

網路直播之虛擬互動研究—以直播社交平台類型為例

劉立行¹ 呂子涵^{2*}

¹國立台灣師範大學 圖文傳播學系 教授

^{2*}國立台灣師範大學 圖文傳播學系 研究生

摘 要

隨著網際網路的不斷發展，網路直播尤以真人互動聊天的直播社交平台引起了廣大的關注。本研究旨在於探索網路直播的人際互動關係，研究者針對網路直播這一新的社交媒體形式，透過親身參與以及網路民族誌作為本研究之研究方法，實際進入直播社交平台擔任直播主和觀看者，並就本研究主題——直播間的虛擬互動加以論述。

研究者就所蒐集整理的相關文獻及理論觀點，觀察直播社交平台中虛擬互動的特徵，包含直播主個體所扮演的角色、自我呈現方式、觀看者在直播互動中的身份建構，以及直播主與觀看者之間的互動模式等。最後，將所探討之現象、結果進行歸納分析，並從虛擬社群、自我呈現與身份建構等理論視角，深入剖析直播用戶的行為特徵以及直播間的虛擬交往和互動關係。

研究結果發現，網路直播作為一個連結個體之間關係的網路社交平台，成為人們真實表達、互動交流和情感寄託的虛擬空間。這個空間不僅具有傳統社群所擁有的基本特性，又呈現出其虛擬和現實相互滲透、結合以及消費式融入的自我建構和消費認同等特點，網路直播的陌生人虛擬互動成為行動網路時代的新型社交方式。

關鍵詞：直播社交平台、虛擬社群、人際互動、親身參與、網路民族誌

*國立臺灣師範大學圖文傳播學系，台北市和平東路一段 162 號。

Tel: +886-916183087

E-mail: mbuttonm@gmail.com

A Study about Virtual Interaction of Live Stream-An Example of Live Stream platforms for socializing

Li-Hsing Liu¹ Tzu-Han Lu^{2*}

¹ Professor, Department of Graphic Arts and Communications, National Taiwan Normal University

^{2*} Student, Department of Graphic Arts and Communications, National Taiwan Normal University

Abstract

With the continuous development of the Internet, the live stream has attracted a lot of attention especially live stream platforms for socializing, connecting and interacting with real people. The main purpose of this study is to explore the interpersonal relationship of live stream. For the new way of social media platforms, the researcher is truly serves as the live streamer and audience of the live stream platform for socializing, and discuss virtual interaction in the livestream room through participant observation and netnography.

Based on literature review and theoretical perspectives, the researcher observes characteristic of live stream platforms for socializing, including the self-performance of the live streamer, the self-construction of the audience, and the interactive mode between the live streamer and the audience. Finally, from the theoretical perspectives of virtual community, self-performance and self-construction, the researcher deeply analyzes the behavior of users, the virtual interaction and interpersonal relationship in the livestream room, after summarized the results.

The research found that, as a social media platform that connects individuals, live stream have become a virtual space for people to express their real expressions, interact with each other, and provide emotional sustenance. This space not only has the basic characteristics of traditional communities, but also presents the characteristics of the combination of virtual and reality, the self-construction of consumer, consumption Identity, and so on. Virtual interaction of stranger in live stream has become a new way for socializing in the era of mobile networks.

Keywords : live stream platforms for socializing, virtual community, interpersonal relationship, participant observation, netnography

*Department of Graphic Arts and Communications, National Taiwan Normal University, 162, Section 1, Heping E. Rd., Taipei City 106, Taiwan.

Tel: +886-916183087

E-mail: mbuttonm@gmail.com