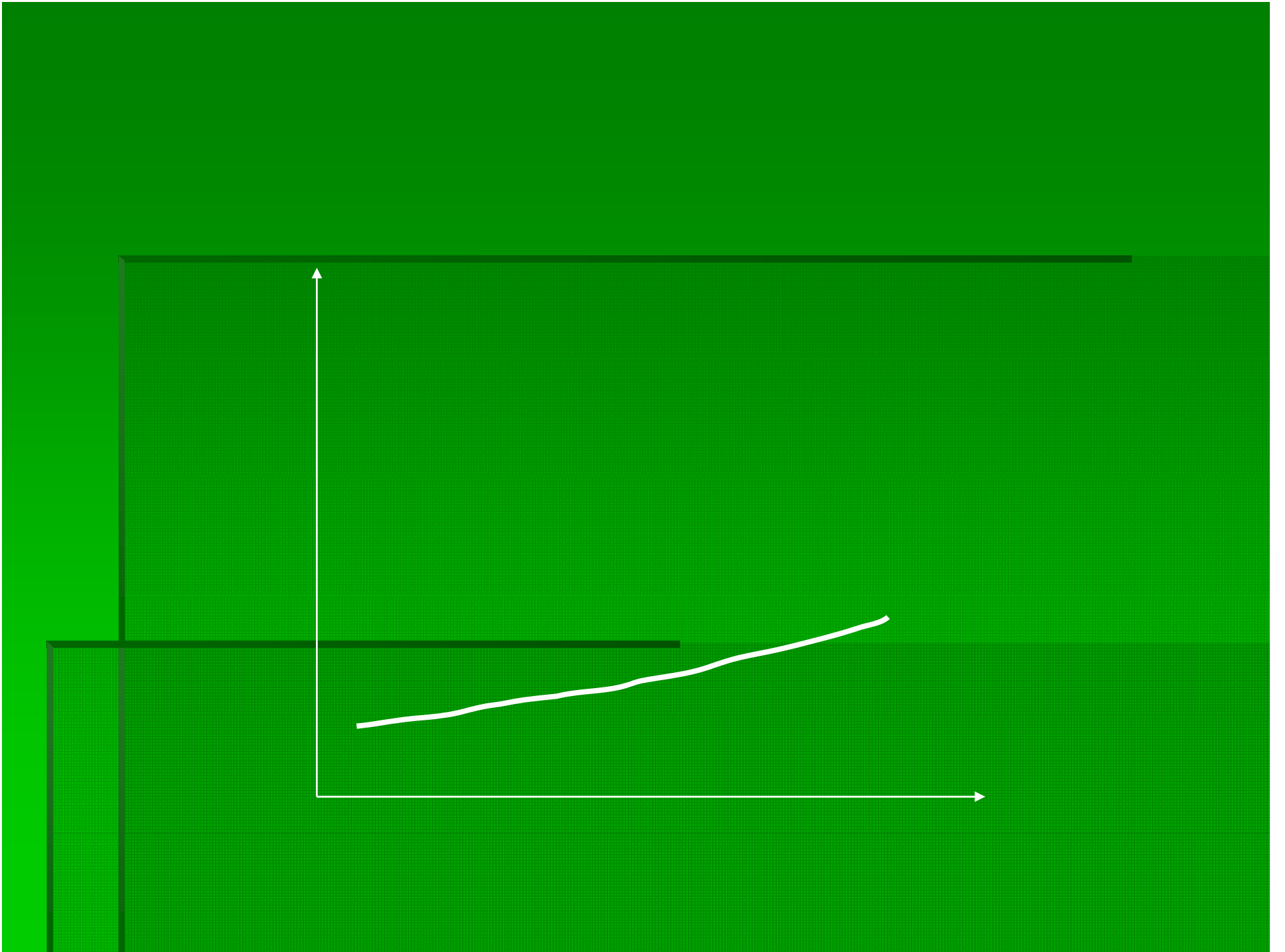
問題的根源來自問題本身涉及許多互動關係，這些互動關係不但跨越長遠的時間與空間界限，同時也來自我們心智模式，而使我們難以察覺。導致行動的無效、副作用與反效果。

察覺系統中的互動關係以及心智模式在其中的潛在影響。

我們有什麼心智模式？

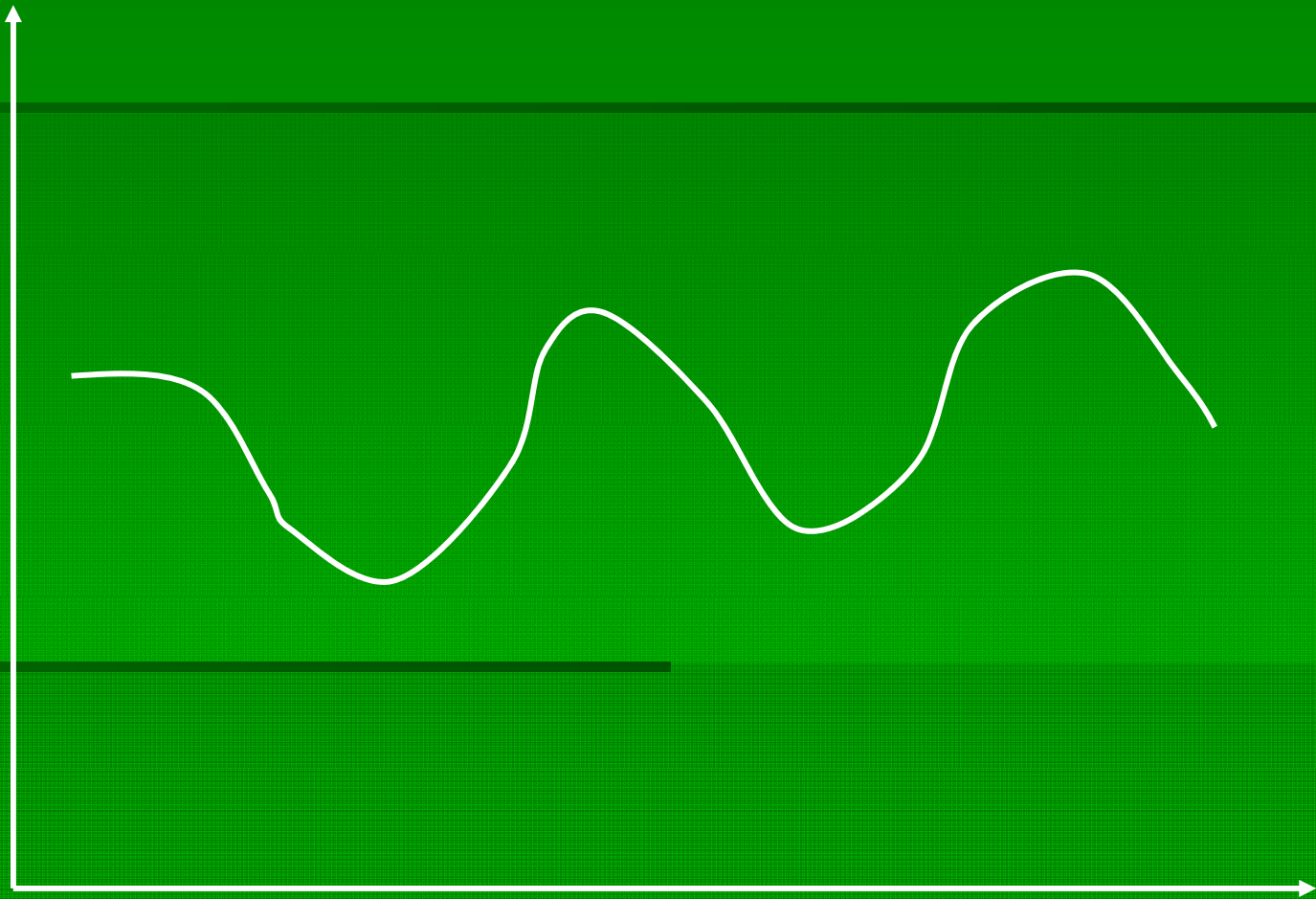








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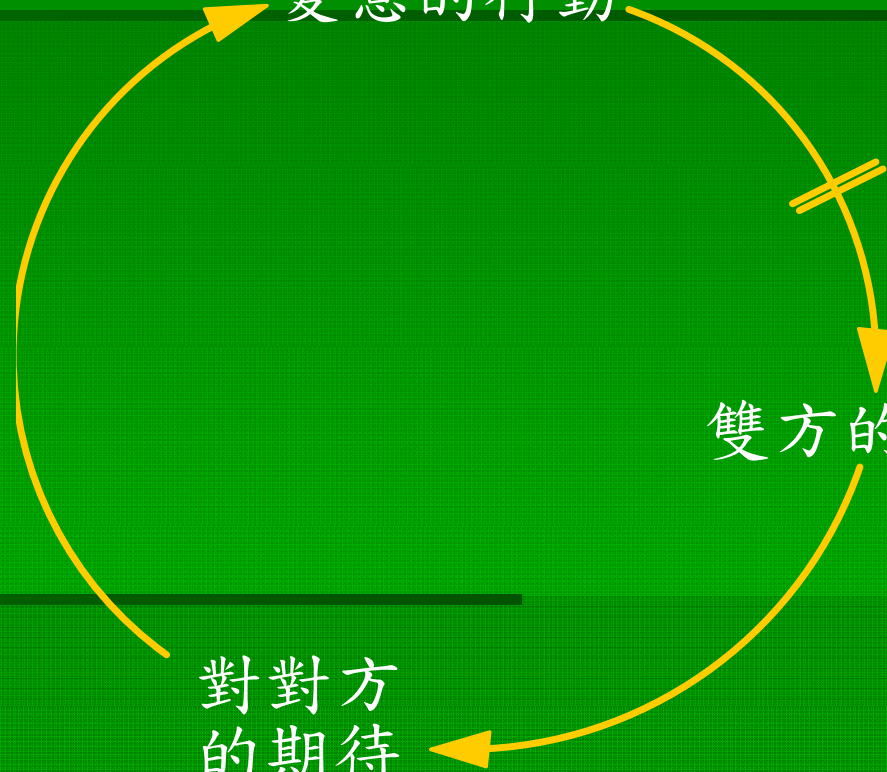


