

# Military steps up "friending" operations to locate recruits

## 軍方積極透過「交友網站」招募新血

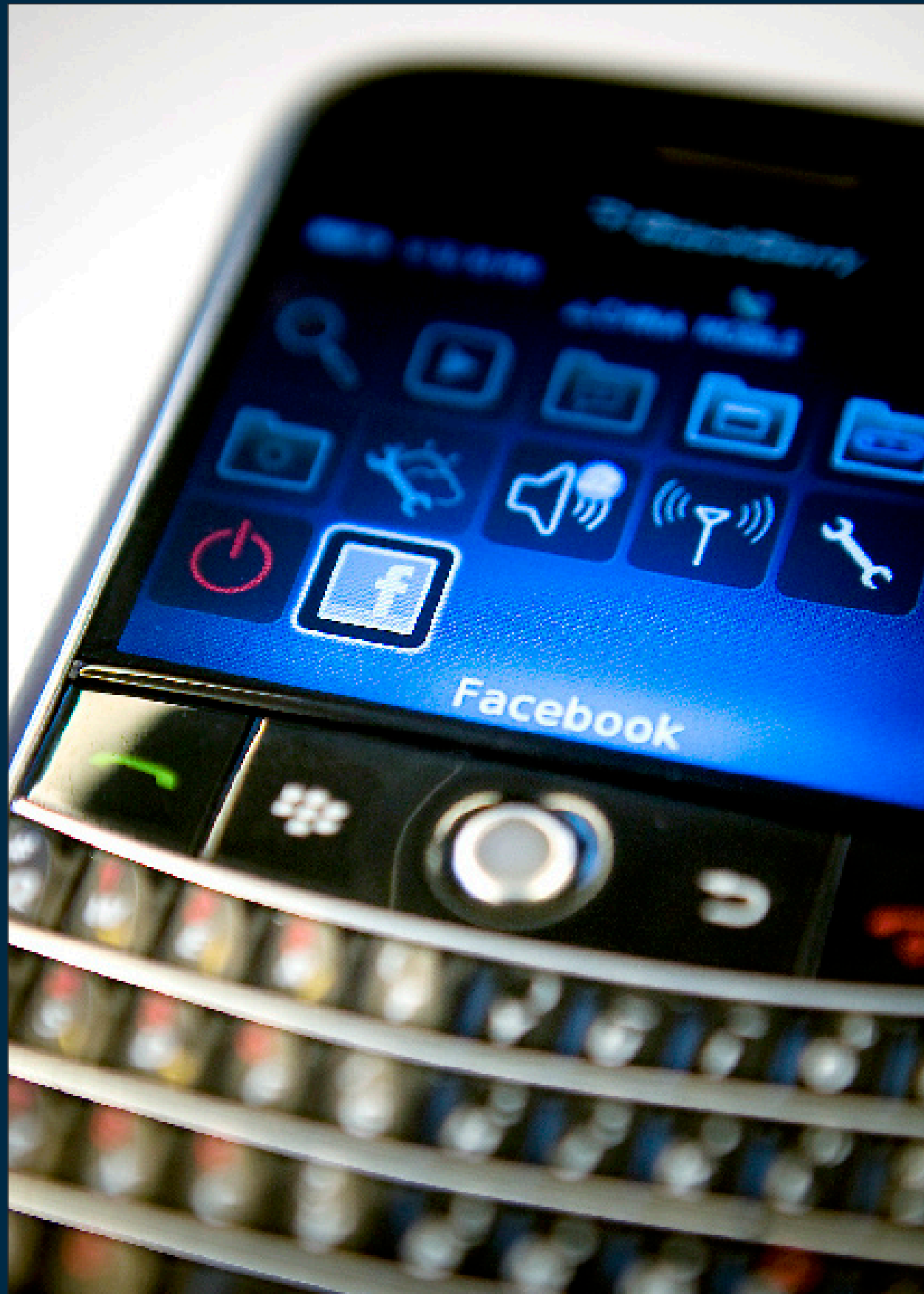


PHOTO: BLOOMBERG NEWS  
照片：彭博社

You don't often hear a three-star general using the word "friend" as a verb. But for Lt. Gen. Benjamin Freakley and other Army brass, a new era has brought a new language — and new tools like online social networks Twitter and Facebook — for seeking out young recruits and spreading the military's message.

Freakley, who heads the Army command that oversees recruiting, says social networking sites offer another way to reach tomorrow's soldiers.

"They live in the virtual world," Freakley said. He cited Facebook as a key component in targeting 18-to 24-year-olds. "You could friend your recruiter, and then he could talk to your friends."

The Army isn't the only branch of the military with Facebook friends or that has a following on Twitter. The Air Force has also established a Facebook page, Twitter feeds and a blog, while the Marine Corps is using various networking sites mainly for recruiting purposes. The Navy is "experimenting" with several forms of online media, and some of its commands are using Twitter, a spokesman said.

Even the Coast Guard commandant regularly updates his Facebook status while traveling.

The Army has also added to its Web site video games, a virtual recruiter and clips that answer commonly asked questions about life in uniform.

