

研究論文

新媒體環境下大陸報業新聞從業者工作自主性的影響因素研究——基於個體特徵變數的考察

曾麗紅、吳雁

摘要

本文是15年來針對中國大陸報業新聞從業者最大規模問卷調查研究的一部分，旨在了解新媒體環境下大陸報業新聞從業者的工作自主狀態及其影響因素。通過文獻梳理發現，既往的新聞從業者研究多從傳統的結構功能範式出發，忽略了對新聞從業者個體能動特徵的考察。本項研究突破傳統方法論的局限，採用定量的研究方法，旨在考察新聞從業者的個體特徵變數對其工作自主性的能動影響。本文的主要研究問題是：新媒體環境下大陸報業新聞從業者工作自主性認知的整體狀況如何？新媒體環境下新聞從業者個體特徵變數中的媒介角色認知和互聯網使用技能是否可以預測其工作自主性？通過問卷調查和統計分析，本項研究發現：第一，新媒體環境下大陸報業新聞從業

曾麗紅，中山大學政治與公共事務管理學院博士生、邵陽學院中文系副教授。

研究興趣：新媒體研究、政治傳播。電郵：ZLH0406@qq.com

吳雁，中國傳媒大學藝術研究院博士生、廣東工業大學講師。研究興趣：新媒體研究。電郵：wuyan8160@163.com

論文投稿日期：2014年5月5日。論文接受日期：2015年5月12日。

《傳播與社會學刊》，(總)第34期(2015)

者對工作自主性的整體評價有所下降。第二，在控制人口變數的基礎上，新聞從業者個體特徵變數中的媒介角色認知和互聯網使用技能對其工作自主性均造成了顯著影響。

關鍵詞：工作自主性、新聞從業者、媒介角色認知、互聯網使用技能

中文大學出版社：具有版權資料

Research Article

Influencing Factors of Chinese Mainland Newspaper Journalists' Work Autonomy under the New Media Environment: A Study Based on Individual Characteristic Variables

Lihong ZENG, Yan WU

Abstract

According to newspaper journalists in mainland China, this thesis is part of the largest survey research in the last 15 years. The thesis' aim is to investigate mainland newspaper journalists' work autonomy and its influencing factors in the new media environment. Through literature review, it is found that in most of the previous studies, journalists chose the structural functionalism paradigm view and ignored the investigation of journalists' individual characteristics. Breaking through the limitations of traditional methodology and using quantitative study methods, this study is designed to explore how journalists' individual characteristic variables affect their work autonomy. The following are the main research problems of this study: What is the overall situation of Chinese mainland newspaper journalists' work autonomy under the new media environment? Can the Chinese mainland newspaper journalists' cognition of

Lihong ZENG (Associate Professor). Chinese Department of Shaoyang University. (PhD. Student). College of Politics and Public Affairs Management, Sun Yat-sen University. Research interests: new media research, politics communication.

Wu YAN (Lecturer). Guangdong University of Technology. (PhD. Student). Art Research Institute, Communication University of China. Research interest: new media research.

media role and skills of internet use predict journalists' work autonomy? Through questionnaires and statistical analysis, this study has two conclusions: First, there is a decline of mainland journalists' overall evaluation of work autonomy in the new media environment; second, on the basis of controlling the demographic variables, Chinese mainland newspaper journalists' cognition of the media's role and skills of internet use both have prominent impacts on their work autonomy.

Keywords: Work autonomy, journalists, cognition of the media's role, skills of internet use

Citation of this article: Zeng, L., & Wu, Y. (2015). Influencing factors of Chinese mainland newspaper journalists' work autonomy under the new media environment: A study based on individual characteristic variables. *Communication & Society*, 34, 19–55.

鳴謝

本文系中山大學百人計劃引進人才項目「新媒體環境下的新聞從業者」(項目編號: 17000-3281301)的系列成果之一。感謝中山大學傳播與設計學院張志安教授提供的數據支持, 感謝匿名評審提供的寶貴修改意見。感謝博士生導師陳衛星教授的理論指導!