

# Global Philanthropy Common Curator's Guide

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## 集展指南

v1.1

By Helen Yingsheng Li

November 2012



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备注：

1. 本指南中所谓“策展”和“策展人”都特定针对Global Philanthropy Common网站而言(以下或简称GP Common)。
2. 若你对于策展还没有任何概念，建议先阅读GP Common网站上关于Content Curation的介绍和汇总资源。或参考我的这篇文章：[从PEM的“完美失衡”中国艺术展到Oliver Ding的Curation Commons](#) (<http://goo.gl/N0U7m>)

# 1 WHO 我们在找这样的人



对环球慈善、  
跨文化合作  
充满热情

备注：虽然目前国内对nonprofit和philanthropy没有明确区分，但逐步转型和细分是趋势。GP Common专注于philanthropy.

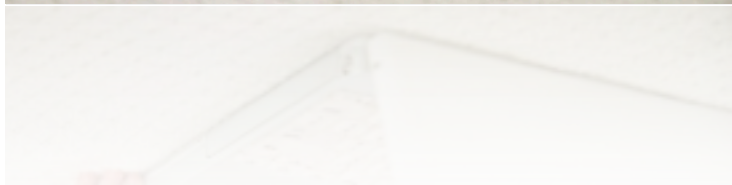
# 1 WHO 我们在找这样的人



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乐于学习新知识  
追求不断提高



# 1 WHO 我们在找这样的人

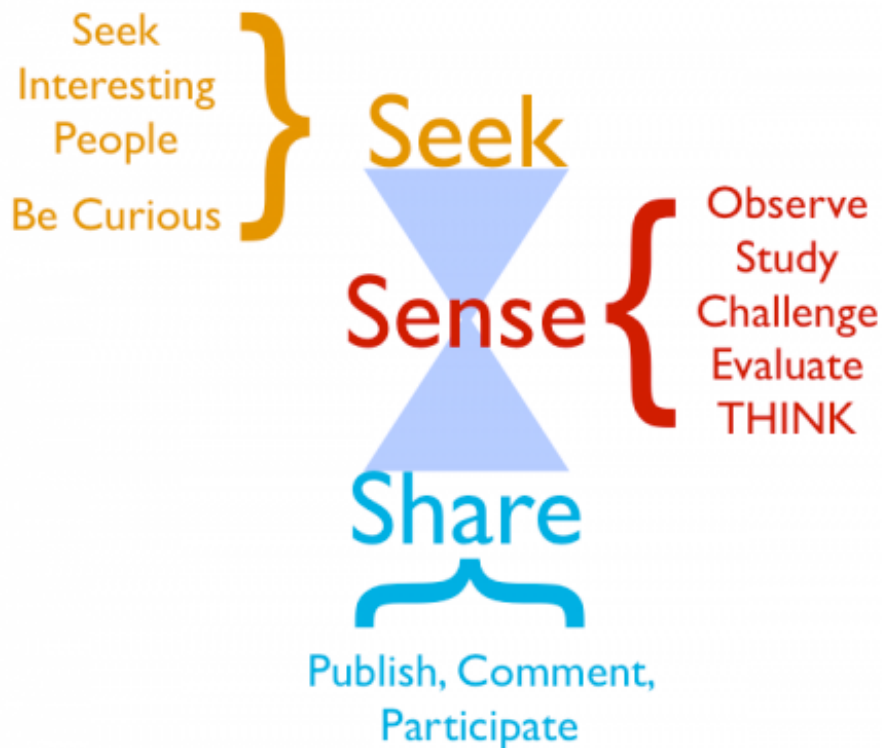


英语写出来，  
至少不要吓人吧

备注：如果你确定前2项中标，但是对英语写作信心不足，请联系我。也许我们可以考虑编辑配对的方式协助你进行集展。



# 快速提升专业知识



知识积累只有完成Seek-Sense-Share  
三个完整过程后  
才算是真正有效

集展需要整合3个环节  
帮助你在短时间内  
快速积累专业知识  
成为该领域的专家

环球慈善刚刚起步  
早做积累  
赢在起跑线上

Source: Harold Jache's [PKM model](http://www.jarche.com/pkm/) (<http://www.jarche.com/pkm/>)

