

第 198 期

What Is a Hashtag and How Does it Work?

主題標籤如何運作？

If you use **social** media, you have probably seen hashtags. But what exactly is a hashtag? And why do we use them?

如果您使用社交媒體，則可能會看到主題標籤。但是這個主題標籤到底是什麼？為什麼我們要使用呢？

Before 'hashtag' became a common term, the hash (#) was known as the pound sign or number sign. That changed in 2007 when Twitter began to use it to **organize** topics. The hash turns any words after it into a link that can be clicked.

在「井號標籤」成為通用術語之前，大家都知道#是井號，或是數字符號。但在 Twitter 於 2007 年開始使用它來統整發文主題時就有所不同了，井號將接在後方的所有字變成可以點選的連結點。



By clicking on a hashtag, you can see all the posts about that topic. Hashtags also allow you to join the conversation. For example, if you're **posting** about Disney movies, including the hashtag #Disneymovies will help you connect with others who are posting about the same thing.

點擊井號主題標籤，您便可以查看與該主題相關的所有發文。井號標籤還可讓您加入對話。舉例來說，假如您發布一篇與迪士尼電影相關的訊息，加入#Disneymovies 這個井號標籤就可以幫你與其他曾有相同貼文的人連結在一起。



Creating a hashtag is simple. You don't need any special knowledge or **software**. **Simply** put a hash in front of the words that you want to make into a hashtag. Hashtags can be used anywhere in the text of your post. However, it's important to note that hashtags do not support spaces or special **characters** like commas or question marks.

創立主題標籤很簡單。您不需要任何專業知識或使用任何軟體。只需在要添加標籤的單詞前面多加一個井號即可。井號標籤可以使用在貼文中的任何一處。但是，請務必注意，主題標籤不能用來標記空格、

逗號或問號之類的特殊符號。

Although hashtags began on Twitter, they are now used widely on all social media sites. This is because they are a great way to **promote** content and increase the number of people who see your posts.

儘管主題標籤是始於 Twitter，但現在已在所有社交媒體網站上廣泛使用。這是因為井號標籤是宣傳文章內容和增加貼文閱讀人數的好方法。

Vocabulary 好字精選

1. social (adj) involving talking to and spending time with people 社會的；社交的，好交際的

Jeff is so busy that he has no time for a social life.

Jeff 很忙碌，他沒有時間與人交際。

2. organize (v) to put in a certain order 組織；整理；架構

The teacher told the class to organize the books.

老師告訴全班將書本整理好。

3. post (v) to publish information or images (online) 刊登；發布

Many people are not shy about posting their opinions.

許多人對發布自己的意見並不覺得害羞。

4. software (n) programs used to run a computer 軟體

A lot of software can be downloaded from the Internet for free.

許多軟體都可以從網路上免費下載。

5. simply (adv) nothing more than what is stated 僅僅；只是；單純

He simply stopped playing sports.

他就只是停止從事運動活動。

6. character (n) a symbol (letter or number) used in writing （書寫）符號；字體；漢字

Twitter allows up to 280 characters per post.

推特允許每篇貼文 280 個字以下。

7. promote (v) to attract public attention 推廣；推銷，行銷

The government wants to promote local businesses.

政府想要推廣在地產業。

Phrases and Sentence Patterns 句型解析

1. By+V-ing..., S+V... 藉由...(方法)，主詞＋動詞

By exercising every day, you can build up stronger muscles.

藉由每天運動，你可以養成更強壯的肌肉。

2. the number of ...的數量/數目

Try to guess the number of apples still on the tree.

試著數數樹上蘋果的數量。

3. turn A into B 將A變成B

Solar panels turn sunlight into electricity.

太陽能板將太陽光轉變成電力。

Exercise 課後練習題

1. The school has many _____ events for the students to make friends.

學校有許多社交活動讓學生去結交朋友。

2. My mother taught me to _____ my clothes by color.

母親教導我用顏色來分類衣服。

3. Sometimes I wish Miriam would stop _____ so many pictures of her dog.

有時候我希望Miriam可以停止張貼這麼多張她的狗狗照片。

4. The computer shut down suddenly because of a _____ error.

因為一個軟體問題，電腦突然關機。

5. The reason we didn't go to your party in the park was _____ because of the rain.

我們沒有去公園參加你的派對單純是因為下雨。

6. I couldn't read the menu because it was written in Japanese _____.

我看不懂菜單，因為菜單用日文書寫。

7. The new model cars are being widely _____ on television.

新款汽車在電視大打廣告宣傳。

解答：

1. social

2. organize

3. posting

4. software

5. simply

6. characters

7. promoted

Comprehension Questions 閱讀理解

1. Which of the following statements is true according to the article?

- a. Hashtags started in newspapers to organize information.
- b. Hashtags started on Twitter in 2007.
- c. Hashtags were started by Disney to promote movies.
- d. Hashtags started on Facebook in 2007.

2. What can you NOT include in a hashtag?

- a. Spaces
- b. Special characters
- c. Question marks
- d. All of the above

解答：

1. 根據內文，以下敘述何者正確？

- a. 新聞報導最先使用#號來整理資訊。
- b. 推特在2007年時最先開始使用#號。
- c. 迪士尼開始使用#號來推銷電影。
- d. 臉書在2007時開始使用#號。

2. 使用#號時你不可以加入以下哪些內容？

- a. 空格
- b. 特殊符號
- c. 問號
- d. 以上皆非

關於我們

- ◆ 提供各種英日文數位化的學習和測驗資源
- ◆ 支援 PC、MAC、IOS、安卓作業系統使用
- ◆ 提供客戶最好和專業的服務

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