

專輯論文

永存或湮滅？中國網絡社群媒體對個人數字遺產制度的構建與管理

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摘要

中國網絡用戶在社群媒體上留存的大量資訊，在用戶離世後面臨保存、轉移、管理等問題。從數字保存的視角出發，這些資訊是時代記憶的重要縮影，有其價值性。為了解中國網絡社群媒體對個人數字遺產制度的構建與管理情況，本文通過內容分析法，對中國主要社群媒體：微博、微信、QQ、豆瓣、知乎、嗶哩嗶哩、小紅書、抖音的23篇服務協議進行研究。將一級指標設立為社群媒體的個人數字遺產管理流程，其中包括：帳戶註冊與告知、逝者帳戶處理、逝者帳號管理與

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繼承、逝者帳戶的經濟權益歸屬。通過研究發現：(1)平台會根據本身利益去構建數字遺產的制度；(2)平台對制定個人數字遺產管理規章顯得相對被動；(3)數字保存應與第三方機構合作。本文最終從網絡平台商、網絡用戶、政府機關的角度對健全個人數字遺產的發展提出建議。

關鍵詞：社群媒體、數字遺產、數字保存、網絡用戶

Special Issue Article

Eternal or Annihilation? The Construction and Management of Personal Digital Inheritance Systems on China's Online Social Media

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Abstract

The large amount of information stored by Chinese internet users on social media faces issues such as preservation, transfer, and management after their death. This data is valuable and a key part of the era's memory in terms of digital preservation. To understand the management and construction of China's social media on personal digital inheritance systems, this paper studies 23 service protocols on China's major social media platforms: Weibo, WeChat, QQ, Douban, Zhihu, Bilibili, Rednote, and TikTok through content analysis. The first-level indicator is set as the personal digital inheritance management

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process of social media, which involves account registration and notification, deceased account processing, deceased account management and inheritance, and economic ownership rights of deceased accounts. The research revealed the following: (1) online platforms will construct a system for digital inheritance based on their own interests; (2) due to a lack of motivation, online platform operators appear relatively passive in formulating personal digital inheritance management regulations; and (3) digital preservation should collaborate with third-party organizations. This article offers suggestions for the development of sound personal digital inheritance protocols from three stakeholder groups: network platform providers, network users, and government agencies.

Keywords: social media, digital inheritance, digital preservation, network user