备注：传统知识管理理论采用输入-处理-输出的模型，与此模型异曲同工。我个人更倾向于Harold Jache的这个模型。



# 全面提高通用技能

### 研究能力

#### ■ 阅读能力

综合运用扫读、跳读、泛读、精读等各种阅读技巧

#### ■ 信息收集能力

快速识别信息的相关性、重要性，并做出相应取舍

#### ■ 批判性思维能力

对集展内容进行充分理解、客观评估、重新组织

#### ■ 数据分析能力

选择恰当数据和分析方法，或支持论证，或辅助决策

### 沟通能力

#### ■ 写作能力

明确文章架构，并清楚、简洁的表达出来

#### ■ 倾听能力

观察并识别读者兴趣，接受合理和善意反馈

#### ■ 互动能力

吸引并引导读者参与讨论、互动提高

#### ■ 协调能力

访谈类内容需要较好的协调和应变能力

### 管理能力

#### ■ 时间管理能力

根据文章类型，每周需投入2-5小时进行集展

#### ■ 项目管理能力

每一次选题到完成，都是一次完整的项目过程

#### ■ 团队协作能力

向其它集展人提供资讯、资源及执行上的支持

#### 备注

1. 认真的集展人，在集展过程中，上述能力都会提高；但如果你选择做个随意的集展人，自然只能提高部分能力了。
2. 在集展过程中，我会针对各人的特点，对应指导。同时，也会对具有普遍适用性的技能进行专项培训，如数据分析及呈现、批判性思维等。

## 2 WHY 集展对你有很多好处



# 有效扩大社交圈

认识谁很重要  
怎么认识更重要

或许值得提醒  
GP Common的目标读者  
大多在慈善界有丰富的经验  
并具有开阔的国际视野

集展让你在  
为他们提供增值和帮助的过程中  
在全球范围内  
拓展你的社交网络





## 加速实现个人梦想



Visibility creates opportunities.

“When you have passion,  
expertise and a support system,  
you can do anything!”

-Dan Schawbel  
个人品牌大师,  
畅销书《Me 2.0》作者



# 成为一座桥

大家都说“世界是平的”

在慈善界，还远未及此  
语言、文化、知识、信念、心灵  
障碍林立

如果你相信世界联结是未来趋势  
那么，何不以你的方式  
成为一座桥？

在我看来，  
这其实是GP Common集展最大的意义



备注: 参阅: Oliver Ding [《你是一座桥吗》](http://swordi.com/articles/webridge/) ( <http://swordi.com/articles/webridge/> )

# 3 HOW 手把手教你做集展



A 2个案例

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B 3项准备

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C 6个步骤

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D 2条捷径

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# 3 HOW 案例分析



## 案例1 - Qiaoyi Zhuang 1/4

### Food Paradise or Hell: A New Chinese Documentary Sparks Debate

A seven-part documentary on China's food culture, "A Bite of China" (which translated literally means "China on the Tip of the Tongue") premiered on the main channel of China Central Television (CCTV-1) on May 14, 2012 and became an instant sensation. The series gives a panoramic introduction to China's rich culinary traditions and wide regional varieties by showcasing unique ingredients, famous dishes, and special food processing techniques, as well as local custom and sceneries.

To get a taste of the series, watch the first episode on YouTube:

The combination of food porn and nostalgia was potent. Within 48 hours after the premiere of its first episode, the series became the most discussed topic in China. Many twentysomething Chinese (the "post-90s generation," so named because they were born after 1990) who would normally rather die than be caught watching CCTV readily admitted on Sina Weibo that for a week they were glued to the TV, drooling over the episodes.

宋有菜\_0551: Watching this documentary is definitely not an enjoyable process. It is visually beautiful, with great narration and impeccable content arrangement. But the crux of the problem is that there is nothing you can do but to drool while all of these mouth-watering images are only showing on screen. And you would agree that watching this documentary is a mistake.

这是关于介绍《舌尖上的中国》一篇文章；6月5日出现在Asia Society的Blog上。该Blog的定位是向英语读者介绍当下中国的热点视频。

原文: <http://asiasociety.org/blog/asia/food-paradise-or-hell-new-chinese-documentary-sparks-debate>

介绍背景，描述其轰动状态

解释该视频引起轰动的2个主要原因：美食和思乡；并引用微博

# 3 HOW 案例分析



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**路上的鸟:** All kinds of memories and feelings of homesickness emerged after watching it. Though the foods are extremely tempting, what nearly broke me was this line from the narration: “It doesn’t really matter what you eat, nothing compares with staying with one’s family.” How I miss my home! I miss all the lively chaos, my parents and my little brother, and the warm feeling that fills up our kitchen. This documentary is a torturing device for people who are away from home, without mercy!