time

愛意的行動

雙方的感情

對對方的  
期待



愛意的行動

期待的落差

雙方的感情

對對方的  
期待



感情的壓力

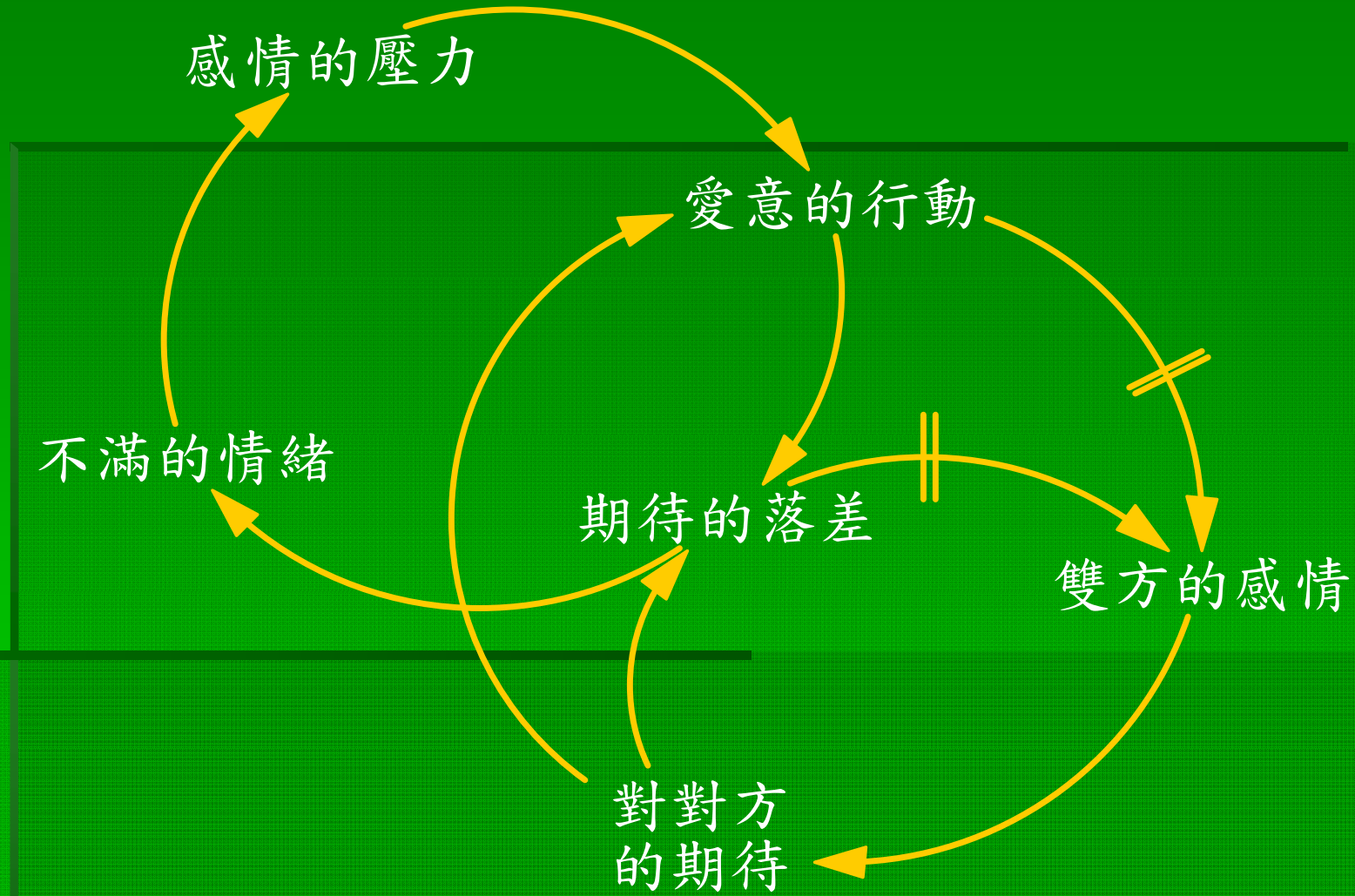
愛意的行動

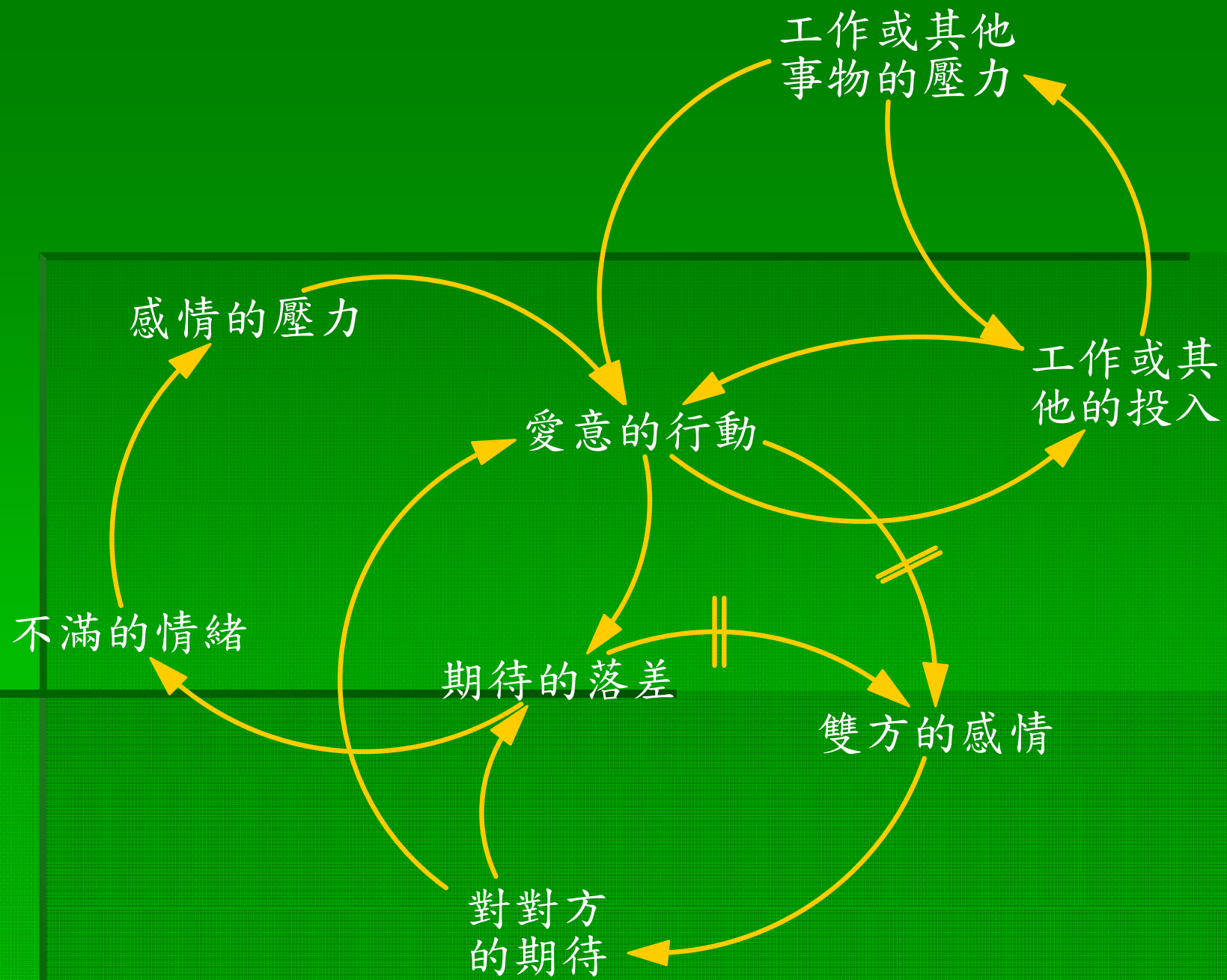
不滿的情緒

期待的落差

雙方的感情

對對方的  
期待







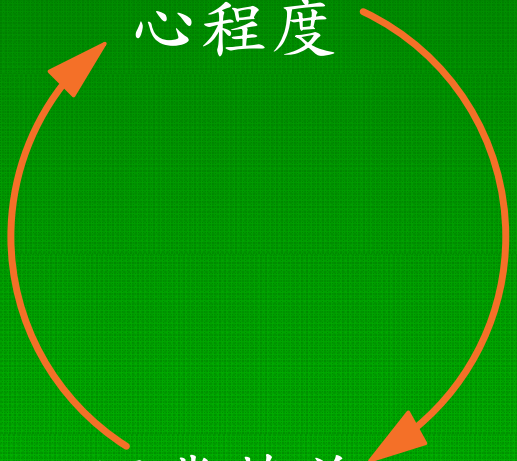






上課專  
心程度

課業落差

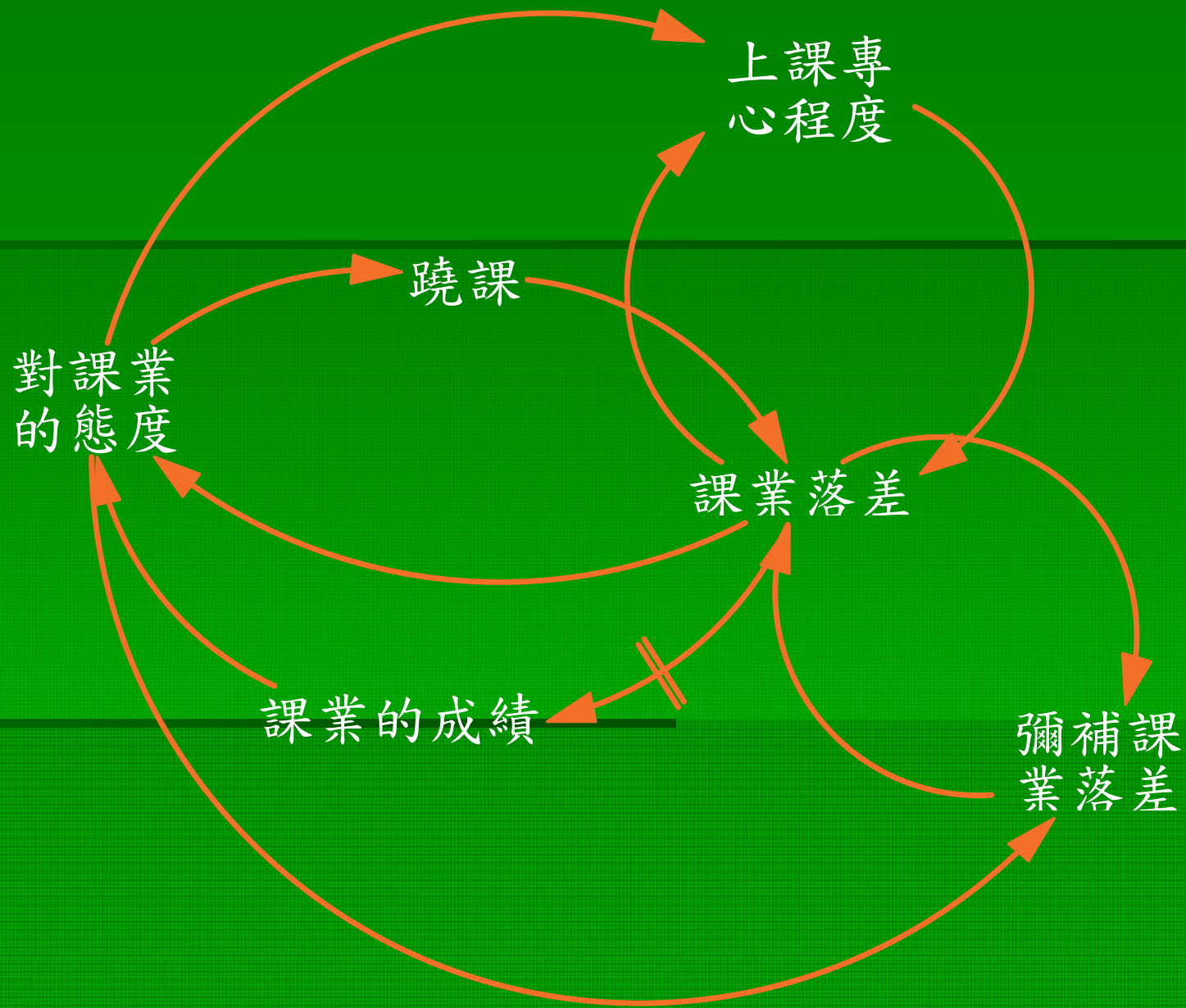


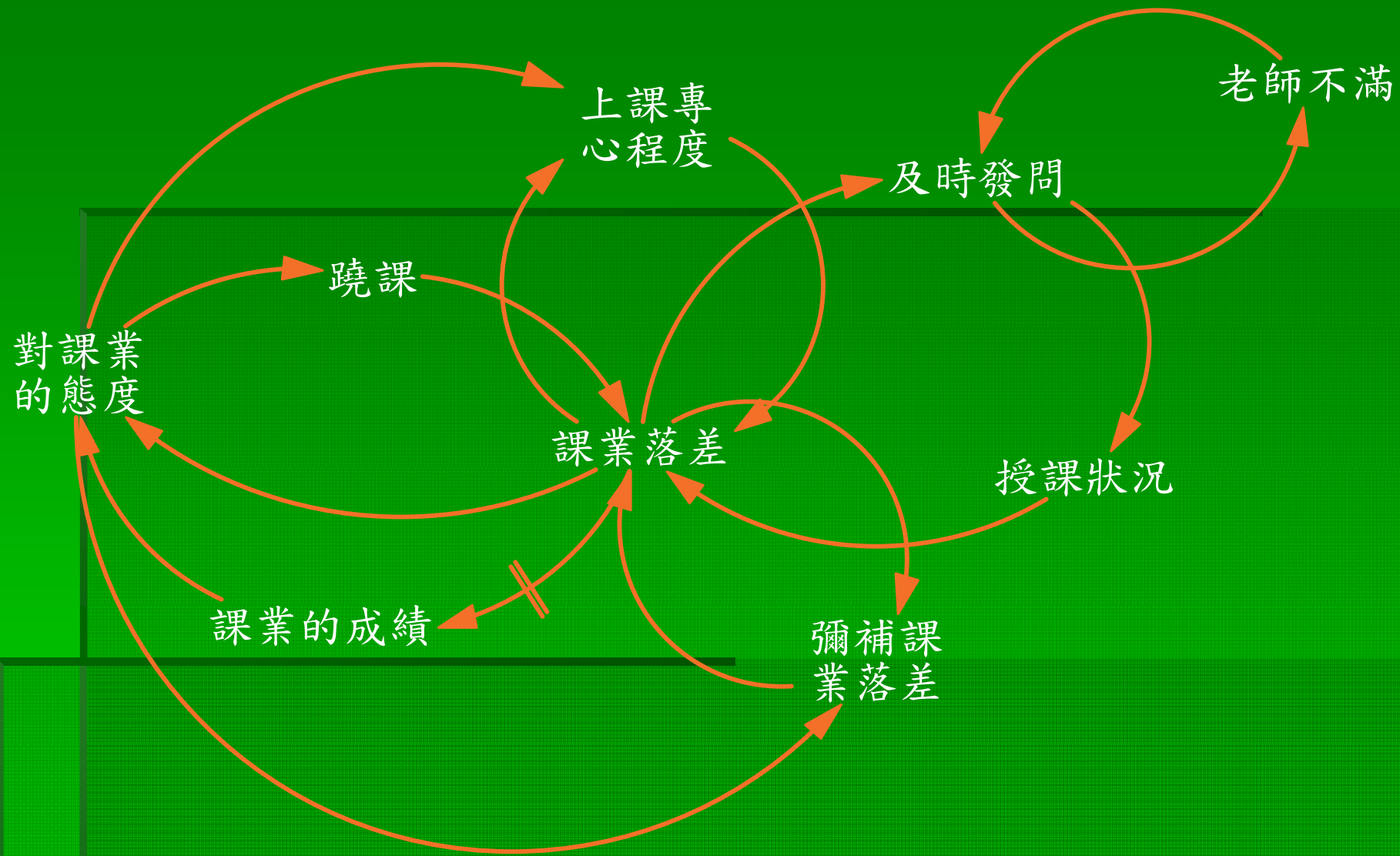
上課專  
心程度

課業落差

彌補課  
業落差

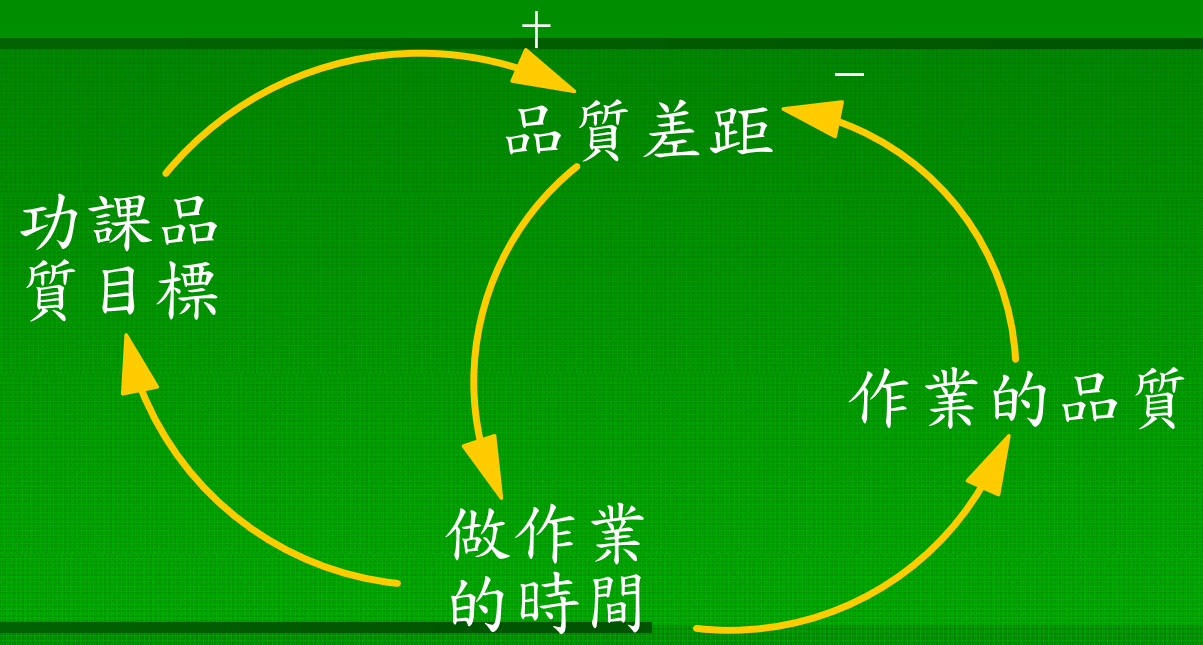


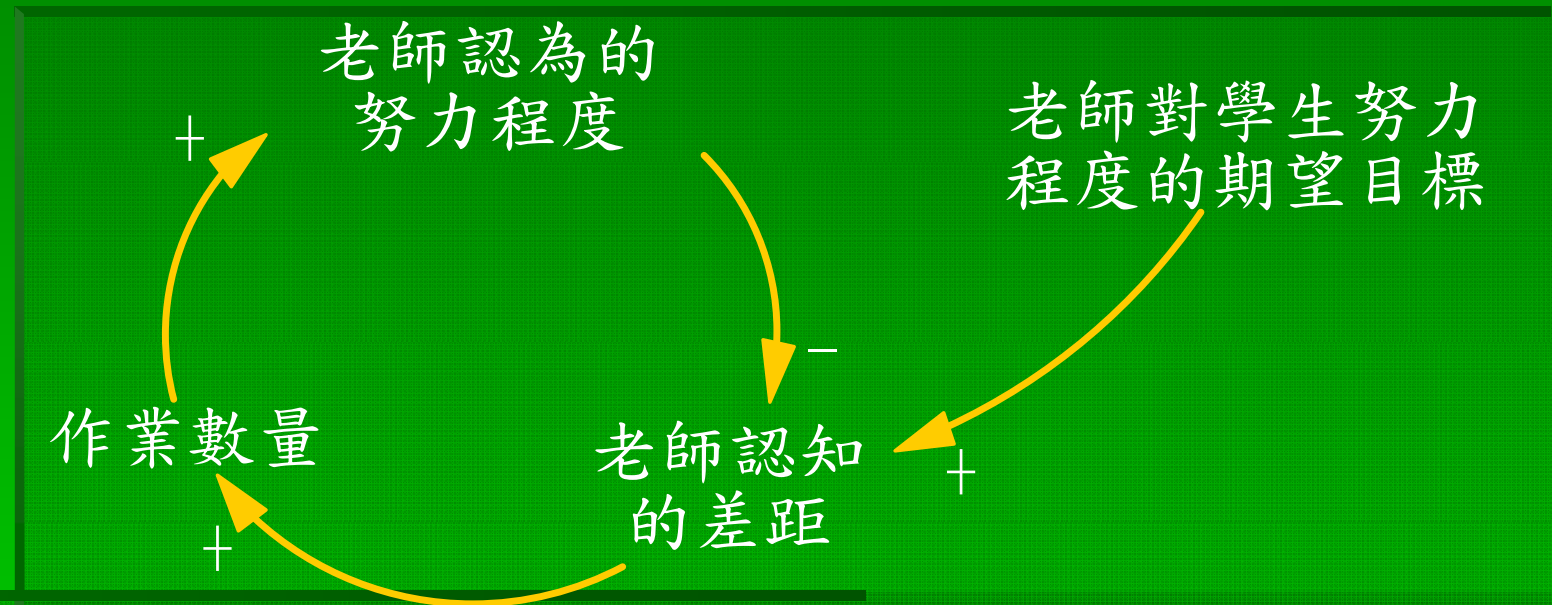


