

專輯論文

新聞文本與科技型式的雙重連結： 日常生活中網路新聞消費實踐的類型研究

郭文平

摘要

本研究採取質性的深度訪談及觀察法，研究網路新聞消費者如何經由日常生活中的實踐消費網路新聞。研究者立基於媒介「雙重構連」理論觀點，強調網路新聞消費是一種實踐歷程，該實踐歷程同時包含文本/符號及科技/物質兩個面向交互影響。實證資料分析發現，網路新聞消費者涉及了五種不同新聞消費實踐型態，分別是：(1) 每日慣常的消費；(2) 創新產品意圖的消費；(3) 社會互動的消費；(4) 資訊尋求的消費；及(5) 資訊遊歷的消費等。

關鍵詞：網路新聞、雙重構連理論、新聞消費、媒介實踐

郭文平，中國文化大學新聞系助理教授。研究興趣：數位新聞生產與消費、當代新聞文化與媒體匯流、媒介語料庫分析、社交媒介與日常生活、及經濟新聞研究等。電郵：kuowinping@gmail.com

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Special Issue Article

Double-Articulating News Text and Technology: A Typological-Based Study of Online Journalism Consumption Practice in Everyday Life

Win-Ping KUO

Abstract

This paper uses a qualitative method to explore how individuals consume online news in their everyday practice. The author adopts the double-articulation theory developed by Roger Silverstone, David Morley and Eric Hirsch, and argues that online news consumption is a kind of social and cultural practice that includes two dimensions—text/symbol and technology/material—that are intertwined. Empirical data show that, via different practices, online news consumers, in addition to news information reception, tend to integrate news consumption and their everyday life activities and experiences. Five types of online news consumption practices are identified: habitual consumption, innovative consumption, social interactive consumption, information-searching consumption and information-wandering consumption.

Keywords: online journalism, double-articulation theory, news consumption, media practice

Win-Ping KUO (Assistant Professor). Department of Journalism, Chinese Culture University, Taiwan. Research interests: production and consumption of digital journalism, contemporary news culture and media convergence, media corpus analysis, social media and everyday life, and financial journalism.

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