Aside from being saliva-enticing and tear-jerking, netizens also noticed the documentary’s extraordinary ability to stir up national pride through exoticizing Chinese food culture.

**袋鼠爱树袋熊:** In terms of promoting patriotism, “A Bit of China” is much more effective than the Red Songs campaign.

**商业评论网:** Compared with China’s national image promotion video shown in Times Square, New York, “A Bite of China” is much more successful. It uses taste buds to summon people’s cultural identity, smartly and sufficiently demonstrates the soft power of China.

But the idealized version of China as a “food paradise” quickly turned into a call for a reality check. After watching the series, many Weibo users reflected on the cost of urbanization and the environmental toll of China’s economic miracle.

解释该视频引起轰动的另一个原因：民族自豪感

## 3 HOW 案例分析



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**围城边上的一棵树:** As we sigh about the lack of creativity in today's China, "A Bite of China" makes me deeply admire how creative our ancestors were. We have so much fantastic cuisine and yet KFC and McDonalds are so popular in China. We are in need of marketing talents. With so many of the young generation rushing to the roaring cities, a lot of food delicacies would turn into memories. With the worsening environmental condition, many ingredients would go extinct. We've already squandered too much . . .

Moreover, the overly sentimental tone of the narration also backfired, causing netizens to speculate that the series is intended to diverge media attention from China's lingering food safety crisis.

**花天花天:** I think this documentary is just so-so, with the typical CCTV tone and style. After watching it, I don't know what to think. There was no sense of time and the now. It seems to be a random collection of fragments of tradition, put together with a schmaltzy and contrived narration—the director's motivation might be sincere, but unavoidably we have to suspect that it is a product of the "CCTV conspiracy" — are they aiming to shift the public's attention away from food safety issues?

Popular Weibo user **假装在纽约** mockingly adopted the narrator's tone and commented on the chain of recent food safety scandals in China: "The second episode of 'A Bite of China': here comes the winter. In the southeast of our country, people in Nanjing are using copper sulfate to keep chives fresh. In the meantime, on the North China Plain, people in Fucheng, Hebei province, are busy turning old leather shoes into gelatin capsules. In the nearby city Shijiazhuang, people are using Sudan I Red Dye to make red-yolk duck eggs. People in Shandong like to add formaldehyde to their cabbage; whereas people in Liaoning prefer to add sodium nitrite to their bean sprouts. Nationwide, the delicious recycled cooking oil is popular across our vast land."

描述该视频所引发的一些负面的讨论及现实的问题

## 3 HOW 案例分析



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Even more biting and sarcastic comments were to be found among China's Twitter community, who must evade the Great Firewall to access the banned site.

**@wangpei:** After finishing the last episode of "A Bite of China", I noticed that aside from footage shot in Tibet, the water seemed to be muddy and the sky appeared to be gray everywhere throughout the whole series. This not only confirms the credibility of the PM2.5 data collected by the U.S. Embassy, but also proves the words of an expert from a recent water crisis report on Caixin media, "Rivers in Northern China are all dry, rivers in Southern China are all polluted." Welcome to China, on the tip of a knife blade.

**@hnjhj:** As Chinese society is getting wealthy and people no longer need to worry about feeding themselves, many started to breed some wild thoughts. Some have even lost their mind and begun to care about the so-called "issues of freedom and democracy." The relevant department threw out "A Bite of China" right on time, so people can get back on track, shift their focus of life back to eating, and thus return to being truly Chinese.

描述Twitter社区的反应

*Qiaoyi Zhuang contributed to this report.*

# 3 HOW 案例分析



## 案例2 - Helen Li

### China's First National Charity Fair to Open in 7 Days



The first national Charity Fair is to be held from July 12-14 in Shenzhen, China. The fair is jointly organized by several government entities from Ministry of Civil Affairs on a national level to Shenzhen Municipal Government on a local level, and assisted by a wide range of organizations from foundations, nonprofit organizations to corporations. The purpose of the Charity Fair is to provide a platform to showcase effective charitable programs and organizations, encourage open communications within and beyond the social sector and help increase understandings toward charity work from the public.

The theme of the fair is “**Development, Integration and Transparency**”, which is further elaborated as follows:

- Chinese charity sector is undergoing major development, and the overall trends are good. Challenges faced by the sector are inevitable in the process of fast development.
- Cross-sector collaboration is vital to the further development of Chinese charity; charity resources should be effectively integrated within the social sector to build a healthy value chain.
- Charity is becoming part of Chinese citizen's life, and it's important to foster a charitable culture and build social morality. Transparency is the key to enhancing the social sector's public credibility.

