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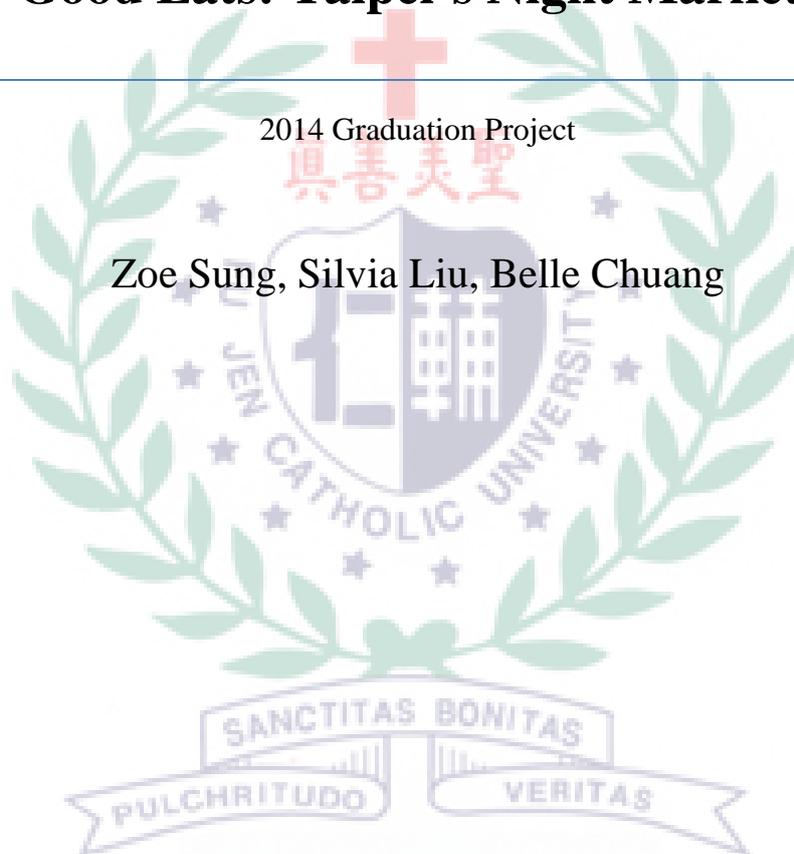
GRADUATION PROJECT 2016

## Good Eats: Taipei's Night Market!

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2014 Graduation Project

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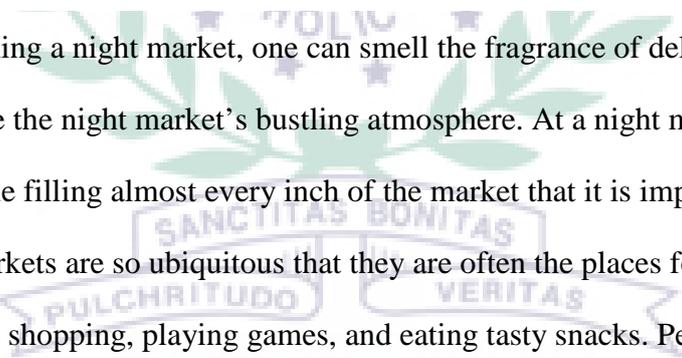
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## Good Eats: Taipei's Night Market!

### I. Introduction

When it comes to the food in Taiwan, what would people recommend? For Taiwanese people, other than big restaurant such as Din Tai Fung, they would definitely mention the food in Taiwan's night markets. Night markets are truly the essential part in Taiwanese food culture that everyone should know. Therefore, if any foreign visitor who comes to Taiwan, he or she should never miss to go to the night markets!



When approaching a night market, one can smell the fragrance of delicious food coming to the nose and sense the night market's bustling atmosphere. At a night market, one would find crowds of people filling almost every inch of the market that it is impossible to walk freely. In Taiwan, night markets are so ubiquitous that they are often the places for people to gather together to have fun, shopping, playing games, and eating tasty snacks. People can do plenty of things in a night market, for example, kids can play games, parents can get a foot massage, and young people can go shopping. Most important of all, people are able to eat delicious Taiwanese snacks.