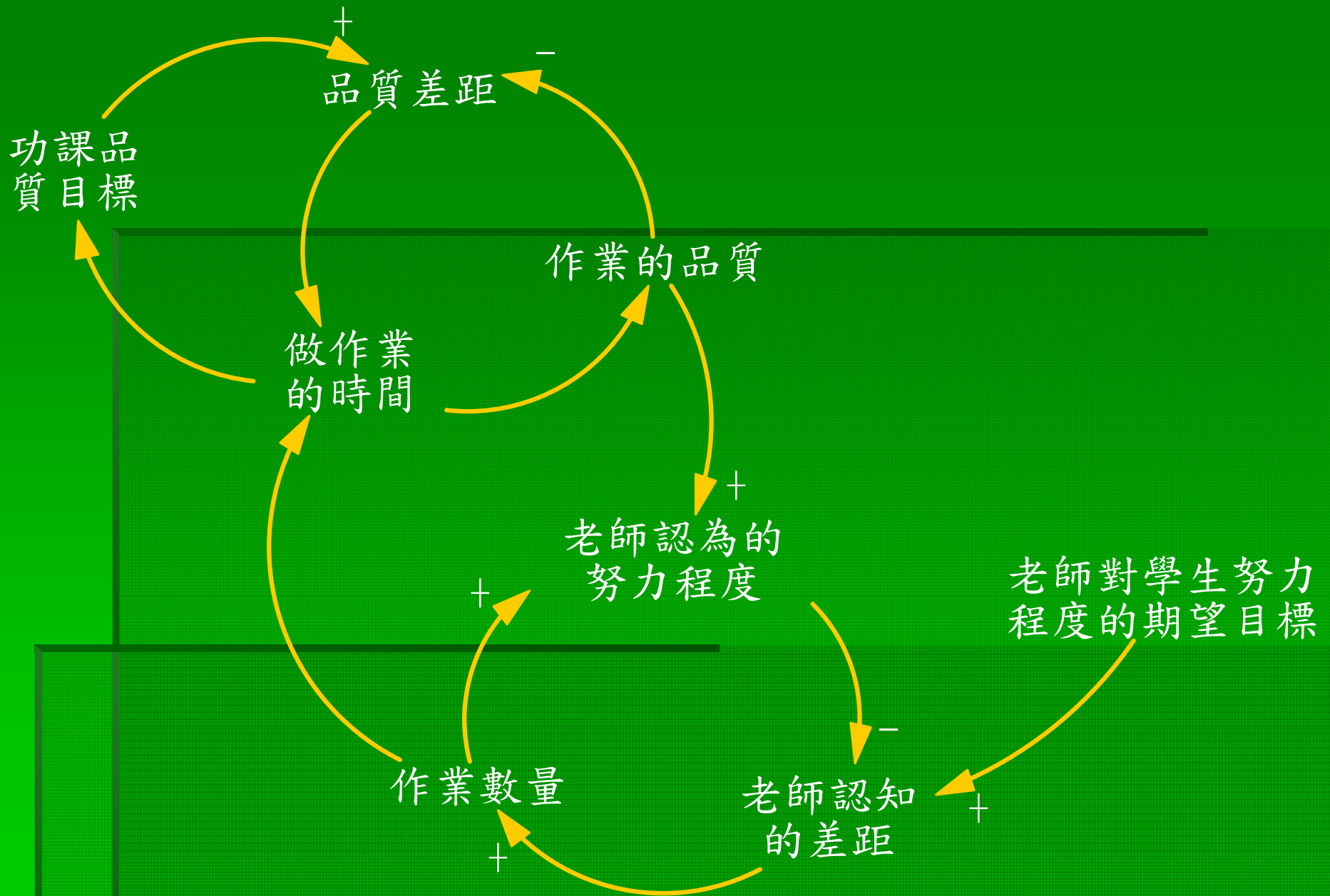






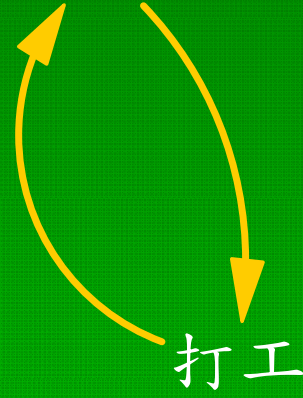








經濟壓力

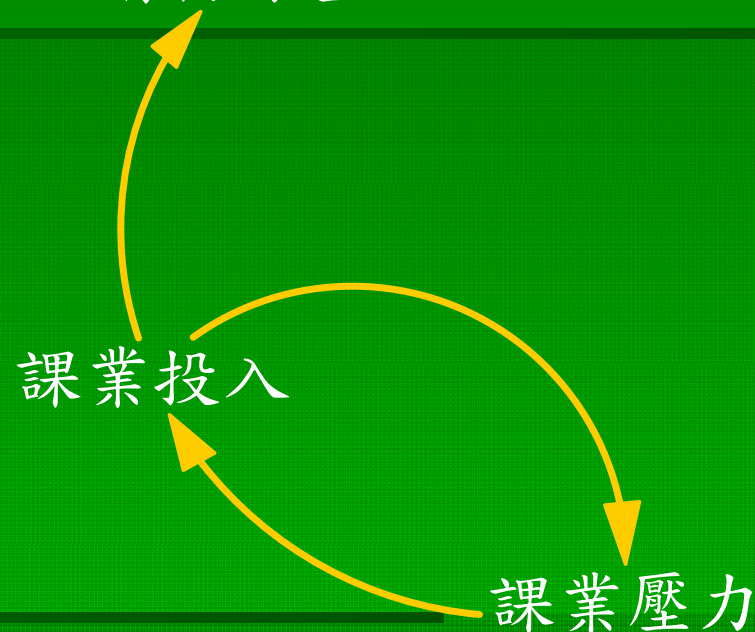


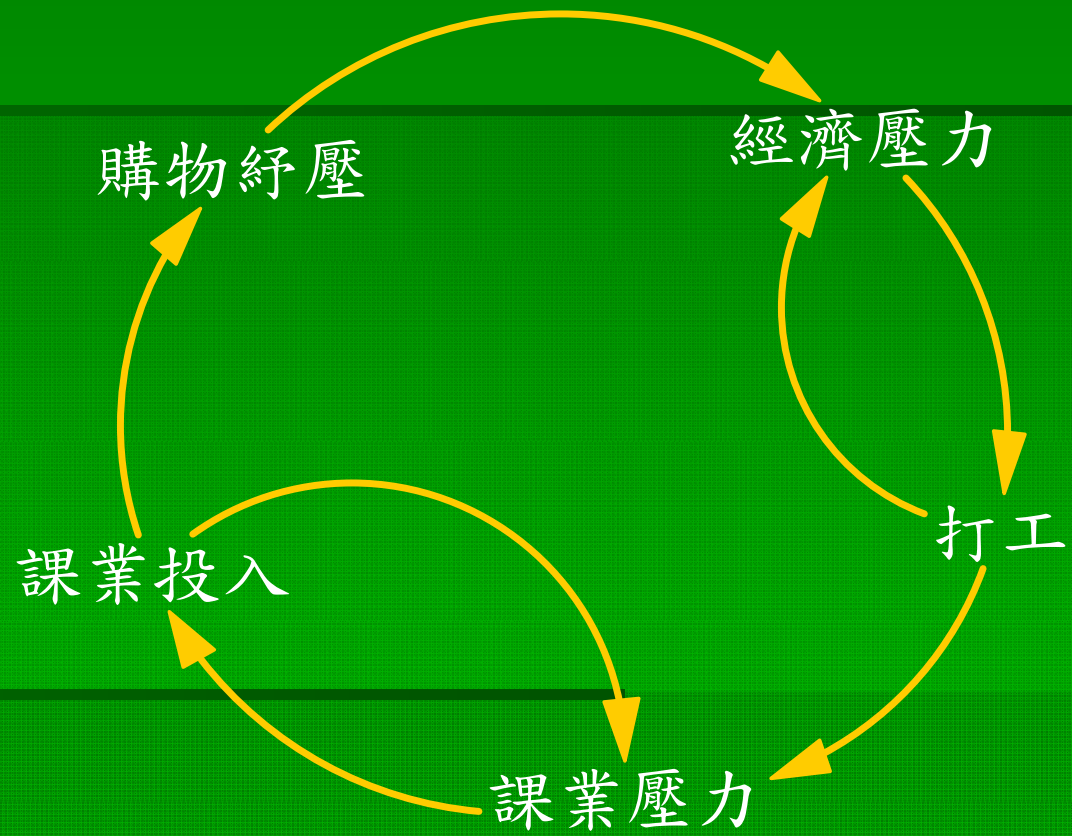
打工

購物紓壓

課業投入

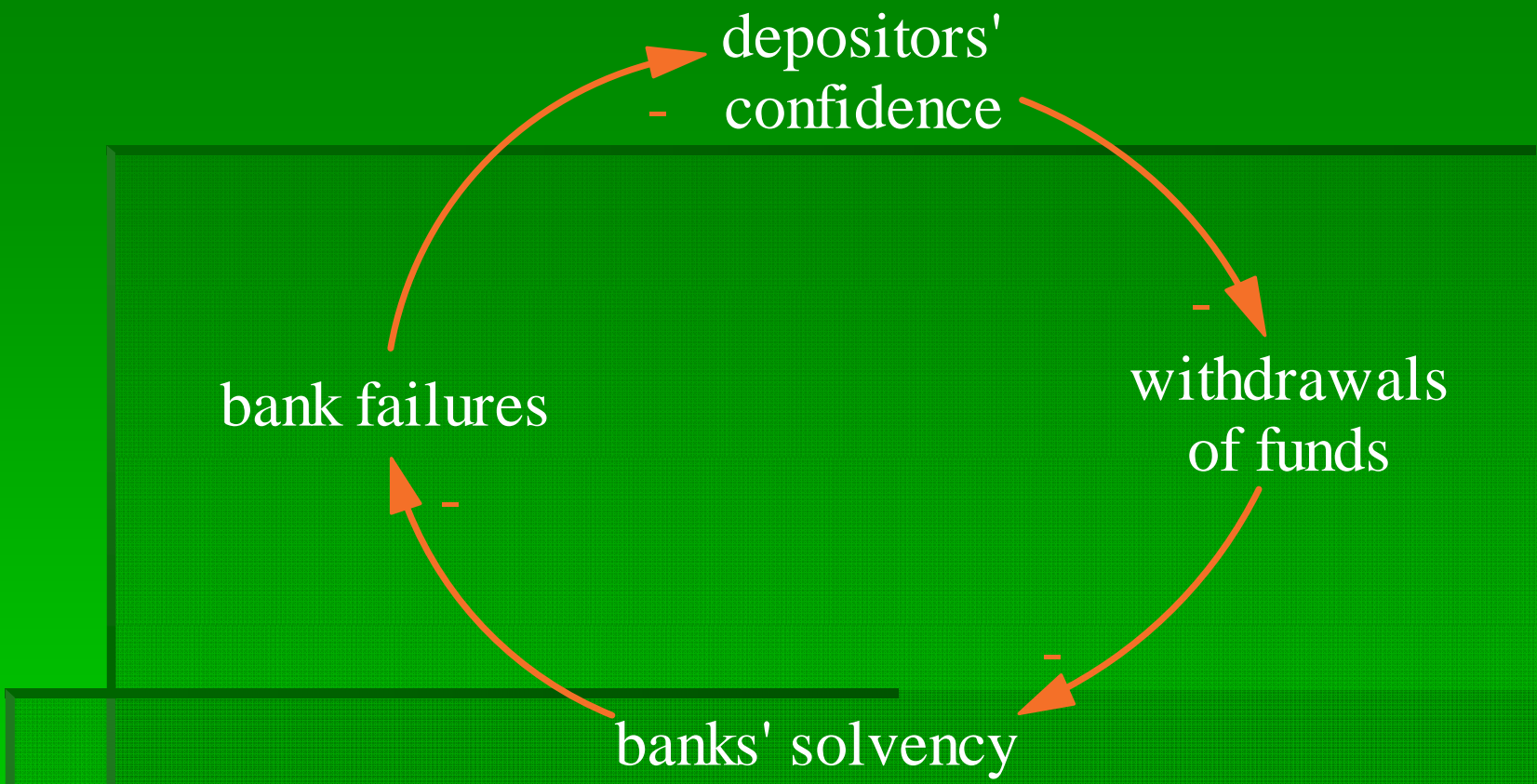
課業壓力











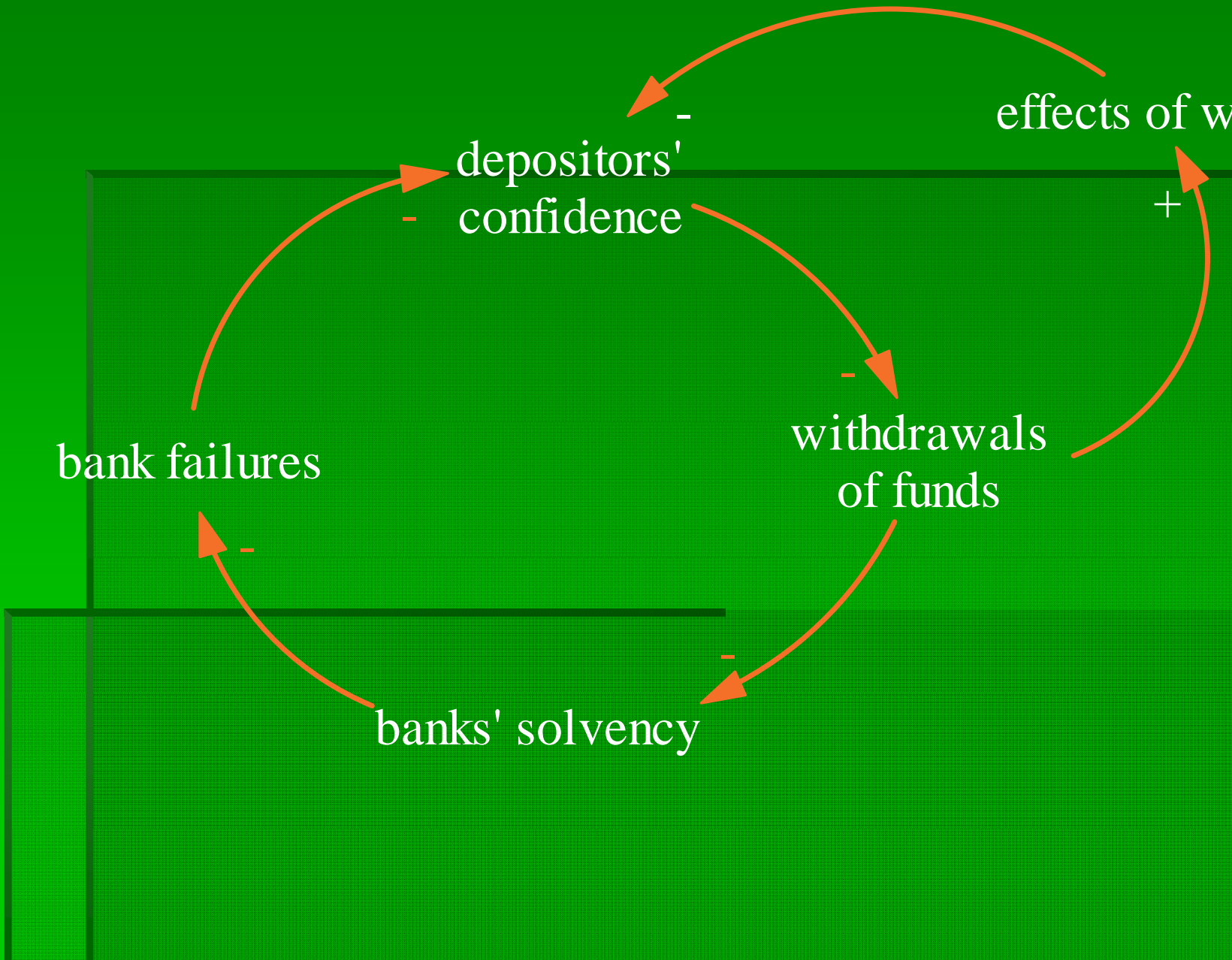
bank failures

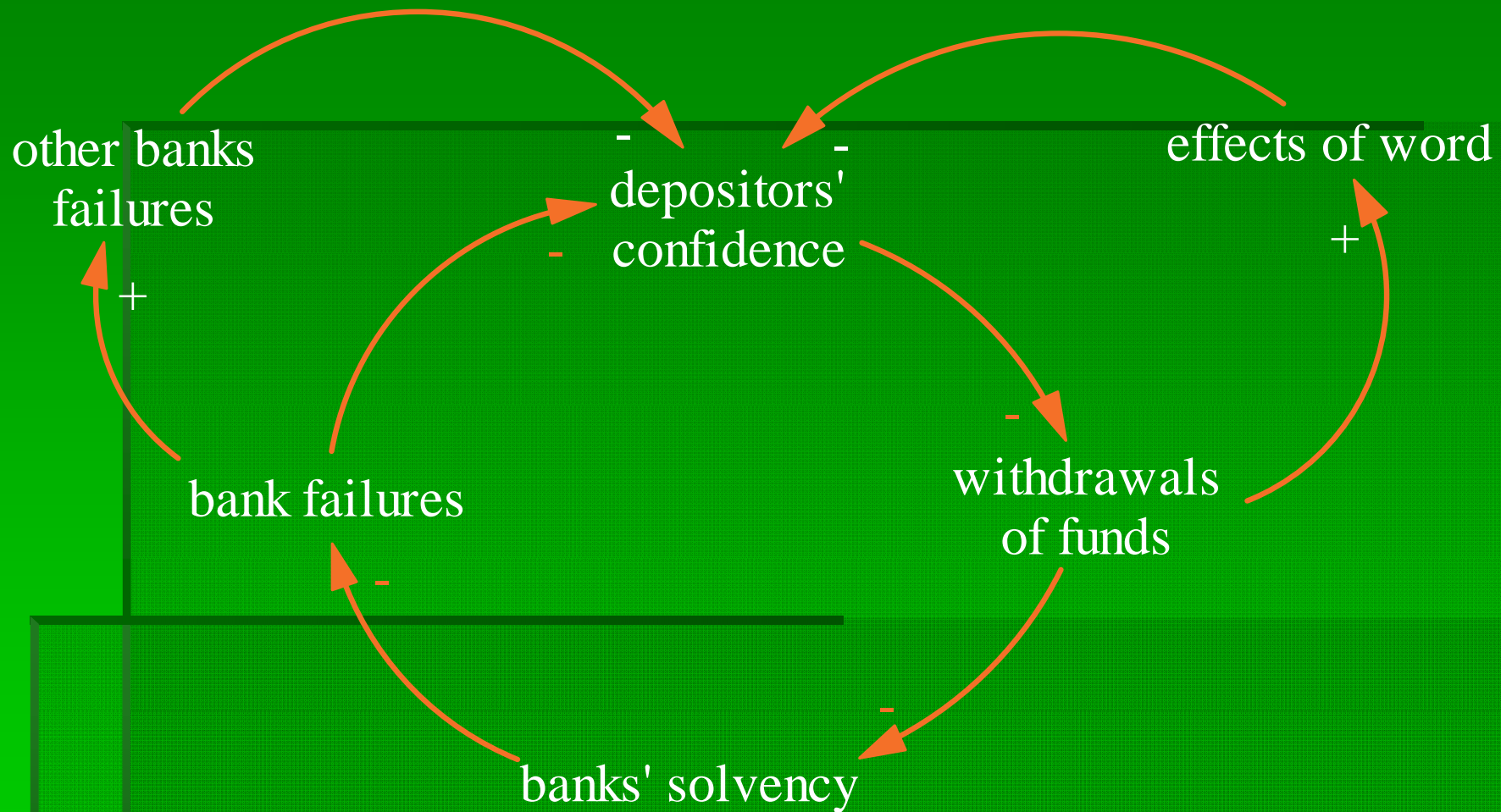
banks' solvency

depositors'  
confidence

withdrawals  
of funds

