

寫在卷首

社交媒體二十年：效果、過程 與數位社交生態的再思考

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自社交媒體進入日常生活以來，已歷經約二十年的發展。隨著其逐漸成為人際互動、公共討論與制度實踐的重要場域，相關研究亦在長期累積中，對其社會角色展開多層次反思。既有文獻一方面延續「效果」取向，探討社交媒體使用對個體態度、心理狀態與行為後果的影響；另一方面，亦轉向「過程」視角，關注使用者經驗、互動關係與行為規範如何在數位環境中被形塑、協商與再生產。

本專刊正是在這兩條研究路徑的交會中形成，收錄的六篇研究共同回應了社交媒介環境中「個體、社群與體制邊界」的重構與協商，整體研究關懷與視角可歸納出三條軸線。首先，在心理適應與情感共振軸線上，梁靖雯、張曉、梁家權、梁永熾與張詠詩探討了以「心情改善」為動機的社交媒體使用，指出過度依賴媒介排解壓力常因「情緒耗竭」而適得其反，加劇心理困擾，唯有透過外部社會支持方能緩解負面

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影響。這種個體情緒在公共場域中則轉化為集體動員，余紅與鄧琴玲玉分析「涉德新聞」如何觸發網民的道德基礎原則，發現道德憤怒、悲傷或厭惡等高傳染性情感組合，顯著放大點讚與跟評等在線傳染行為。

再者，在社交邊界管理與角色重塑軸線上，馮雨雷與蘇揚研究了將帖文設定為「僅陌生人可見」的行為，指出這是人們在面對監控焦慮與語境坍塌時，透過與熟人隔絕來重建匿名且安全的真實表露空間。這種對關係邊界的調整在跨文化情境中更為複雜，王雨菲、張寧與朱曉宇發現在日華人利用社交媒體在族群內再現了高義務性的「新型熟人社會」，對外則採取「跨文化配得」策略，在表層文化主動契合日本規範，卻在核心價值上保留族群邊界，在兩套關係結構間反覆協商生存資源。這兩篇研究共同展現了社交用戶如何透過靈活的關係協商以應對語境壓迫。

最後，在結構治理與公共展演軸線上，廖政賢、鄭依晴與蘇雍竣揭示了數位遺產管理的體制困境，指出平台多基於自身商業利益構建制度，對帳號繼承態度被動且流程不透明，導致個人數據遺產面臨湮滅風險。而楊舒媛、姜靜、趙曉丹、雷陳頤欣與史琳皓則提出「賽博家庭劇場」概念，強調平台扮演「劇場經營者」，透過算法可見性與劇場規則，將原本私域的代際互動推向公共化演繹，使其成為具備修復代際創傷潛能的集體協商空間。這兩篇研究展現了平台邏輯如何從制度與空間層面，支配著數位生命的存續與表達。

整體而言，本專刊所收錄的六篇研究，共同繪製了數位社交生活的全景，從微觀的心理情緒耗竭到宏觀的社會道德傳染，從現實中的關係邊界修復到死後的數據遺產存續，完整覆蓋了數位個體的生命週期。此外，這六篇論文亦分別從內在機制（情感與壓力）、外在行動（避讓與適應）與結構框架（平台與治理）提供了多元視角，特別是對於「空間」與「權力」的討論，顯示出社交媒體已不僅是通訊工具，更是使用者在體制與社交的拉鋸中，重構數位秩序與尋求心理韌性的動態實驗場。

Editor's Notes

Twenty Years of Social Media: Rethinking Effects, Processes, and the Digital Social Ecology

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Abstract

Over the past two decades, social media has become deeply embedded in everyday life, reshaping interpersonal interaction, public discourse, and institutional practices. Scholarship has accumulated along two major trajectories: one examining the effects of social media use on individual attitudes, psychological states, and behaviors, and the other focusing on process-oriented questions concerning how user experiences, social relations, and behavioral norms are shaped, negotiated, and reproduced in digital environments. This special issue is situated at the intersection of these approaches and brings together six articles addressing the reconfiguration of boundaries among individuals, communities, and institutions.

Along the axis of psychological adaptation and affective amplification, Article 1 shows that excessive reliance on platforms to cope with stress may lead to emotional exhaustion and psychological distress unless mitigated by

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social support. Article 2 extends this focus to the public sphere, demonstrating how morally charged news activates contagious affective responses that amplify online engagement.

Focusing on boundary management and role negotiation, Article 3 analyzes the practice of making posts visible only to strangers, highlighting how users respond to surveillance anxiety and context collapse by reconstructing safer spaces for self-expression. Article 4 examines cross-cultural contexts, showing how migrant users strategically negotiate ethnic boundaries and cultural norms across relational networks.

Finally, along the axis of structural governance and public performance, Article 5 addresses institutional gaps in digital profile management, while Article 6 conceptualizes platform-mediated intergenerational interaction as a form of “cyber family theater,” where private relations become publicly negotiable performances. Together, these articles offer an integrated portrait of digital social life across psychological, relational, and structural dimensions.

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