

專輯論文

族群之界與折衷策略：數字社交網絡 對在日華人跨文化適應的影響研究

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摘要

隨著數字技術的發展，海外華人的線上交往程度也隨之加深，本文探討社交媒體如何形塑在日華人的交往形態，並從關係角度解釋跨文化適應中的影響機制。本研究採用主題分析的研究方法，在多個社交平台中進行參與式觀察，選取了26位華人移居者進行訪談。對所搜集的訪談資料進行編碼後，識別出23個初級主題、10個次級主題和4個核心主題。分析結果顯示，華人依據社交媒體塑造出彈性化的技術邊界，並基於此在族群內外形成了圈層分離式的交往結構。族群內部

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以前輩關係為紐帶，建構出低流動性和高義務性的新型熟人社會，族群外部則採取陌生人式的人際關係，具備明顯的不穩定性特徵。這一交往格局也奠定了華人「跨文化配得」的適應路徑——在文化和權力的雙重影響下，一方面迴避衝突，主動適應東道國在符號、禮儀和道德等方面的規範，以此滿足日本社會的文化期待；另一方面，由於權力分配不均，華人不願觸及日本社會的核心價值觀念，也不追求深度融入當地社會，而是通過調整交往邊界，在兩套關係結構間反覆協商，以謀求足夠的生存資源。

關鍵詞：跨文化適應、數字社交網絡、主題分析、社交媒體、新移民

Special Issue Article

Boundaries of Ethnicity and Compromise Strategies: A Study on the Influence of Digital Social Networks on the Intercultural Adaptation of Chinese Immigrants in Japan

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Abstract

With the rise of digital technologies, the online social engagement of overseas Chinese communities has become increasingly complex. This study explores how social media platforms shape the interactional patterns of Chinese migrants in Japan and examines the mechanisms through which these interactions influence their intercultural adaptation, framed through a *guanxi*

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perspective. Using thematic analysis, the research combines participant observation across multiple platforms with semi-structured interviews of 26 Chinese migrants. Systematic coding revealed 23 primary themes, 10 secondary themes, and four core themes. Findings show that migrants create flexible technological boundaries on social media, enabling a layered mode of interaction both within and beyond their ethnic group. Internally, connections are based on seniority ties, forming a low-mobility, high-obligation acquaintance network. Externally, interactions follow stranger-like logics marked by instability. This interactional structure underpins what we define as “Intercultural Qualified Belonging.” Influenced by cultural and power dynamics, migrants navigate dual pressures: they proactively adapt to Japanese social norms to avoid conflict and meet cultural expectations, yet, due to unequal power relations, they refrain from fully engaging with Japan’s core value systems or pursuing deep integration. Instead, they strategically adjust social boundaries and negotiate between distinct relational structures to secure essential resources for survival.

Keywords: intercultural adaptation, digital social networks, thematic analysis, social media, new immigrants