Moreover, a night market represents an important cultural aspect of Taiwan. Night markets are mostly located at places with dense traffic and crowds where vendor could attract more customers. Beginning with a few stands gathering on the streets and selling food at lower prices, these sites gradually became the so-called night markets. After a long term of

development, night markets also involve a lot of elements besides Taiwanese snacks. Therefore, going to night markets become part of Taiwanese people's leisure activities.

In Taipei, night markets are easy to access for most night markets are located near the Taipei Mass Rapid Transit System (MRT) stations. When foreign friends come to Taipei, they can simply follow the directions and pay visit to the Taipei's night markets. This project "Good Eats: Taipei's Night Market!" focused on introducing the good night markets in Taipei city to foreign people coming to Taipei the first time. A questionnaire was conducted to ask Taipei's residents which night markets in Taipei are the top three ones in their minds and what specific food they like the most in each night market. Based on the responses, the project went on field research into the top three markets and the three top chosen food stands in each market to give foreigners more information. Films and booklets, in which the background information of night markets and food as well as the close pictures of food have been contained, were made to reach to more audience and intrigue more people to get to know more about the food culture and the snacks in Taipei's night markets. The film clip can be found on *YouTube* platform and the booklet is planned to be given to the vendors to distribute to their customers but it is still in the discussion stage of whether the vendors would sponsor the printing fee.

The night markets being selected and introduced in the project were Shilin Night Market, Shida Night Market, and Raohe Street Tourist Night Market. In each individual night market, the top three favored food among the responses were: the HOT STAR large fried chicken, Prince Cheese Potato, Stinky tofu in Shilin Night Market; Shi-Yuan Fried Chicken, the Lantern Lou Mei, the Hong Kong Pineapple bun in Shida Night Market; the Ribs stew in Chinese herbal medicine, Pepper meat bun, Banana pancakes in Raohe Street Tourist Night Market.

## II. Methodology

To complete the project "Good Eats: Taipei's Night Market!" the group members had to have a better understanding of the historical and cultural information of night markets.

Therefore, the group collected the information needed: the overall history of the night markets in Taipei and the specific night markets selected by the respondents and the basic information of the certain snacks based on the results of the questionnaire. Online sources were the main resource in the information collecting stage. Some of the resources were presented in Chinese version, so the translation work was needed so that foreigners would know the contents. There were difficulties in finding the useful information and translating the words into the target language, English.

Before heading for the certain night markets, a questionnaire (Appendix) has been made using the format of *MySurvey* and then reached out to respondents by *Facebook*. While making the questionnaire, long discussion has been gone through to determine how to ask precisely and how to make the questionnaire page look good so that respondents would be willing to pay attention and answer the questions accordingly. There was also fear of getting not enough responses; however, fifty-one responses were received, which was sufficient enough for the project.

After receiving the responses, ranking chart of which markets were the top three one and which three food stands were nominated the most in each night market was formed. The team picked three Saturdays to visit the three night markets: Shilin Night Market, Shida Night Market, and Raohe Street Tourist Night Market. In the three night markets, the team also went to the three top favored specific food among the responses, which are nine food stands in total. The difficulties the group has encountered was that some of the snack vendors were unwilling to be interviewed, or were too busy to be interviewed so the group could only look to their available information in the Internet when completing the project. Still, some vendors were passionate and even treated the project team their food products for free. Besides visiting the assigned food stands, the group also walked around the night markets and introduced extra recommendations for foreign tourists to have more food choices.

Making film and booklet gave the team the most challenges due to lacking of professional

knowledge of softwares relating film making and picture making. To solve the problem, the group attended a workshop held on campus, which introduced the *Coral Video Studio*. In the execution, the group made use of the *Prezi* and screen recording software to shoot the film and then used *Coral* to edit the clip and added effects. As for the making of booklet, since the project had to show foreign friends how to get to the top three favored food stands in each night market by an illustrated map, the team learnt how to use *Illustrator* from teaching guides online and thus completed the booklet.

