

研究論文

網際網路與友誼網絡：取代、擴大、或強化

陶振超

摘要

網際網路的出現影響了友誼網絡。有三種不同論點：取代論主張網路上認識的新朋友，會取代真實世界的既存朋友；擴大論主張網路上認識的新朋友，會使人們有更多朋友；強化論主張網路提升既存朋友間的關係，使得人們有更多親密朋友。本文以 2012 台灣傳播調查資料庫全國代表性樣本，檢視不同網際網路應用是否適用不同理論。結果發現網際網路並沒有減少與既存朋友的互動，反而是增加；但擴大或強化的能力皆有限，尤其社交媒體。結論指出友誼網絡影響網際網路如何被使用。

關鍵詞：社交媒體、友誼形成、網絡規模、社會互動、強連結

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論文投稿日期：2014年7月2日。論文接受日期：2015年1月30日。

Research Article

The Internet and Friendship Networks: Replacement, Augmentation, and Stimulation

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Abstract

The advent of the Internet affects friendship networks. There are three different hypotheses regarding this. The displacement hypothesis argues that new friends who meet online will replace existing friends in the real world. The augmentation hypothesis contends that new friends who meet online will expand the size of their friendship networks. The stimulation hypothesis proposes that the Internet enhances the strength of existing friends and enlarges strong-tie networks. Using the nationally representative sample in the 2012 Taiwan Communication Survey, this study investigates whether different hypotheses apply to different Internet applications. The results show that the Internet actually increases, not decreases, social interactions with existing friends, but these social interactions neither create strong ties for new friends who meet online nor translate existing weak ties into strong ties, especially for social media. It is concluded that friendship networks influence the social use of the Internet.

Keywords: friendship formation, network size, social interaction, social media, strong ties

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Citation of this article: Tao, C.-C. (2015). The internet and friendship networks: Replacement, augmentation, and stimulation. *Communication & Society*, 34, 57–88.

鳴謝

本研究由台灣科技部《台灣傳播調查資料庫》(計劃編號：100-2420-H-004-049-SS3) 所支持，資料下載請參考計劃網站<http://www.crctaiwan.nctu.edu.tw/>。

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