effects of word









finance  
limitation

goal of stock  
level

level of stock  
in the whole

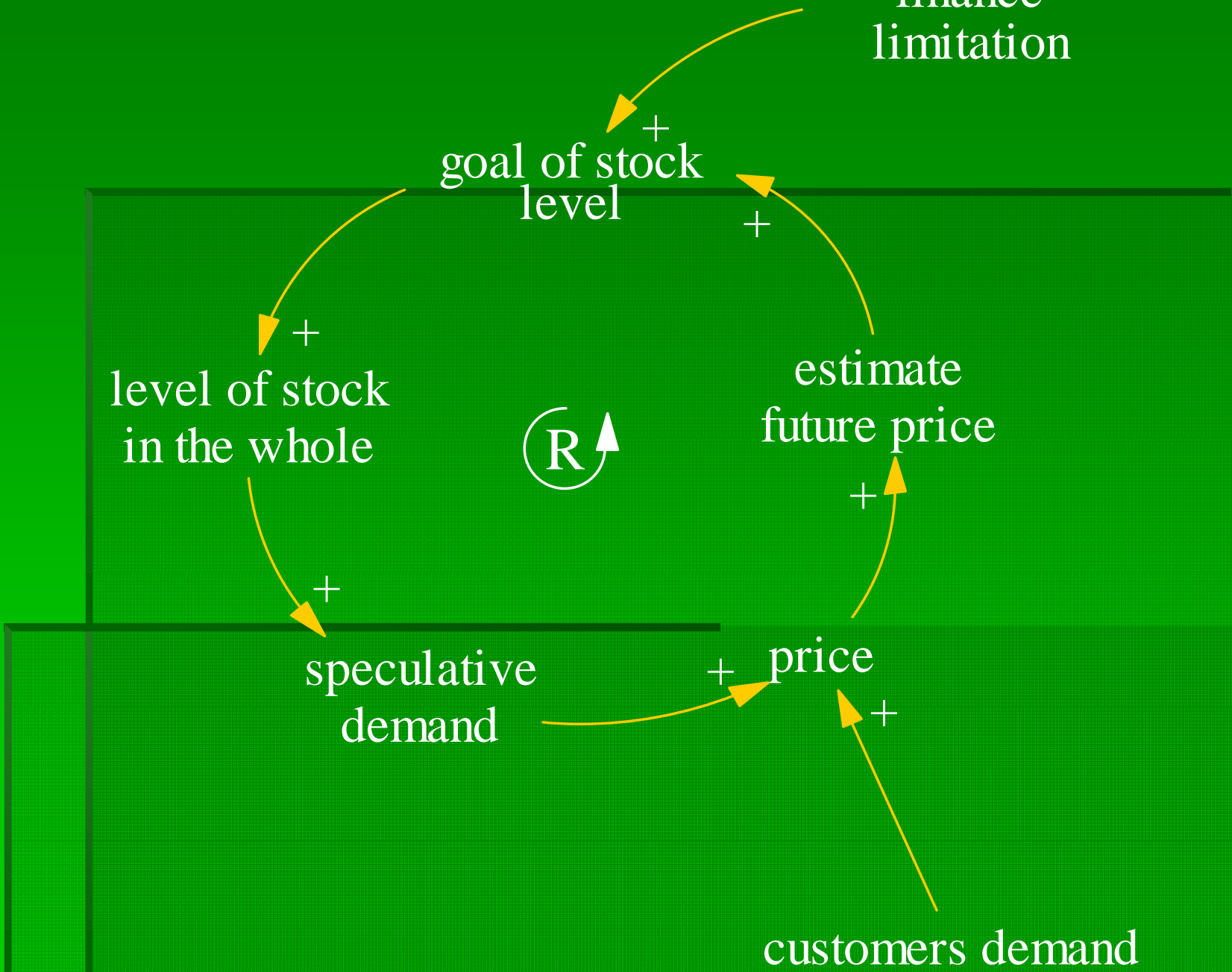
estimate  
future price

(R)

speculative  
demand

price

customers demand



finance  
limitation

goal of stock  
level

level of stock  
in the whole

estimate  
future price

speculative  
demand

price

anxious to  
sell

customers demand

(R)

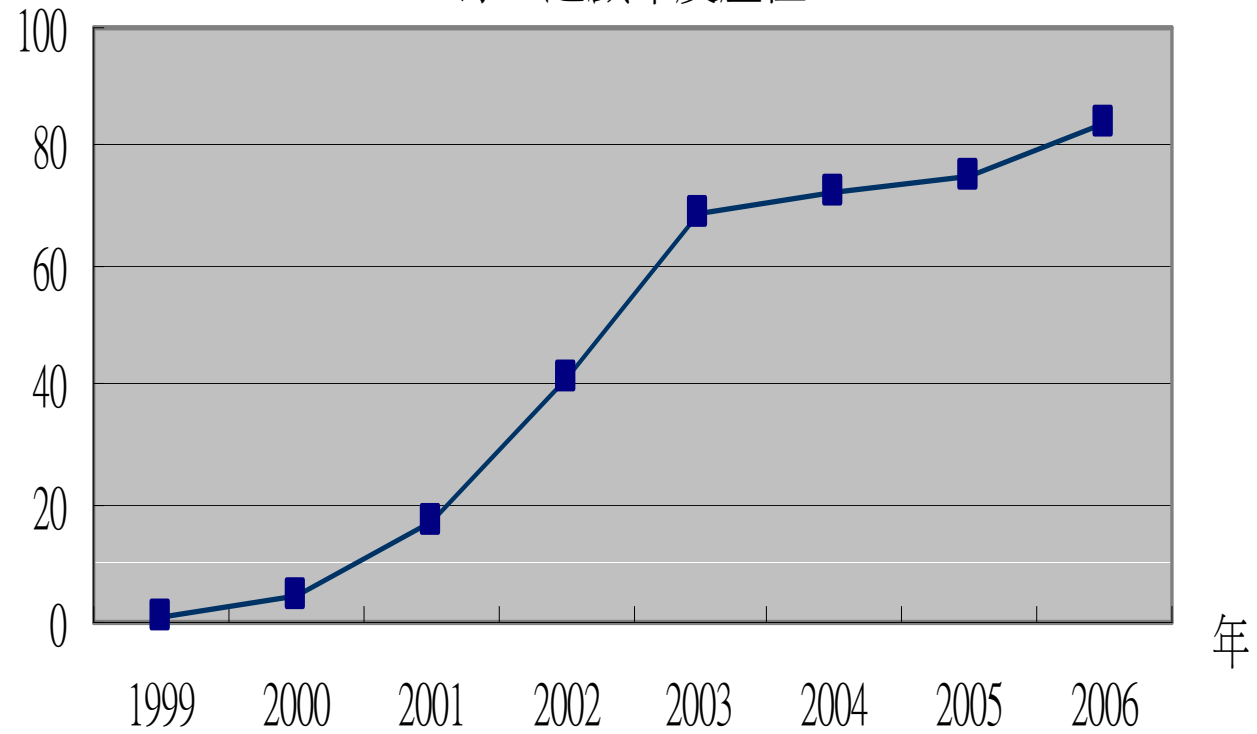
(B)