### III. Research and Information

“About Hot Star.” *Hot Star Large Fried Chicken*. Hot-Star Co. Ltd., n.d. Web. 28 Dec. 2014. \*

\*Translated by Silvia Liu. 《大雞排創始者豪大大雞排》

In the website *The HOT STAR Large Fried Chicken*, there are information about how the large fried chicken grew and the list of contact information of its franchised stores in Taiwan. Since it is the official website, the information posted can be trusted so it is reliable for foreigners to refer to. The food originated from Taichung and came to Taipei in 1999. It has aroused trend all over Taiwan so big that it now even has many franchised stores.

In the film product of the project, only the brief history is included. In the booklet, 2addition to including history, more introduction of the food is included: the owner of the Large Fried Chicken invented special herbal formula to make the chicken more delicious.

Ang, Daniel. “Pork Pepper Buns— So Meaty and So Good.” *DanielFoodDiary.com*. 7 Aug. 2009. Web. 22 Dec. 2014.

In “Pork Pepper Buns— So Meaty and So Good,” Daniel Ang provides a lot of information about the pepper meat buns in Raohe Street Tourist Night Market. The author claims that the snack “pepper meat bun” is the only reason that he goes to Raohe Street Tourist Night Market. He points out that the secret of the pepper meat buns’ success is the

fresh pork in the buns. The meat is juicy because it is marinated in a special sauce. The green onions, pepper, and sesame seeds make the pepper meat buns taste great. In addition, Daniel Ang explains why the name of the stand is called Fu Zhou Shi Zu Pepper Buns (福州世祖胡椒餅). “Pepper” in Taiwanese sounds like “Fu Zhou” (福州). This source is necessary for the paper because the author gives detailed information of the pepper meat buns.

Kuo, Bonnie. “Hohomei Hong Kong Pineapple Bun.” *Hohomei.com*. n.d. Web. 4 Dec. 2014.\*

\*Translated by Zoe Sung. 《師大好好味港式菠蘿包》

In “Hohomei Hong Kong Pineapple Bun,” Kuo narrates down her story of establishing her own store in Shida night market. She gives the brief introduction to speak out the reason why Pineapple bun is promoted. The Hong Kong style milk tea is also presented. What the story has pointed out is exactly the same as what the story owner describes to us when we are there for the interview. That is, Bonnie insists to make bread with great workers who can be familiar with the store for a period of time. What’s more, there are several news reports pointing out how famous Hohomei is, which are just right down the story of Hohomei.

Ministry of Foreign Affairs. “Shilin Tourist Night Market.” *Food Culture in Taiwan*. n.d. Web. 30 Dec. 2014. \*

\*Translated by Silvia Liu. 《台灣美食文化網·士林觀光夜市》

The website is mainly about all kinds of food featured in Taiwan from food in the restaurants to local specialties. The information about Shilin Night Market offered on the website is quite brief but is sufficient for foreigners to roughly know the facts about the night market. From the resource, readers can know that Shilinn Night Market was originally developed from the Temple and gradually expanded to the scale today. It surrounds the Yang Ming Theater and the Tzu Hsien Temple. Also, there are two major sections of the Shilin Night market: one is the market that covers the streets, and the other is located in the new

food court.

The source is adopted in both products to give foreign friends a rough idea of the Shilin Night Market and is used to intrigue foreigners to find out more about the night market in person or search on the Internet.

Taipei City Government. "Raohe Street Tourist Night Market." *TaipeiTravel.Net*. n.d. Web. 22 Dec. 2014.

In "Raohe Street Tourist Night Market," Taipei City Government provides the information about the location, open time, telephone and transportation of Raohe Street Tourist Night Market. Taipei City Government also lists a lot of popular snacks in Raohe Street Tourist Night Market, for example, oyster vermicelli, spare ribs stewed in herbal soup, pepper meat buns, duck meat and stinky tofu. This source is necessary for the paper because Taipei City Government provides the correct information of the Raohe Street Tourist Night Market like open time and transportation. It is necessary to provide foreign friends with the correct information.