Showing off the videos during an interview at his office at Fort Monroe, Freakley said some of the questions are surprising: Can I have a dog in the Army? Can I buy a truck in the Army? Can I be married in the Army? The Army, Freakley said, wants to answer those questions.

The Coast Guard also maintains a presence online. Adm. Thad Allen, Coast Guard commandant, routinely updates his own Facebook status from his cell phone while traveling. He also posts video blogs from overseas, said a spokesman, Lt. Tony Migliorini, who called it an effort to collaborate with the public in real time.

According to Lt. Col. Kevin Arata, director of the Army's newly formed social media division, the services' presence beyond their Web sites represents a "culture shift."

"I'm sure there was the same pushback years ago when somebody invented the telephone. 'Ooh, you can't talk there because somebody might hear you.' Well, that's the whole point. We want people to hear us." (STAFF WRITER WITH AP)



Twitter co-founder and CEO Evan Williams, left, and co-founder Biz Stone attend a meeting with San Francisco Mayor Gavin Newsom at Twitter headquarters on March 10, 2009 in San Francisco, California.

PHOTO: AFP

三月十日，Twitter的共同創辦人暨執行長伊文·威廉斯（左）和共同創辦人比茲·史東在加州舊金山的Twitter總部出席一場會議，與會者還有舊金山市長蓋文·紐森。

照片：法新社

你很少會聽到一位三顆星的將軍說「交友」這個詞。但對陸軍中將班傑明·菲力克里和其他陸軍軍官而言，新時代的來臨帶來了新的語言——還有像Twitter和Facebook這類社交網站新工具，可以讓他們用來招募新血及傳遞軍方訊息。

菲力克里統領負責募兵工作的陸軍司令部，他表示這些社交網站是另一種招募未來士兵的工具。

菲力克里說：「他們存在虛擬的世界裡，你可以把招募者加入朋友，他就可以和你的朋友交流。」他指出，Facebook是個能鎖定十八到二十四歲族群的重要工具。

陸軍並不是美國軍方唯一在Facebook上交友或在Twitter上有網友追蹤的單位。美國空軍也開了Facebook專屬網頁、Twitter帳號和部落格；海軍陸戰隊也特地使用多種社群網路招募新兵。海軍發言人說，海軍正在「實驗」數種不同類型的線上媒體，部份海軍部隊也已經在使用Twitter了。

就連海岸防衛隊指揮官在巡航時，都會定期上Facebook更新狀態。

陸軍也在其網頁上放了電玩遊戲、一位虛擬招募人員，還有解答軍旅生活常見問題的影片。

菲力克里在他門羅堡的辦公室受訪時放映了這些影片，他說其中有些問題讓人跌破眼鏡：軍隊裡可以養狗嗎？我可以在軍中買一輛卡車嗎？已婚者也可以從軍嗎？菲力克里說，陸軍希望解答那些疑問。

海岸防衛隊也在網路上「駐軍」。海岸防衛隊指揮官泰德·文倫上將巡航時，習慣透過手機在Facebook上更新他的狀態。他也會從國外張貼影片網誌，海防隊發言人東尼·米格里歐瑞尼上尉說這是為了即時和大眾交流。

陸軍新成立的社交媒體部門主任凱文·亞瑞塔中校說，他們成立的社交網站還象徵一種「文化移轉」。

「我相信這就和數年前電話發明時一樣，『噢，你不能在電話裡說，因為別人可能會聽到。』不過重點就在這裡，我們就是要大眾聽到我們的聲音。」

(翻譯：袁星豐)

### EXTRA INFO 補充知識

Social networking Web sites are part of what is known as "Web 2.0." The phrase was coined several years ago to refer to the then-new era of the Web, characterized by user-generated content.

Some analysts believe that we are now entering a third stage of the Web, known as the semantic Web. In the semantic web, your computer will build a profile of your personality and return search results based on your location, search history, social connections and even your bank balance.

社交網站是所謂「Web 2.0」的一部分。「Web 2.0」這個詞彙出現於若干年前，指的就是對當時而言的網路新時代，其特色就是網路內容由使用者創作。

有些分析學者認為，我們現正邁向網路的第三階段，也就是「語意網」。在語意網的概念下，你的電腦會替建構一套使用特質數據列表，並依照你的位置、搜尋歷史、社交連結，甚至是銀行結存，來回報搜尋結果。

### TALKING POINTS 大家來討論

1. Social networking Web sites like Twitter and Facebook are just passing fads and will be irrelevant within a few years. Discuss.

2. Do you agree that young people spend too much time in the virtual world and should spend more time socializing in the "real world"?

3. Discuss this statement: People share too much personal information on social networking Web sites, which will inevitably lead to identity theft and other cyber-crimes.

一、Twitter和Facebook等社交網站只是一時流行，未來幾年後就會退燒。試討論之。

二、你贊同年輕人花太多時間在虛擬的網路世界，所以他們該多花點時間在「現實生活」中交朋友嗎？

三、討論下述說明：使用者在社交網站上公開太多個人資料，將無可避免地導致身份遭受盜用或其他網路犯罪。