

Specification of Competency Standards
for the Printing & Publishing Industry
Unit of Competency

Functional Area - 電子出版

Title	Understand target reader groups of e-publishing
Code	106323L4
Range	In an e-publishing company, as in print media, there is a need to understand the readers' age groups, genders, reading habits, consumption behaviour, etc. Compared to print publishing, e-publishing can better cater for the needs of the new generation, whose modes of entertainment and reading are not only physical but also virtual. In other words, e-publishing must better understand its reader groups and make quick responses to corresponding changes.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand e-publishing reader groups' behaviour and methods of stratification of reader groups.</p> <ul style="list-style-type: none"> • Understand e-publishing reader groups' behaviour on the Internet, their concerned topics, consumption behaviour, factors affecting their preferences, and interaction among different groups, etc. • Understand that different e-publishing materials may have different market segmentation of reader groups, which are usually different from those of print publishing. • Understand the possibilities of these e-publishing reader groups in crossing over with or return from virtual to paper based readership. <p>2. Predict the acceptance levels of reader groups towards different kinds of e-publishing materials and plan how to use various e-publishing materials to fulfill or stimulate reader groups' reading needs and habit.</p> <p>3. Based on the changes in existing reader groups' demand, assist the company to implement prompt and appropriate changes in strategy.</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to understand the existence of different reader groups based on consumption behaviour. • Be able to understand the acceptance levels of target reader groups towards different e-publishing materials.
Remark	