The fair offers a variety of activities during the 3-day event – exhibitions, forums and salons, experiential showcases, carnivals ( photography exhibitions, movie shows, auctions ) and a dynamic online participation platform. ( exciting, isn't it?

这篇文章介绍中国首届慈展会，发表于慈展会开幕前1周。此前关于慈展会的报导，仅限于中国日报海外版的短讯。

介绍慈展会时间、地点、主办方以及目的。

介绍慈展会主题及其含义。中国日报的新闻里提及主题，但对于多数读者，还是比较空洞。该信息来源于深圳恩派的微博。

介绍慈展会的主要板块

## 3 HOW 案例分析



Although it's the first national charity fair, the grand size is already amazing. The main venue is Hall 6, 7, 8 at the modern ShenZhen Convention and Exhibition Center, with a total space around 15,000 Square Meters, or around 160,000 square feet, to host over 400 exhibitors selected from nearly 1,100 applications. Among them, as of June 29, there are 233 nonprofit organizations, 99 foundations, 95 corporations, and 12 supporting organizations in research, media etc. A standard booth space is offered free to each exhibitor, and subsidies for travels and accommodations are available to nonprofit organizations that meet the subsidy criteria.

介绍慈展会的规模及参展对象，信息来自慈展会官方网站

GuangDong province has been pioneering initiatives to engage the social sector, especially since this year. Some newly released policies and regulations in GuangDong province have drawn a lot of interest and discussions in the sector. Shenzhen is considered among the most supportive cities to social innovation. People may recall when Jet Li's One Foundation was at the edge of closing due to registration and operation obstacles, ShenZhen offered One Foundation a legitimate status as a public foundation. If you are interested in, but not familiar with, these issues, don't worry – We'll help you catch up.

介绍慈展会所在地广东的背景，信息来自公益媒体报导

Anything newly emerging is worth watching, and this charity fair is extremely interesting, considering the size and the time. I wish I were there! People from the west may be stunned at the level of involvement from the government in Chinese social sector, but to tango with the government is a crucial part in China. I'll follow the whole thing, and keep you informed: )

发表个人评论，并补充资源

For those of you who read Chinese, here are links to the official resources:

- \* Official web site
- \* Official Weibo on Sina ( Chinese twitter )
- \* Official Weibo on Tencent ( another twitter platform)

# 3 HOW 案例分析



## 案例1- 观点型

- 结构非常清楚
- 要点提炼非常到位
- 正反观点都包括
- 使用不同来源(微博和twitter)的信息
- 全文947字

( 如果考虑到这部片子所引发的轰动, 以及海量的评论, 能够取舍提炼到这样的程度, 实在是很难。所以虽然这篇文章和公益慈善没有直接关系, 仍是一个非常好的案例。)

## 案例2 - 事件型

- 结构非常清楚
- 使用不同信息源: 官网、微博、媒体报导
- 介绍过程中补充背景
- 加入自己见解
- 全文511字

( 由于本文是慈展会开幕前的第一篇文章, 所以以介绍性为主。还有其它角度可以挖掘: 如通过峰会及沙龙主题分析当前热点等。)

## 总结

- GP Common的集展类文章, 以提供信息为主 (区别于原创类文章), 所以结构清楚是关键。
- 对于观点型内容, 要点在于提炼和正反兼顾。
- 对于事件型内容, 关键是要表达清楚5W1H-what, when, where, who, why, how。
- 采用多渠道信息
- GP Common集展文章, 理想长度在500-800字之间, 间或需要800-1500字长文。
- 除了这2个案例, 内容集展还可以采用很多其它方式。

# 3 HOW 集展准备



## A. 选定一个主题（必选）

- 主题体现在网站栏目/类别中；请注意Beats on the Common这一栏以原创内容为主
- 选择依据：熟悉的主题、希望学习了解的主题
- 选择某主题，意味着每周需要提交一篇关于该主题的文章

## B. 选定一个聚焦点（可在集展一段时间后选择）

- 主题是个大范围，从集展和学习的效益上来说，最好能锁定一个相对集中的话题
  - 例如：“中国本土慈善”主题下，可以聚焦于：慈善相关政策、新媒体慈善、教育类慈善、基金会动向等
  - 例如：“国际慈善机构在中国”主题下，可以聚焦于：某个具体的基金会、某个领域类的基金会等
- 聚焦点的选择，一方面要细分出深度，所谓术业有专攻，另一方面也要有一定的宽度，确保相对稳定的信息来源。
- 集展本身是个学习的过程，如果一时无法确定聚焦点，先广撒网也是一条途径。

