

學術對談

新媒體對新聞業的衝擊

對談人：約翰·帕夫利克、李少南

翻 譯：徐來



約翰·帕夫利克教授
(Prof. John Pavlik)

「言論自由至關重要。而數字技術在其中起到了雙刃劍的作用。數字公共領域曾令很多人預期它能让公眾參與重要的公共事務，但其中一個問題是在許多情況下，滋事者、仇恨販子和宣傳推銷者(甚至是機器人)，已然侵佔了大部分數字公共領域。許多選舉產生的官員或政治領導人，也都在審查言論，尤其是那些反對或批評他們的聲音。不管這些行為出於什麼良好初衷，它們常常導致寒蟬效應，也越來越多記者被捕入獄；過去一年是全球記者最凶險的一年。」

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The Impact of New Media on Journalism

Discussants: John PAVLIK, Paul S. N. LEE

Translator: Lai XU

Abstract

Pavlik considers that one of the most important changes in journalism has been the emergence of social media. The digital public sphere brings the promise of increased public engagement in matters of public importance, but also threats to privacy, a haven for hate groups, and the diffusion of fake news. Government officials or political leaders have also sought to censor speech in the cyberspace.

To him, data-driven journalism makes possible reporting on trends based on actual data, putting specific examples into broader context. Citizen reporting can be valuable. Sometimes citizens have captured video which has proven vital in helping determine the truth about encounters which sometimes have ended in violence or even death. Research to date suggests fake news items are widely circulated especially if they spread conservative political extreme views. But research also shows impact on voter views is limited though it could affect the undecided.

To survive and thrive, Pavlik advises news media to (1) innovate, (2) maintain the highest standards of ethics and the pursuit of truth, and (3) stay committed to serving and engaging the public. His advices to journalism educators are: (1) teach students the foundational value of ethics, truth,

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diversity and freedom of expression, (2) teach the core methods of creating excellence in journalism, and (3) teach students to be innovative leaders who can help journalism grow. At the end of the interview, he points out digital divide, intrusion of privacy, and freedom of the press are problems faced by news media today.

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