

專輯論文

共建「賽博家庭劇場」：短視頻平台「互聯網父母」類帳號中的代際互動研究

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摘要

本研究聚焦抖音平台「互聯網父母」類帳號中的代際互動現象，引入「劇場性」理論視角，採用多模態話語分析等方法探討平台邏輯、內容創作與觀眾實踐如何協同塑造超越家庭內部邊界的媒介化代際互動場域。研究發現，平台、博主與觀眾通過共同構建「賽博家庭劇場」實現互動：短視頻平台扮演著「劇場經營者」的核心角色，構建具有高度

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沉浸感的劇場空間，形塑劇場規則和價值偏好；創作者通過超真實舞台演繹與敘事表達，在劇目中塑造理想化的親子互動情境；觀眾在評論區扮演「子女」、「移情者」、「捍衛者」、「劇評人」等多重角色，完成對劇目的回應與參與。這一場域同時存在著局限與潛能：劇目中理想化、撫慰性敘事容易讓觀眾在面對現實家庭問題時陷入虛無；觀演雙方的情感化討論也缺乏多元視角和深度批判。這一劇場的公共性在於：劇目已形成「修復代際創傷」的實踐範本，並以情感為動力把微觀的代際互動問題引入公眾視野，推動更廣泛而持續的反思。

關鍵詞：劇場性、短視頻平台、代際互動、公共領域、情感

Special Issue Article

Co-constructing “Cyber Family Theater”: A Study of Intergenerational Interaction in the Short Video Accounts of “Internet Parents”

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Abstract

This study examines intergenerational interaction in the accounts of “internet parents” on the Douyin platform. Drawing on the concept of “theatricality” and employing multimodal discourse analysis, this research investigates how platform logic, content creation, and audience practices collaboratively shape the mediated intergenerational interaction space that

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expands the inner boundary of family. It finds that platforms, content creators, and audiences facilitate intergenerational interaction by co-constructing a “cyber family theater”: the platform plays the key role of “theater manager,” creating a highly immersive dramatic space and shaping the theater’s rules and values. Creators shape idealized parent–child interactions through hyper-real stage performances and narrative expressions. By role-playing in the comments section, audiences take on roles—“children,” “empathizers,” “defenders,” “critics,” and so on—to respond to and engage with the performance. This space contains both limitations and potential. The idealized and soothing narratives in the “play” tend to make the audience fall into nothingness when facing real family problems. In addition, the emotional discussions between the audience and the performers lack diverse perspectives and in-depth criticism. Nevertheless, the cyber family theater serves as a public sphere: the play becomes a practical model for healing intergenerational trauma, and the theater uses emotion as a driving force to bring minor issues of familial power relations and intergenerational interaction into public view, promoting ongoing, larger-scale reflection.

Keywords: theatricality, short video platforms, intergenerational interaction, public sphere, emotion