"Taipei City — Raohe St. Night Market." *TravelKing*. DFone Technology Corp., n.d. Web. 22 Dec. 2014. \*

\*Translated by Zoe Sung. 《旅遊資訊王·台北饒河街觀光夜市》

In "Taipei City — Raohe St. Night Market," DFone Technology Corporation provides the detailed transportation for people who want to go to Raohe Street Tourist Night Market by bus, the Taipei MRT, train, or even driving on your own. This way, people can know how to get to Raohe Street Tourist Night Market in different ways. In addition, DFone Technology Corporation also provides some popular snacks for people to try, for example, pearl milk tea, hot sticky rice, clam noodles, Taiwanese sausages and sweet marinated tomatoes. This source is necessary for the paper because it provides the explicit instruction to go to Raohe Street Tourist Night Market.

“Taipei City- Shilin Night Market.” *TravelKing*. DFone Technology Corp., n.d Web. 14 Dec. 2014.

The *TravelKing* website is considerate to offer many language versions so when foreign visitor want to search for information, they can simply go to the right top corner of the window and click to the language version chart. In “Taipei City- Shilin Night Market,” much more detailed information is involved on the page. It mentions the movement of Shilin night market that the one people see today is not the original site. Since the two sites are nearby and some of the vendors were not affected by the event thus did not follow the relocation, this historical record was not contained in the project products for it was not that crucial. There is also information about the newly built food court of Shilin Night Market and very detailed traffic information that visitors get to know other ways to reach the night market if they do not take the MRT. This source is mainly used in the booklet to offer clear instructions of how to get to Shilin Night Market.

Tsai, Teng-Chiu, et al. *Yes! Taiwan Night Market*. Taipei: Guan-Yu Integrated Marketing Communications Incorporated Co., 2009. Print. \*

\*Translated by Zoe Sung. 《蔡燈楸、謝仁昌 · Yes 台灣夜市》

This resource is mainly about the overall history of and the changes in night markets in Taiwan. The history can be traced back from the Japanese Colonial Era in the 20<sup>th</sup> century with a few stands flourishing in the Chien-Cheng Circle. Nowadays, night markets can also be the places for people to start their business, which make night markets even more diverse. Dozens of interviews from different generations of people, pictures and beautiful melody are contained in the resource to depict the impressive history of night markets. These are firsthand and important information, including different aspects to view night markets, the viewpoints among people to view history, and interviewees’ considerations to choose night

markets can both be clearly seen in the video.

This resource would be used in the two products, the film and the booklet, as the introduction to Taipei's night market to give foreigners a clear understanding of the night market culture in Taiwanese society. In the film clip, for fear of making the video too long, the content related to this part had been condensed; in the booklet, the information was more detailed.

Tsai, Tsu-Wei. "Research in Shida Night Market." *Taiwan Folk Literature*. n.d. Web. 4 Dec. 2014.\*

\*Translated by Zoe Sung. 《師大夜市商圈商業文化探討》

Tsai gives out the history, the environment, marketing analysis, and the stands to focus on in Shida night market in the paper. In this research paper, we use only the history part since we don't need to go deep into detailed context of Shida night market. What we try to focus on the products are the brief history information and the information of specific stands. What's more, there are also pictures being put in the appendix part of the paper. There are stands being introduced in the paper as well, yet we do not put the variety of information in our paper.

Tourism Bureau of Taiwan. "Raohe Street Tourist Night Market." *The Heart of Asia*. n.d. Web. 22 Dec. 2014. \*