# 台灣網路遊戲產業成長與競爭動態之 研究



億台幣

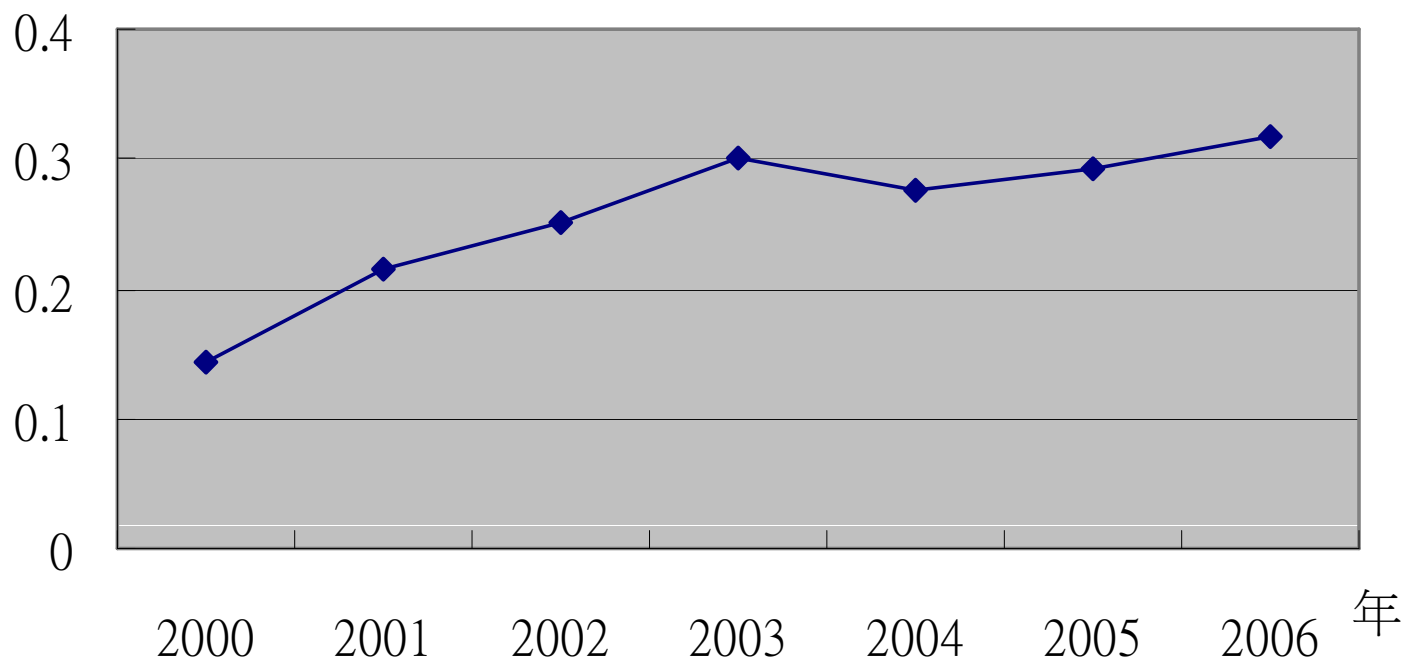
### 線上遊戲年度產值



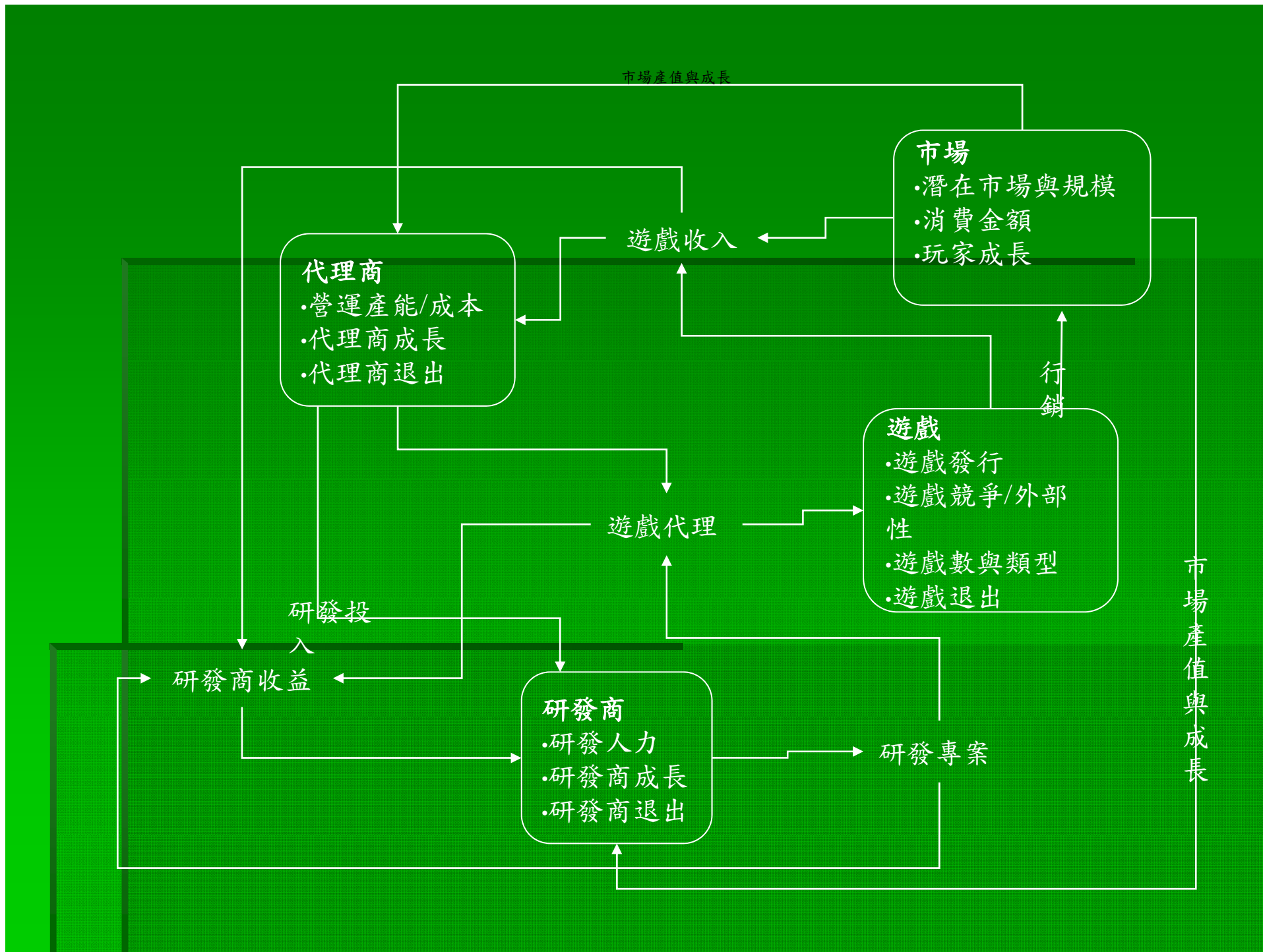
■ 線上遊戲年度產值

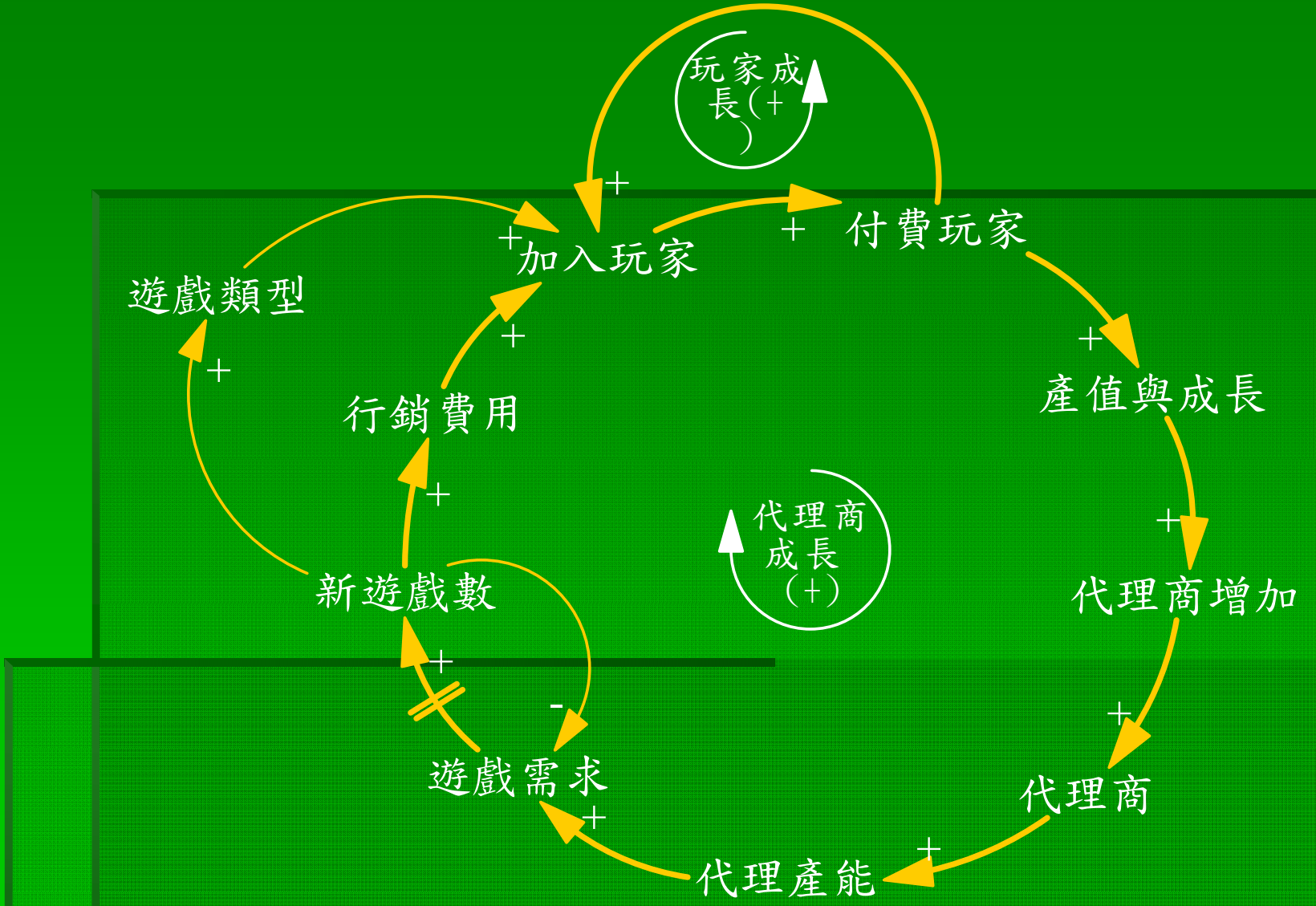
比例

