

專輯論文

希望勞動：農民工青年在快手上的 數字平台實踐

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摘要

隨著短視頻直播平台快手的興起，以農民工青年為代表的草根群體成為平台內容的創作者。本文基於觀察與訪談，從文化生產平台化與希望勞動交錯的理論視角，考察了快手與用戶的互動如何為農民工青年構築「平台逐夢」的希望情緒，從而將用戶逐漸收編為平台的「希望勞動者」。隨著平台治理與商業模式轉變的影響，雖然快手為農民工青年提供了成為自我企業家的現實路徑，但也帶來更多的不確定，甚至使農民工青年陷入新的「數字流水線」。本研究認為希望勞動並不只是為了獲得潛在的回報機會而從事的免費勞動，亦是為了逃脫現實困境

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而不得不採取的策略，折射出農民工青年在快手平台實踐中不斷協商過去、現在與未來矛盾衝突的過程。

關鍵詞：平台化、希望勞動、農民工青年、快手

Special Issue Article

Hope Labor: The Digital Platform Practices of Migrant Youth on Kuaishou

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Abstract

With the widespread integration of the mobile internet into people's daily lives, rural migrant youth have become key content creators on short video platforms such as Kuaishou. Drawing on field observations and interviews, this article examines how the interaction between Kuaishou and its users fosters entrepreneurial hope among migrant youths and turns them into the platform's "hope laborers." As the effects of platform governance and changes in business models unfold, digital platforms provide a tangible route to self-entrepreneurship while simultaneously increasing precarity and trapping migrant youths on a new form of digital assembly line. This study contends that hope labor not only encompasses unpaid efforts aimed at securing potential rewards but also serves as a necessary strategy for escaping one's predicament. It reflects rural migrant

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youths' ongoing negotiation on Kuaishou about the conflicting tensions between their past, present, and future engagements.

Keywords: platformization, hope labor, migrant youth, Kuaishou