

新媒體時代的網路新聞研究前沿

鍾布、黃煜、周一凝

摘要

新媒體近年來的發展給傳統媒體帶來前所未有的衝擊，改變了人們獲取及使用新聞資訊的方式，也變革了新聞資訊的生產與傳播。在這些變化引起了傳播學者廣泛關注的同時，梳理網路新聞研究的最新動向及前沿變得格外重要。通過綜述傳播學領域的文獻考察新媒體技術對新聞實踐的影響，本文旨在從以下五個方面系統介紹學術文獻中的網路新聞研究前沿：一、新媒體與網路新聞的定義；二、新媒體與網路新聞的發展歷程；三、網路新聞的研究內容、方法與理論；四、網路新聞研究中的問題與爭議；五、網路新聞研究的最新議題及未來趨勢。綜述結果顯示，新媒體打破固有傳播格局，內容生產過程日趨社會化，不再由傳統媒體壟斷經營；媒體使用者變成內容生產參與者，削弱了新聞從業者的把關人作用。媒體商業化加快和網路技術迅速發展使得新聞業也發生變革。本文引用的文獻以2000年後發表

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的歐美英文學術論文為主，亦包含較有影響的英文學術專著。這些文獻清楚地表明，網絡新聞研究重點考察網路技術對新聞內容生產、使用及傳播的影響，而這一領域正成為傳播學中的一個自我支持的(self-sustaining)學術分支。本文試圖為進一步研究網路新聞的生產、傳播和使用及其對人類社會的影響，提供理論上、方法上的探索與指導。

關鍵詞：網路新聞、新媒體、研究方法、研究理論、傳播學

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The Current Trends of Online Journalism Research in the New Media Era

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Abstract

The advances of online journalism in recent years have posed an unprecedented challenge to traditional news media, altering how individuals use and access news information, as well as how news information is produced and disseminated. As these changes catch the imagination and attention of media scholars, it is high time to review the current trends of online journalism research. By examining the impact of new media technology on journalistic practices within the communication discipline, this study focuses on exploring the latest development of online journalism research in the following five parts: 1. The definition of new media and online journalism; 2. The history of new media and online journalism; 3. The topics, methods and theories in online

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journalism research; 4. The difficulties and debates in online journalism research; 5. Recent research agenda and future trends. The results shows that the process of news production has become increasingly socialized, which is no longer dominated by traditional news media. More news users began to generate content, waning the gatekeeping role of journalists. All the research reviewed was published after 2000, which clearly reveals that online journalism research focusing on the impact of web technologies on journalistic practice, news production and content dissemination has become a self-sustaining area of research within the discipline. Such a review should provide a timely conceptual framework of theories and methods for future studies in this stream.

Keywords: online journalism, new media, research method, communication theory

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