

專輯論文

「僅陌生人可見」：表達型社交媒體使用、社會網絡規模、社會網絡多樣性與監控焦慮對選擇迴避型自我表露的影響

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摘要

隨著社交媒體前所未有地融入現實生活，社交媒體用戶感受到了日益增加的社交壓力。由於需要在不同的受眾面前展示符合社會規範的自我，社交媒體用戶面臨著語境坍塌，並透過調整社交媒體平台的隱私設置、可見性管理等策略修復語境。本研究關注社交媒體使用者將發佈的資訊設置為僅陌生人可見的使用行為，參考語境坍塌、選擇性迴避等理論概念，將該使用行為界定為選擇迴避型自我表露，並探究表達型社交媒體使用、社會網絡規模與多樣性、以及監控焦慮對其

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的影響。基於網絡問卷調查資料，研究發現表達型社交媒體使用與選擇迴避型自我表露存在正相關關係；社會網絡規模在表達型社交媒體使用與選擇迴避型自我表露的關係中起中介作用；社會網絡多樣性與選擇迴避型自我表露的相關關係顯著；監控焦慮則調節了表達型社交媒體使用與選擇迴避型自我表露之間的關係。本研究深化了語境坍塌及語境修復的理論發展場景，提出了重塑語境邊界的新型策略，為理解社交媒體用戶的迴避行為提供了啟示。

關鍵詞：社交媒體、語境坍塌、社會網絡、監控焦慮、自我表露

Special Issue Article

“Visible Only to Strangers”: The Effects of Expressive Social Media Use, Social Network Size, Social Network Diversity, and Surveillance Anxiety on Selective Avoidant Self-Disclosure

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Abstract

With the unprecedented integration of social media into people’s everyday lives, social media users feel increased social pressure. Faced with the need to present themselves according to social norms to different audiences, these users are confronted by the collapse of context and the need to restore it by adjusting privacy settings, managing the visibility of posts, and deploying other strategies on social media platforms. This study focuses on the behavior of social media users who set the information they post to be visible only to strangers. Drawing on the theoretical concepts of context collapse and selective avoidance, the study defines this usage behavior as selective avoidant self-disclosure and examines the effects of expressive social media use, social network size and

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diversity, and surveillance anxiety on it. Based on online questionnaire data, the findings reveal a positive relationship between expressive social media use and selective avoidant self-disclosure. Social network size mediated the relationship between expressive social media use and selective avoidant self-disclosure, the correlation between social network diversity and selective avoidant self-disclosure was significant, and surveillance anxiety moderated the relationship between expressive social media use and selective avoidant self-disclosure. This study deepens the theoretical developmental scenario of context collapse and context restoration, identifies the social media use strategy of replacing context boundaries, and offers insights for understanding social media users' avoidant behaviors.

Keywords: social media, context collapse, social network, surveillance anxiety, self-disclosure