

傳播論壇

數字交往的觀念

杜駿飛

摘要

本文旨在綜述作者關於「數字交往」研究的主要思想：(一)在本體論上，數字交往是一種基於實踐論的傳播觀念，將傳播的行動轉向作為邏輯起點，將面向未來人類生活的新傳播視為一個即時實踐的、虛實混合的交往系統；(二)在主體論上，數字交往將數字化生存的人視為虛擬—實在的社會關係的總和，並在虛擬實踐的意義上，定義了人—物—實踐融合的「交往人」；(三)數字交往的理論關懷，是要建立數字社會的普遍聯結，一種「蓋婭」(Gaia)尺度上的生命團結；(四)數字交往論的價值觀在於，堅持「我思故我在」的笛卡爾式的懷疑，對技術保持警覺，反對以AI的「機器人性」來遮蔽人性；(五)數字交往的討論，意在提供一種跨學科的思想觀念：關於新傳播的研究不能只聚焦於技術或技術具身，而要關心「此在」(Dasein)意義上的「完整的人」；(六)最後，數字交往的討論，也期圖促進傳播研究的解放，嘗試在新技術語境下重新發現理論，並讓學科向外生長。

關鍵詞：數字交往、交往人、共同演化、數字團結、傳播理論

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Communication Forum

Digital Association: Conceptual Elaboration

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Abstract

This article aims to summarize the author's main ideas about digital association as follows: First, ontologically, digital association is a communication concept based on practice theory, which takes the action turn of communication as a logical starting point and treats new communication for future human life as an instantaneous, practical, virtual-real communication system. Second, according to subject theory, in digital association, people who live digitally are regarded as being in digital association, which is the sum of virtual-real social relations. In virtual practice, “associationary” is defined as the integration of people, objects, and practices. Third, the theoretical concern of digital association in a digital society is to establish a universal connection—a unity of life on the scale of Gaia. Fourth, the value of digital association theory is its adherence to the Cartesian assumption, “I think, therefore I am,” while remaining alert to technology and opposing the use of the “roboticity” of artificial intelligence (AI) to obscure human nature. Fifth, the discussion of digital association is intended to provide an interdisciplinary ideological concept: research on new communication cannot focus only on technology or technological embodiment; it must be concerned with the complete person in the sense of “*Dasein*.” Finally, the discussion of digital association also aims to

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promote the liberation of communication research, rediscover theories in the context of new technologies, and allow the discipline to expand.

Keywords: digital association, associatory, coevolution, digital solidarity, communication theory

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