## C. 技术准备（参考）

- 有点翻墙技巧还是有帮助的。GP Common以长治久安为目的，鼓励翻墙主要是便于使用一些集展和协作工具，如Google+, BagtheWeb等。
- 我的中文博客有一些关于内容集展的基础资料，会陆续补充；可以先熟悉一下：[www.helenysli.com/ch](http://www.helenysli.com/ch)

# 3 HOW 一步一步做集展



## 第1步：建立渠道

### 1. 建立Google提醒



Search query:  输入关键词

Result type: **Everything** 筛选类型, 建议全选

How often: **Once a day** 建议每天一次

How many: **Only the best results** 发送数量

Deliver to:  邮件地址

点击创建 → **CREATE ALERT** Manage your alerts

- 每天把相关信息直接推送到邮件
- 可以设置多个关键词

### 2. 选择订阅RSS - 与集展主题相关的网站、博客

02. Philanthropy-US (52)	☆ Chinese Philanthropy Resources in English - Hel
📄 Catalog of Nonpr... (24)	☆ Asia Society Seeking Young Chinese Professor
📄 Gen-SSIR (2)	☆ Philanthropy Slides But Still Big in China - The a
📄 Nonprofit Literature...	☆ For Fun: Philanthropy Jargon Generator - The fie
📄 PA-Deep Social I... (1)	☆ Wokai Shuts Down: A Setback for Microfinance
📄 PhilanTopic (11)	☆ Philanthropy Advising Series: Influences from th
📄 RE:Philanthropy (11)	☆ International Corporate Measurement Framework
📄 Transparency Talk (3)	☆ Impact Form: Igniting Capital Markets for Social
02.China SoSe (4)	☆ Asian Philanthropy News Digest 03/0/2012 - * Δ
02.China SoSe in E...	
📄 Asian Philanthropy	
📄 Asian Philanthropy...	
📄 China Developmen...	
📄 China Philanthropy	

- 我使用Google Reader, 但有很多其它工具可选
- 这里显示的只是英文RSS, 我也订阅了很多中文RSS

### 3. 其它内容渠道

- 微博, Twitter
- 主题相关的媒体、杂志

### 4. 其它收集工具

- Scoop.it, Delicious, Bagtheweb
- YouTube, Slideshare, YouKu等

# 3 HOW 一步一步做集展



## 第2步：判别筛选

对收集内容进行略读后，你应该已经发现了一些有价值的内容。为进一步筛选，问这几个问题：

1. 我的读者会感兴趣吗？
2. 对我的读者会有帮助吗？
3. 与我的主题有什么关联？



# 3 HOW 一步一步做集展



## 第3步：分析处理

### 目的

让信息变得有意义，为读者创造增值

### 方法

#### 归类排序

将来自不同渠道的不同文章或资源聚集在一起

#### 撰写摘要

适合篇幅较长的文章

#### 推荐阅读

发现一篇好文章，写明推荐的理由

#### 补充信息

以一篇文章为基础，利用其它渠道的信息进行补充

#### 归纳综合

收集不同渠道的信息，综合整理为一篇文章

备注：参阅：Helen Li [《内容集展的5大模式》](http://www.helenysli.com/ch/2012/06/17/内容集展的5大模式/) (<http://www.helenysli.com/ch/2012/06/17/内容集展的5大模式/>)

# 3 HOW 一步一步做集展



## 第4步：撰写文章



### A 结构

逻辑清楚，层次分明，一目了然



### B 呈现

长度适中，500-800字为宜

尽量使用图表、图片等视觉化表达



### C 态度

检查来源，确定可信

注明出处，提供原文链接

# 3 HOW 一步一步做集展



## 第5步：发布共享

好作品，要让大家看到！



**Global Philanthropy Common**

Curation • Connection • Collaboration

Curation • Connection • Collaboration



# 3 HOW 一步一步做集展



## 第6步：反馈提高

引导读者互动

观察读者反应

积极接受反馈

持续不断进步



## 3 HOW 2条捷径



好吧，内容集展对于个人知识管理、品牌塑造、职业发展都有很大价值，可这些都不是一蹴而就的啊。  
**从哪里开始呢？**

对于GP Common的集展者，**有2条捷径哦……**



**观察“中国发展简报CDB”英文版。**编辑 Dr. Shawn Shieh 对中国公益慈善非常了解，对于业内热点及趋势有很好的把握。CDB文章的选材都非常好，你可以

- 推荐一篇文章，并补充文章所涉及的组织及人员的相关信息，或者一些背景
- 对于没有展开的新闻类题材，进一步丰富内容
- 阅读几篇相关文章，写出综合摘要
- ……………(其它方法，等你发掘)



