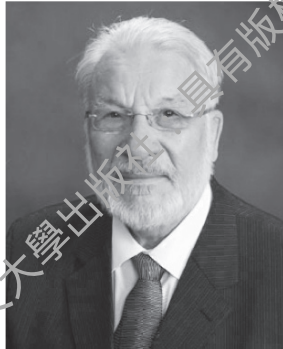學術對談

內容分析的變遷面貌：
對社會建構現實及其他的思考

對談人：克勞斯‧克里彭多夫、蘇鑰機
統　稿：蘇鑰機
翻　譯：艾民偉、胡攀峰、蘇鑰機
校　對：程曉萱

克勞斯‧克里彭多夫教授
(Prof. Klaus Krippendorff)

「我發現大多數傳播學者運用的研究方法，都借自其他學術領域：
實驗法源於心理學，調查法來自民意研究，經濟學則為我們提供了
模擬法……諸如此類，不勝枚舉。這讓我更加辨明，內容分析和
傳播網絡分析是僅有的兩項原生於傳播學領域的研究方法。對於
這兩種方法，任選其一、埋首耕耘，都不僅有助於提升傳播研究的
素質，亦可加強當時仍在困境中掙扎的傳播學領域。」

蘇鑰機，香港中文大學新聞與傳播學院教授。研究興趣：香港報業、新聞社會學、引文分析、內容分析、傳播學發展。電郵：clementso@cuhk.edu.hk

Dialogue

The Changing Landscape of Content Analysis: Reflections on Social Construction of Reality and Beyond

Discussants: Klaus KRIPPENDORFF, Clement Y. K. SO
Editor: Clement Y. K. SO
Translators: Minwei AI, Panfeng HU, Clement Y. K. SO

Abstract

Prof. Klaus Krippendorff is Gregory Bateson Emeritus Professor of Communication at the Annenberg School for Communication, University of Pennsylvania. He received his PhD in communications from the University of Illinois (Urbana) in 1967. He has received numerous awards and honours over the years. To name just a few, he received a Doctor of Philosophy *honoris causa* from the Linneaus University in Kalmar/Växjö, Sweden in 2012. He is an elected Fellow of the International Communication Association (ICA) and was its president in 1984–85. He is an elected Fellow of the American Association for the Advancement of Science (AAAS) in 1982. His book *Content Analysis: An Introduction to Its Methodology* received the ICA Fellows Book Award in 2004. He has published extensively in many fields including communication, research methodology, semantics, information theory, design, cybernetics, etc. In this academic dialogue, he talks about how he first came to the U. S. from Germany and his early encounter with the method of content analysis. He elaborates on his unique approach to the methodology of content analysis, its changes in practice over the years, as well as his insights on communication scholarship. His organic involvement in and cross-pollination of many related fields listed above is also revealed.

Clement Y. K. SO (Professor). School of Journalism and Communication, The Chinese University of Hong Kong. Research interests: Hong Kong press, sociology of news, citation analysis, content analysis, development of the field of communication.

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