\*Translated by Zoe Sung. 《歡迎來台灣·饒河街觀光夜市》

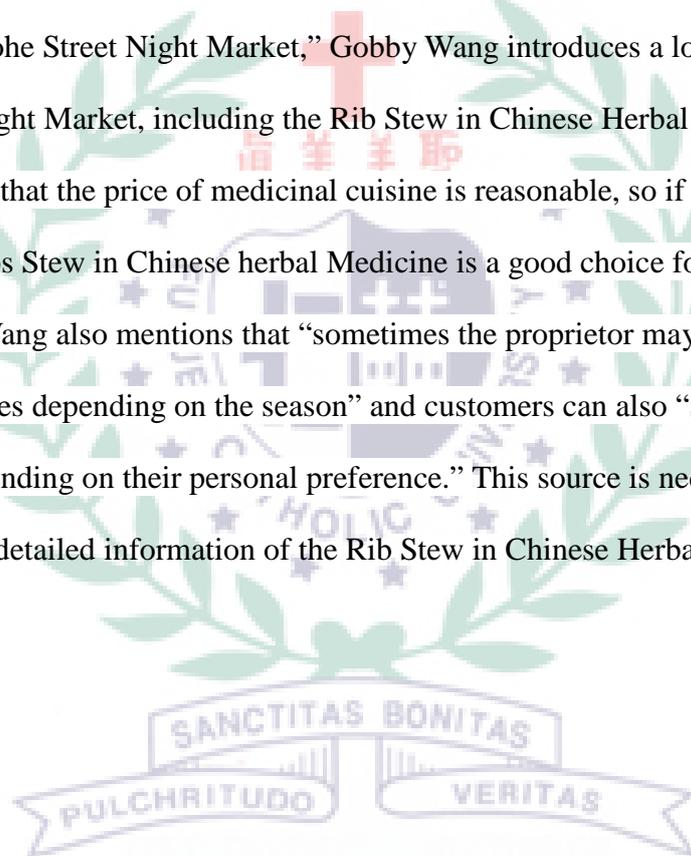
In "Raohe Street Tourist Night Market," Tourism Bureau of Taiwan mentions that the length of Raohe Street Tourist Night Market is 600 meters. It was called Xikou and was a business center because of its location and transportation (Tourism Bureau of Taiwan). However, with the development of transportation, the business has declined (Tourism Bureau of Taiwan). Therefore, night market was set up by the government in 1987 and it

becomes the second tourist night market in Taipei now (Tourism Bureau of Taiwan). This source is necessary for the paper because it gives the background information of the Raohe Street Tourist Night Market.

Wang, Gobby. "Taipei Raohe Street Night Market." *Culture.tw*. 14 Dec. 2012. Web. 22 Dec. 2014. \*

\*Translated by Zoe Sung. 《文化台灣·饒河街觀光夜市》

In "Taipei Raohe Street Night Market," Gobby Wang introduces a lot of snacks in Raohe Street Tourist Night Market, including the Rib Stew in Chinese Herbal Medicinal. Gobby Wang points out that the price of medicinal cuisine is reasonable, so if people need an extra health boost, Ribs Stew in Chinese herbal Medicine is a good choice for nourishment in winter. Gobby Wang also mentions that "sometimes the proprietor may adjust the mixture of Chinese medicines depending on the season" and customers can also "specify either mutton or pork ribs depending on their personal preference." This source is necessary for the paper because it gives detailed information of the Rib Stew in Chinese Herbal Medicinal.



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\*Translated by Zoe Sung. 《文化台灣·饒河街觀光夜市》



Appendix A:

Questionnaire

**Discovering Taiwanese Snacks in Night Markets of Taipei City**

您好，我們是輔仁大學英文 3 年級的學生。目前正在進行一項調查，研究台灣人對於夜市食物的喜好。研究結果將會成為我們日後進行影片製作時的寶貴資料及依據，因此非常非常非常需要您幫忙填寫這份問卷，您所填寫的問卷內容將僅用在研究上，不會外流，您可以安心作答。感激萬分！

Q1. Gender: Male/Female

Q2. Age

Q3. Do you like night markets?

Y/N

Q4. How often do you go to night markets in a month?

(a) Once

(b) Twice

(c) Three times

(d) Four times

(e) Five times or above

Q5. Is food the very element which attracts you to go to a night market?

Y/N

Q6. Choose the top three night markets for food that you like and would recommend to foreigners?

寧夏夜市,士林夜市,師大夜市,樂華夜市,通化夜市,南機場夜市,饒河夜市,華西街,景美夜市

Q7. For your top three night markets for food, which snacks would you recommend for each night market?

Q8. Are you interested in knowing the history of night markets? Y/N