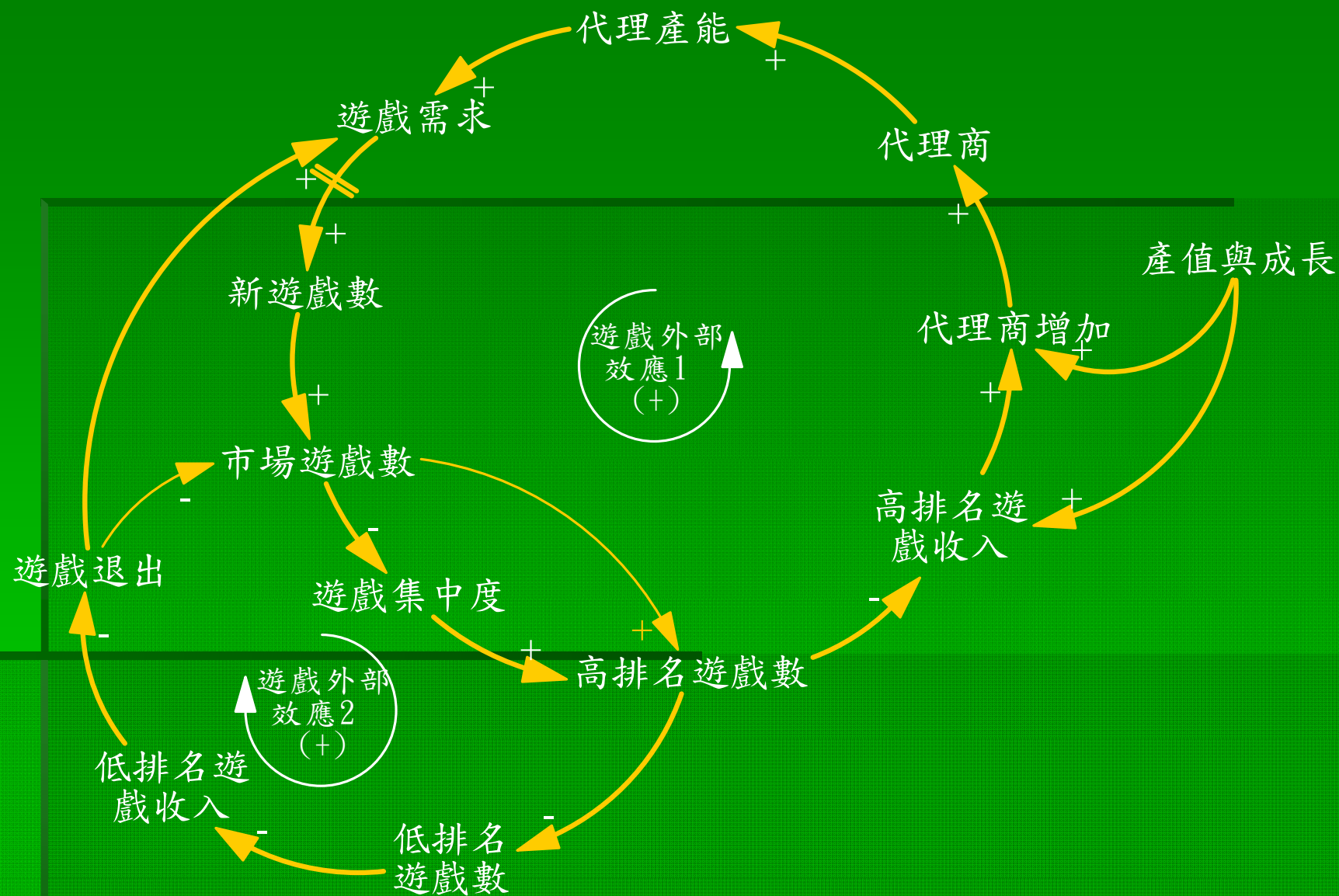
自製遊戲佔市場比例

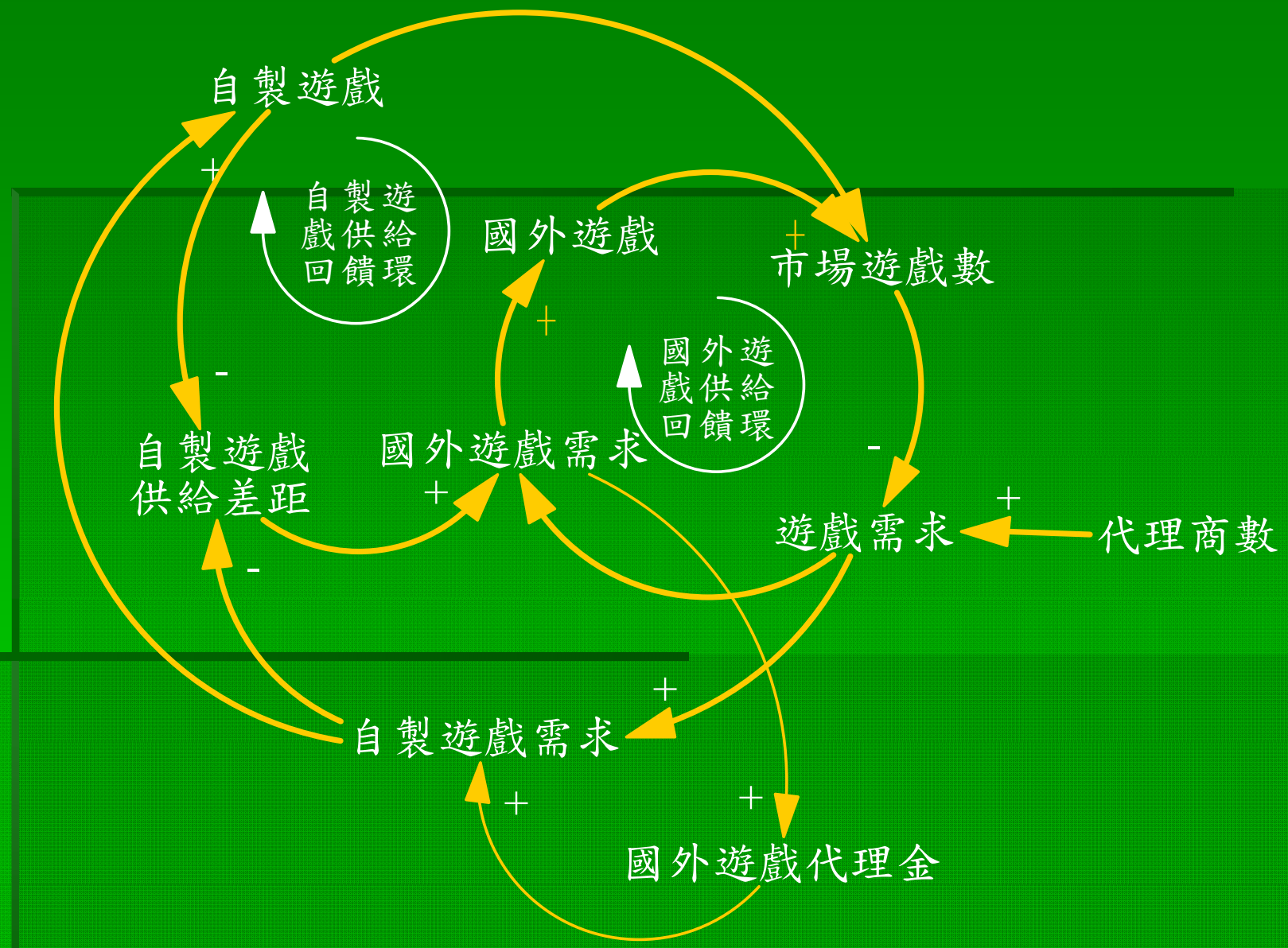


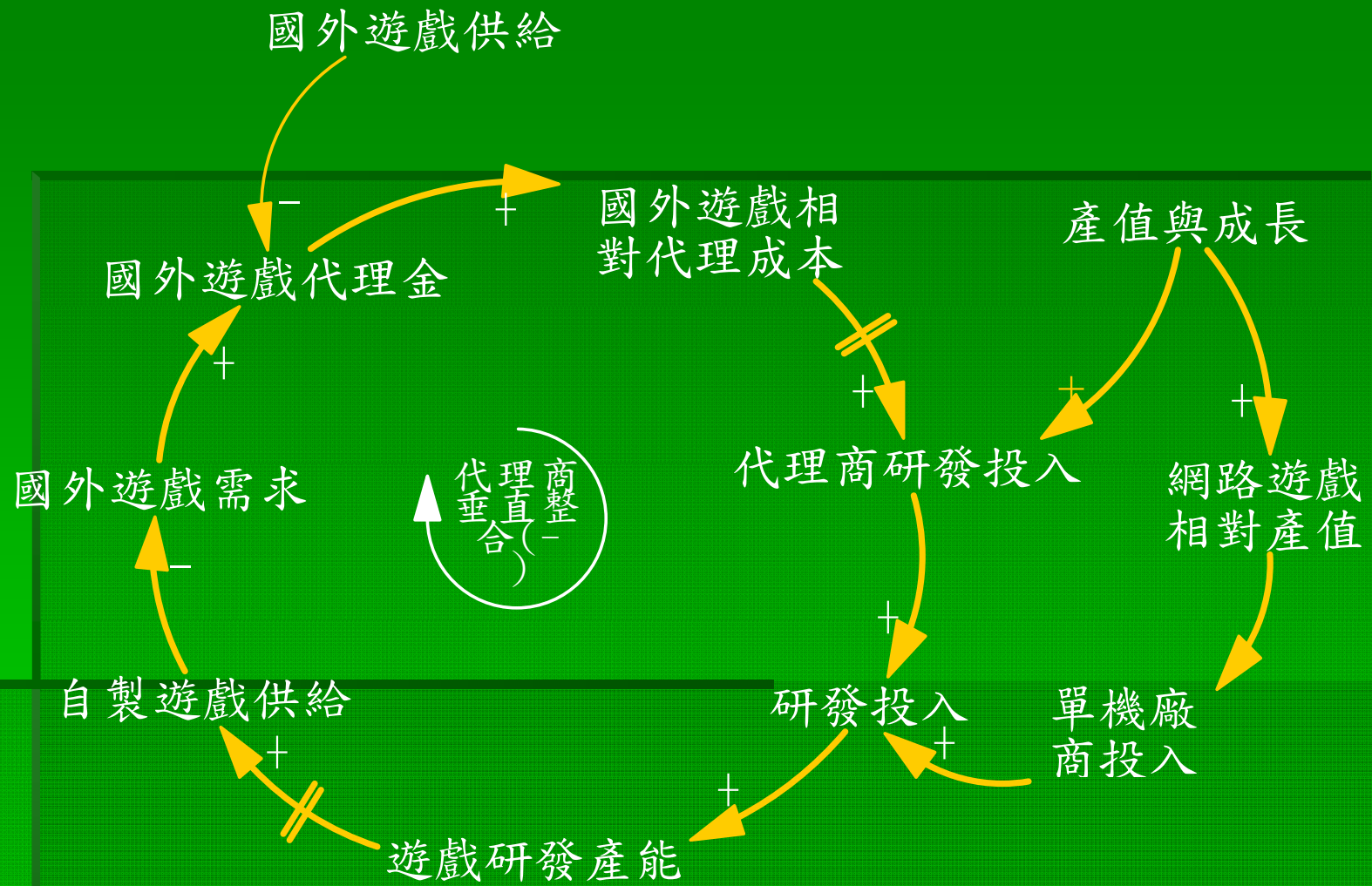
—◆— 自製遊戲佔市場比例



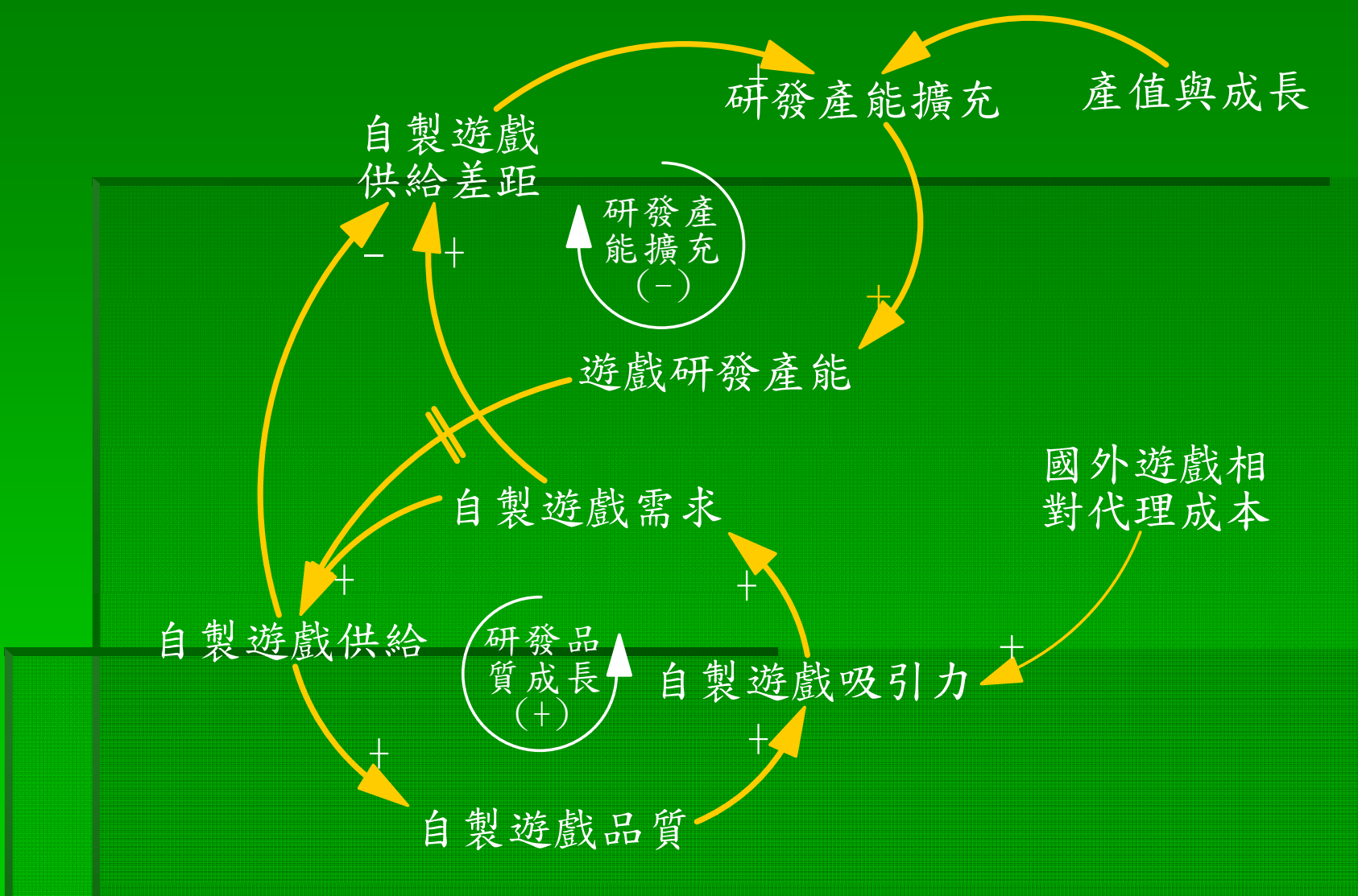