跨语言集展人，**翻译**本身就是一条集展途径。

看到一篇好文章，翻译出来，对于英语读者，就已经是无量的增值了。

# 4 FAQ



Q1

内容不都是关于中国慈善吗，和环球慈善有什么关系？

中国慈善的价值是在环球慈善的互动中体现的，而互动的基础是了解。GP Common既帮助世界更了解中国慈善，也帮助中国了解环球慈善，通过这个桥梁和平台，让大家了解中增强信任，加强联结，而中国慈善也因此成为环球慈善不可或缺的一部分。

Q2

中国慈善刚起步，更应该向中国介绍国际慈善的经验。为什么要先介绍中国慈善？

- 1) 中国慈善的发展，不仅需要吸收现有国际经验，更需要吸引国际一流专家，和我们一起研究中国特定问题，寻找最佳方案，而协助他们了解中国慈善是首要的步骤；
- 2) 中国从受助对象转换为慈善主体，慈善也需要完成自身定位的转变；而由于中国慈善所处的特定时机和环境，其发展过程和模式对环球慈善会是极大的帮助和启示；
- 3) 我们需要有GP Common这类平台，由我们主动去定义、传播中国慈善。

Q3

有那么多人关心中国慈善吗？辛辛苦苦写出来的文章，有人看吗？

就目前数据反馈看来（包括我个人博客上的测试文章），读者来自亚、非、澳、欧、美等近20个国家，而好几篇文章都在24小时内，被twitter，G+，Scoop.it等社会化媒体方式传播。除留言外，还有5位读者以邮件方式和我联络。而这一切，都发生在GP Common还没有做任何推广的情况下。如果说建立GP Common始于一个良好愿望，这些数据让我相信，我们应该有这么一个地方，一起分享，一起交流。

# 4 FAQ



Q4

为什么要采用集展的方式介绍中国慈善？

国内媒体关于中国慈善的内容已经很多，但中英文的资源非常不平衡，优质的中文信息没出去，优质的英文资源没进来，所以我们不需要增加更多的信息，而是把现有的信息组织、整理、优化。内容集展是个新概念，但是非常适合当前中国慈善的发展状况。

Q5

为什么要采用协同集展的方式？

1) 介绍中国慈善需要多视角，每个集展人都是一扇不同的窗，一座不同的桥；  
2) 中国与环球慈善的协作是一个全新领域。在商学院学习公益慈善时，我是唯一的国际学生，所以希望GP Common能为有志于慈善发展的中国年轻人提供一个学习、成长和展示的平台，一个彼此联结支持、实现更大梦想的社区。

Q6

GP Common的集展人一定要有公益慈善界的知识和背景吗？

不一定。

- 1) GP Common也涉及跨文化交流和协作的主题；
- 2) 集展是对现有信息的加工处理，相对于背景知识，对分析综合能力要求更高；
- 3) 集展是一个学习过程，不在于起点高低，更重要的是有没有兴趣，愿不愿意努力。

# 4 你在等什么？



策展很难吗？不难。

5月17日那天晚上，第一次听Oliver Ding提到策展这个概念。

6月4日读完Curation Nation这本书，开始正式思考如何运用策展这个方式。

7月下旬，用策展方式建立GP Common这个网站，开始尝试不同的策展模式，并在这个过程中加深了对内容策展的理解。

作为从**零**开始的策展人，我可以很负责任的说，策展本身，真的不难；更重要的是，这是一个持续学习和提高的过程。

那么，什么最难？

Curation的词根是Care；而除非你是专职编辑，策展对我们不是一份职业。最难的是找到那个你真心在乎、热切关注的主题，让你肯在工作之外，守着咖啡和红牛，执着的去学习、研究、传播和分享的主题。

然后，就是，决定去做。开始去做。坚持去做。一起来做。

@颖生-Helen

你还在等什么？

让我们帮你发现  
让我们一起实现

Email me:  
[info@gpcommon.org](mailto:info@gpcommon.org)