專輯論文

場域視角下的新聞技術創新
——基於中國大陸地區專利數據的結構主題模型分析

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摘要

　　新聞創新領域研究的興起得益於傳統新聞業在數字媒體環境下的回應與轉型。本研究從外部視角出發、以場域理論為分析框架、谷歌專利為經驗數據，系統考察了 2010–2019 年期間中國大陸地區新聞技術創新的規模、行動主體、創新內容和外部影響因素。研究結果顯示，新聞技術創新規模在不斷擴大，東部地區創新規模相對最大。新聞技術創新的行動主體較為多元，信息技術行業佔據該場域主要位置，政府機構為該場域新進入者。主題模型提煉出六大新聞技術創新子場域，包括新聞後台系統、戶外與車載新聞、計算新聞、新聞播放與傳送、新聞推薦系統和新聞報導器材。結構主題模型回歸分析發現，各子場域在過去十年間此消彼長。研究還發現，各行業在各個子領域具

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有相對優勢，東部地區的新聞技術創新較多涉及新興技術，如計算新聞和新聞推薦系統，反映出不同制度集群以及地區所持有的獨特的創新資本以及創新慣習。最後，本文對如何更深入、系統地研究新聞創新進行了討論。

關鍵詞：新聞業、新聞創新、中國大陸、計算文本分析、場域理論

Special Issue Articles

News Technology Innovation as a Field: A Structural Topic Modeling Analysis of Patent Data in Mainland China

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Abstract

The responses and transformations of traditional journalism within the digital media environment give rise to the field of news innovation research. From an externalist perspective, this study draws on field theory and Google patent data to systematically examine the status, actors, content, and external factors of news technology innovation in mainland China (2010–2019). The results show that the field of news technology innovation has been expanding, and Eastern China enjoys the largest share. News technology innovation involves multiple and diverse actors, with the information technology industry playing a dominant role and government institutions participating as new entrants. Results from topic modeling reveal six sub-fields of news technology innovation: (1) content management systems, (2) outdoor media, (3) computational journalism, (4) news broadcasting, (5) news recommendation systems, and (6) reporting equipment. Regression analyses based on structural topic modeling show that the distribution of the six sub-fields has evolved constantly during the past ten years. Moreover, the study finds that these industrial clusters have unique advantages in certain sub-fields, and there are more news innovations on emerging technologies

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(e.g., computational journalism and news recommendation systems) in Eastern China than the other regions, which reflects the distinct capital and habitus for innovation held by these industry clusters and regions. Lastly, the article discusses the theoretical implications and future directions for news innovation research.

Keywords: journalism, news innovation, mainland China, computational text analysis, field theory

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