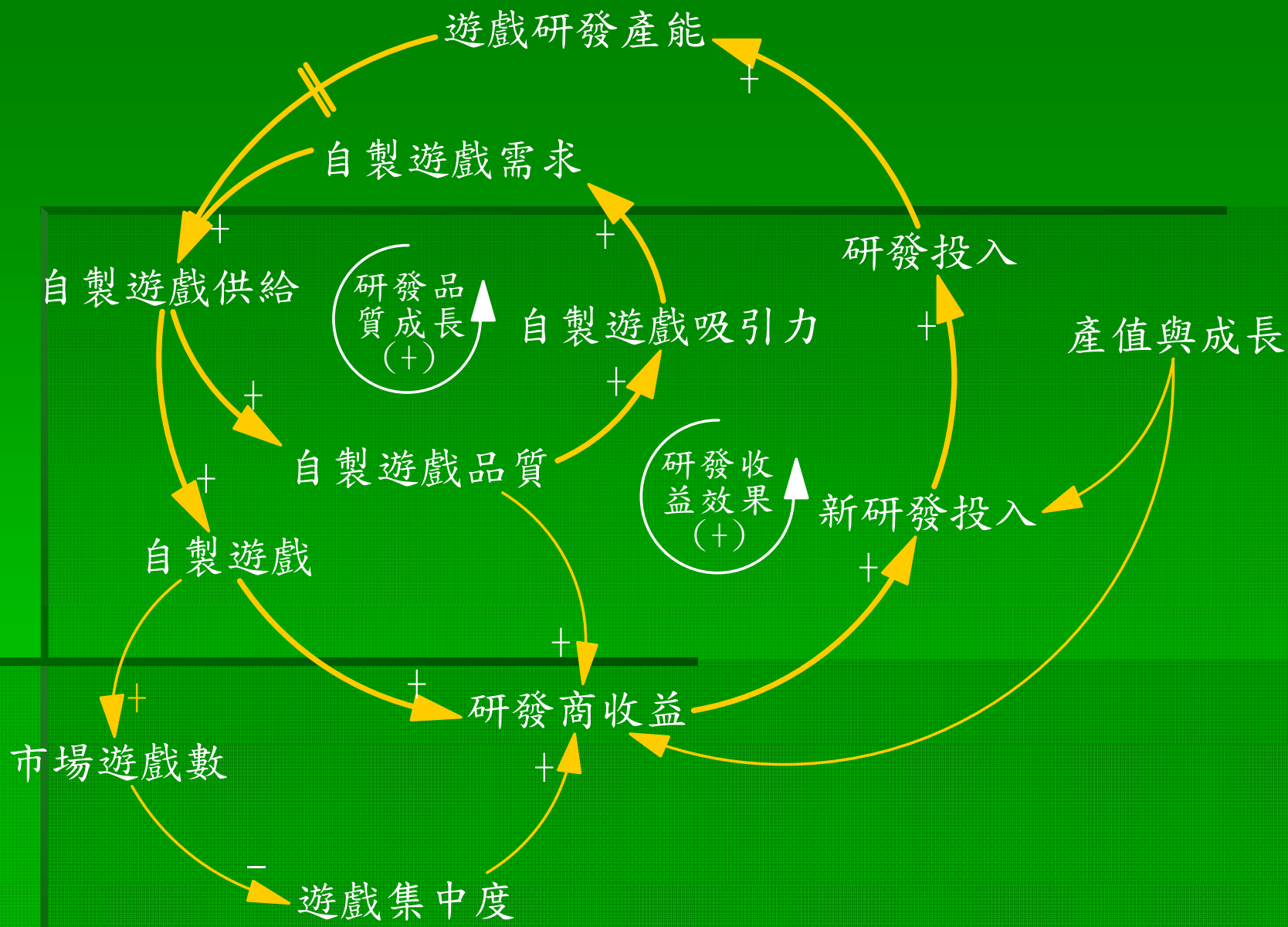


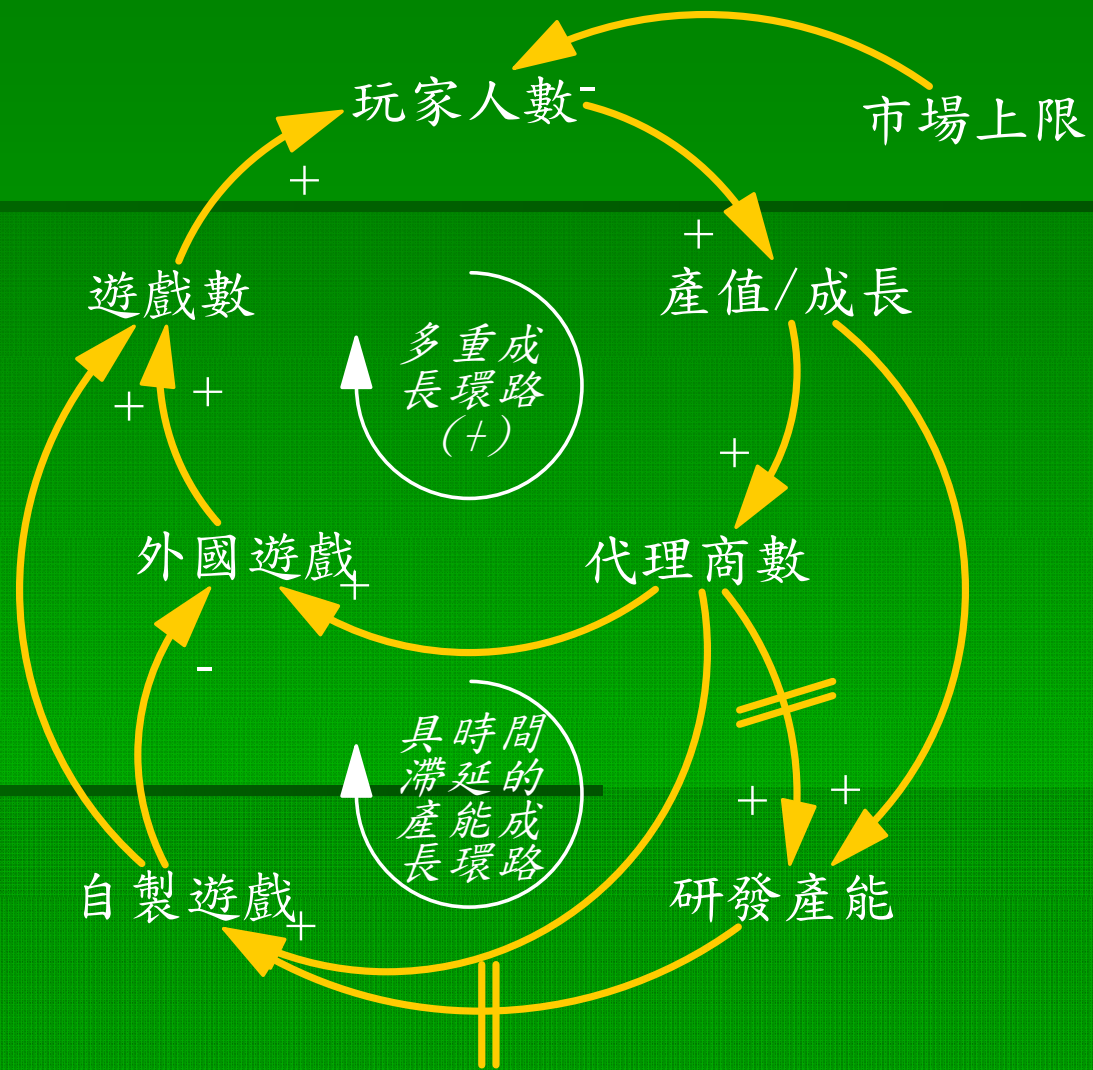


代理商整合  
垂直  
(-)

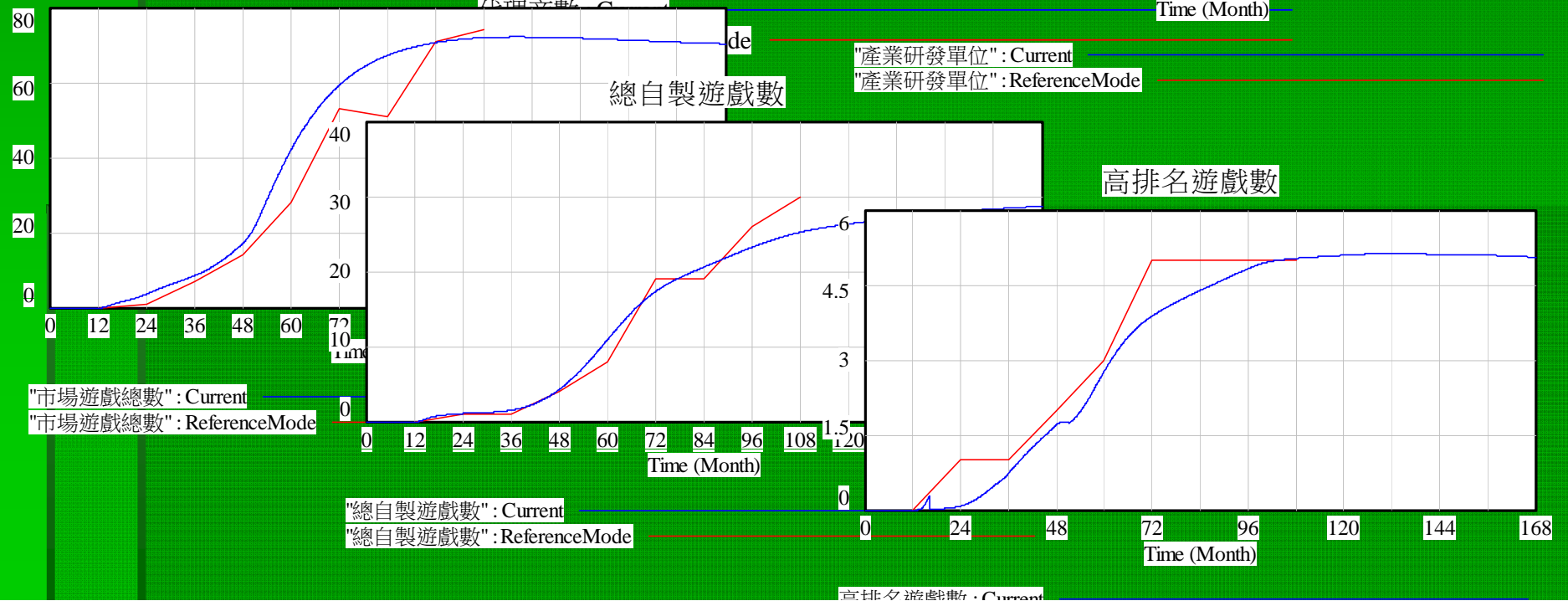
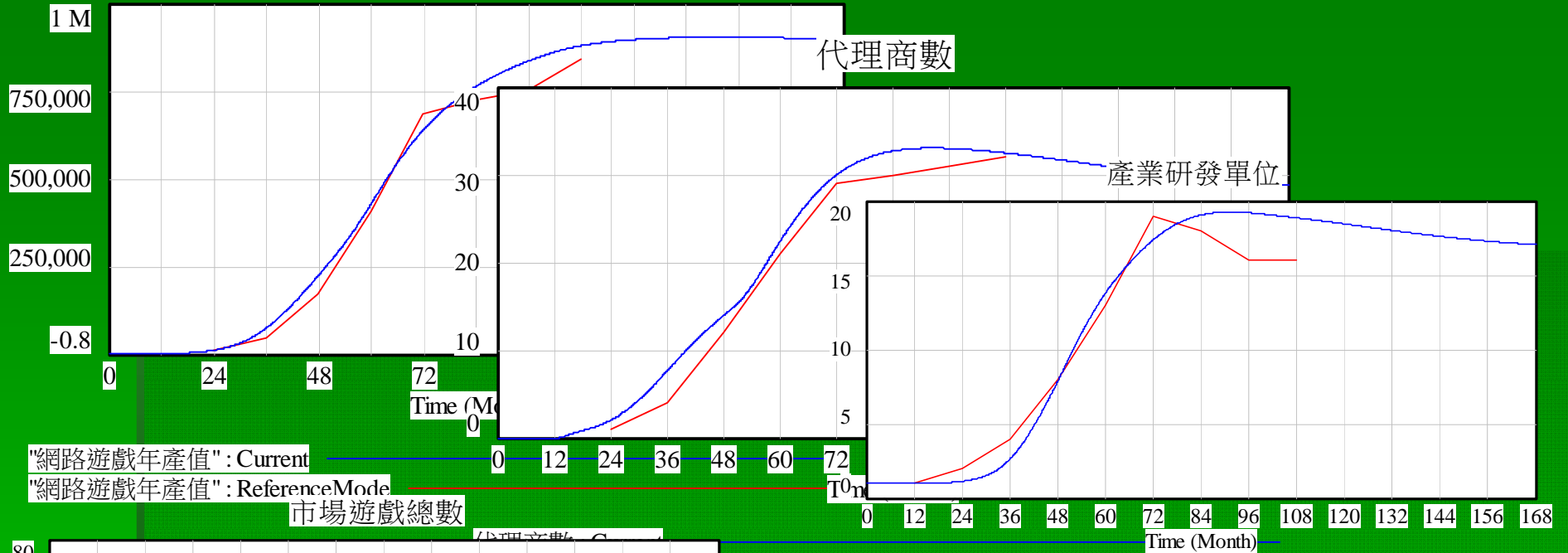








# 網路遊戲年產值



# 研究發現

- 產業發展與競爭的心智模式
- 台灣網路遊戲產業成長的機會之窗
- 政府政策的角色與影響

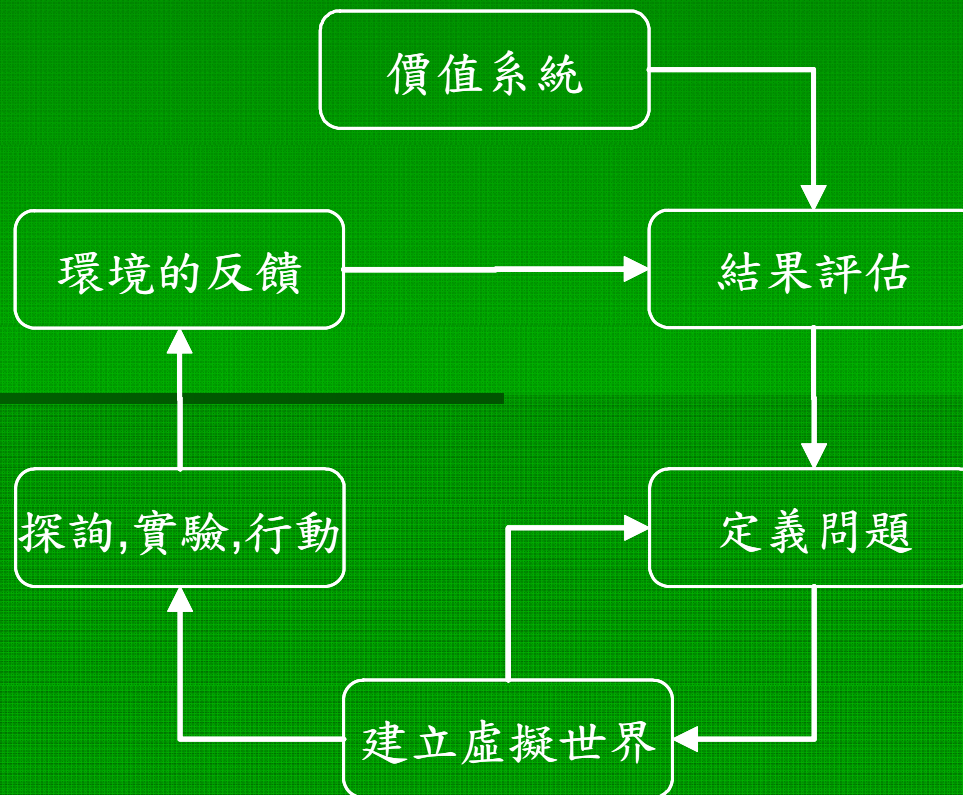
# 結論

- 你是自己情境的創造者
- 因素具有複雜的互動與回饋關係
- 問題有其系統的整體性
- 問題情境有其獨特性

- 建立自己的理論解決自己的問題
- 建立自己的理論實現自己的目標

# 如何解決動態複雜的問題

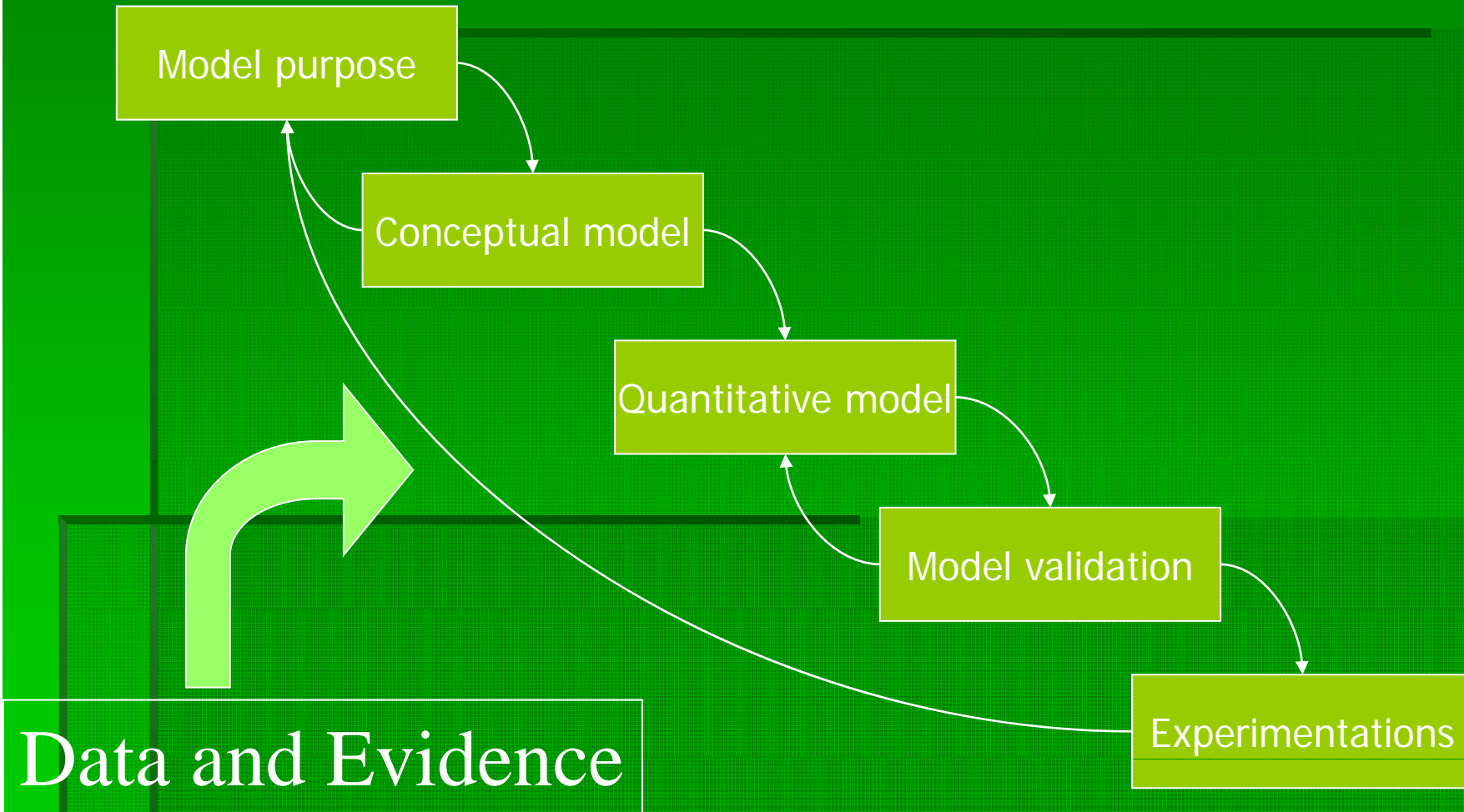
## ■ Reflection-in-action

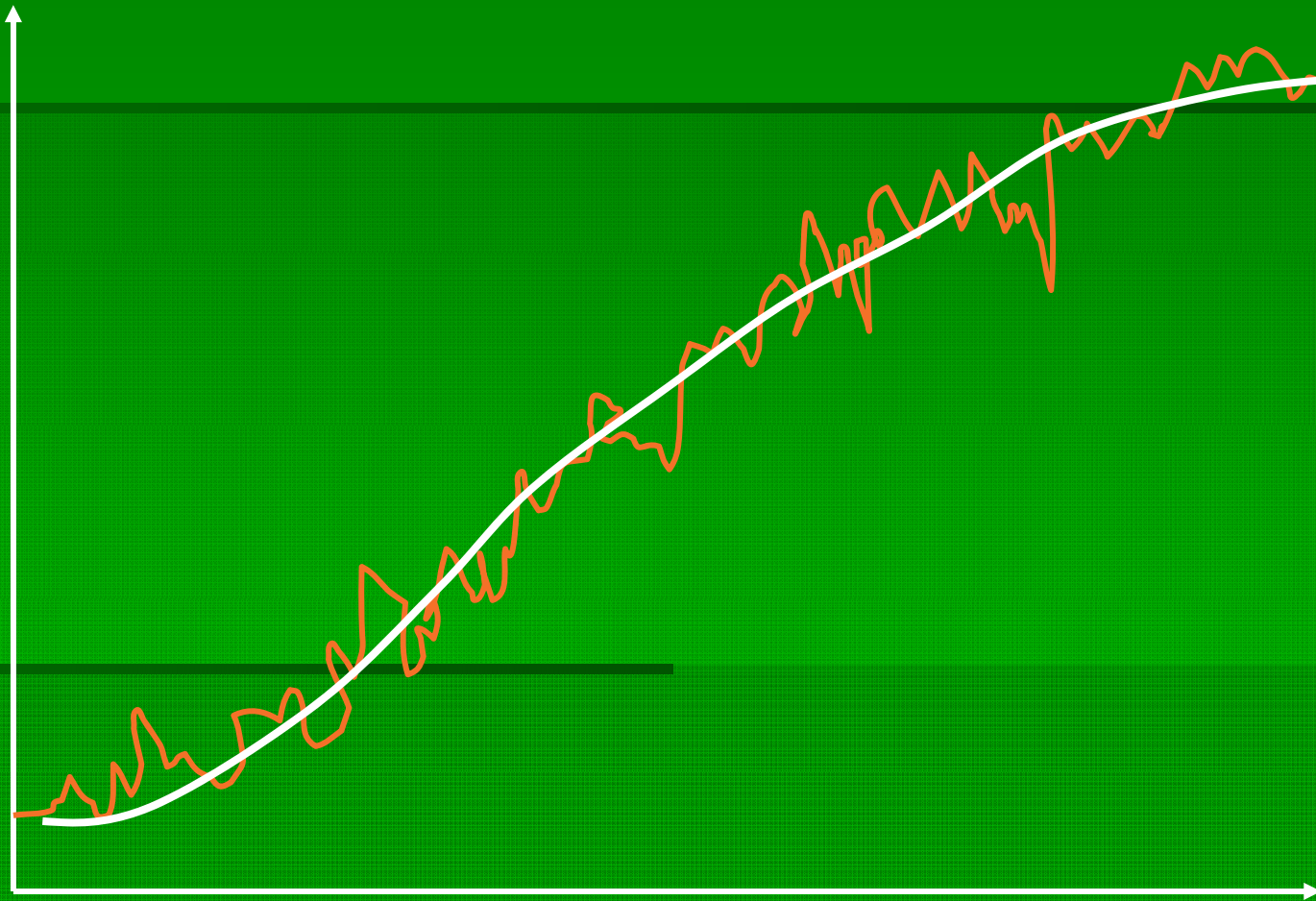


- Deductive vs. Inductive
- 理論從何處來？
- 理論的內涵為何？



# System dynamics approach





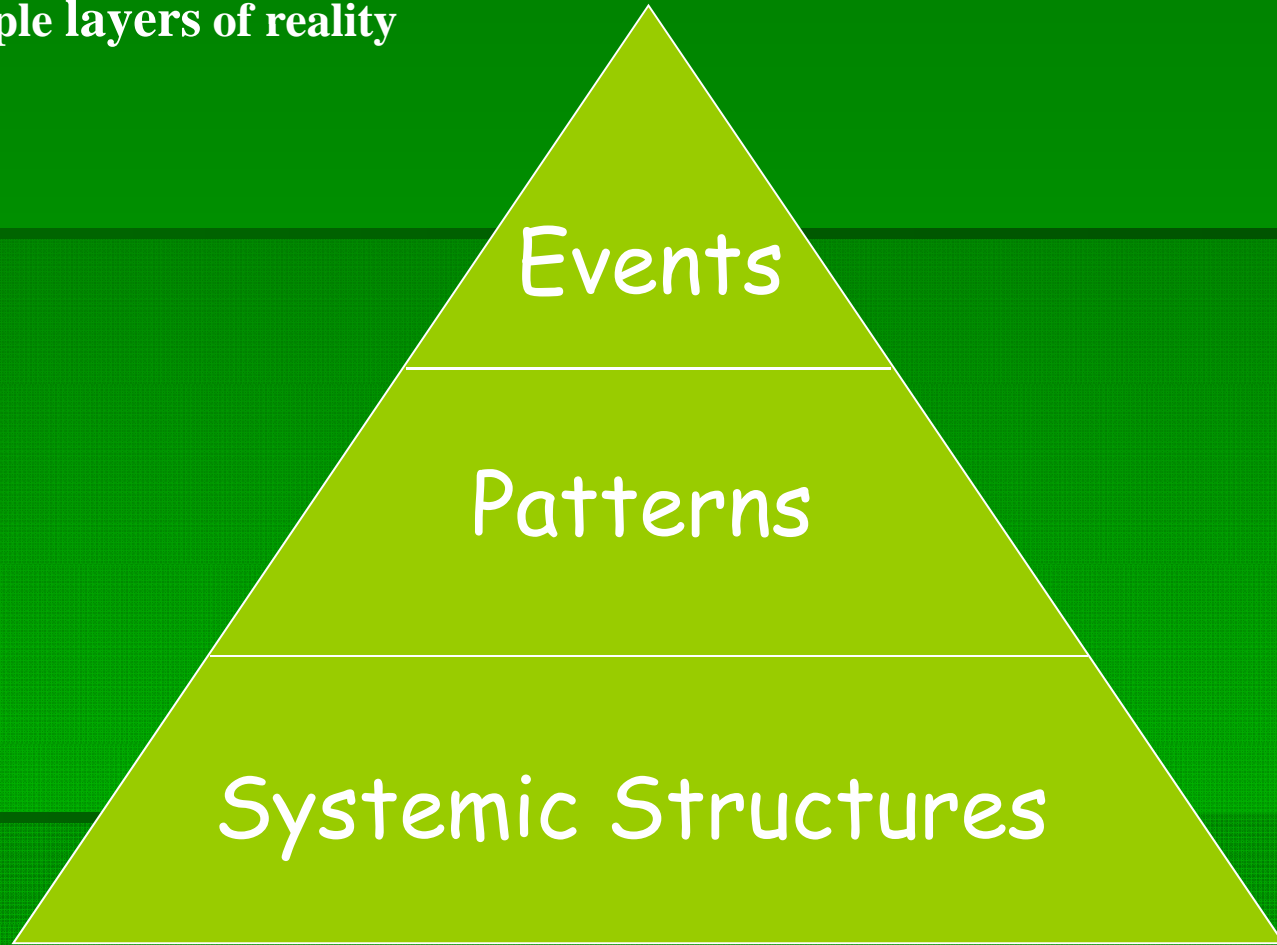
time

Multiple layers of reality

Events

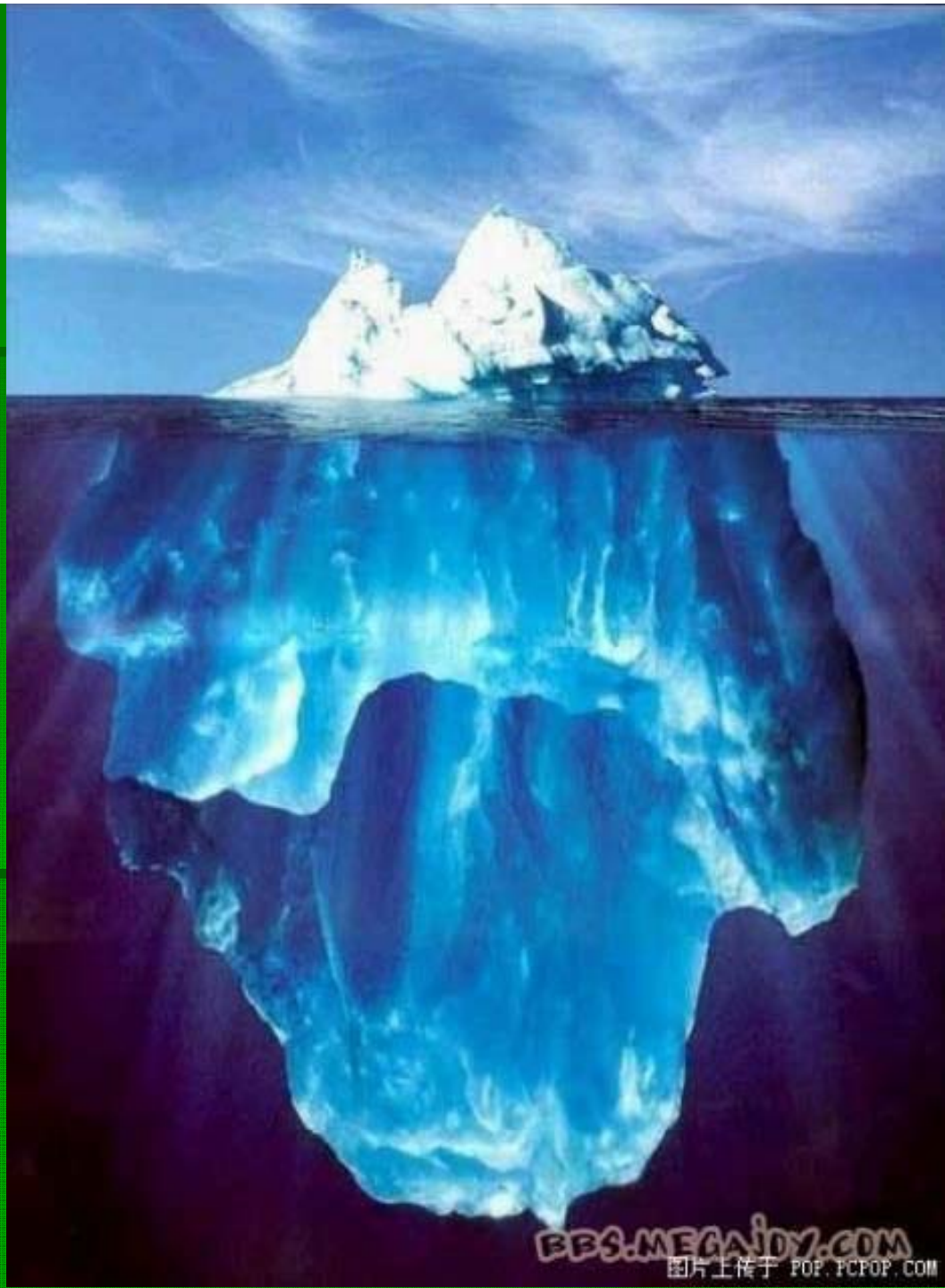
Patterns

Systemic Structures





**XINHUANET**



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