

複合媒介的成癮現象探討

蔡珮

中國技術學院資訊傳播系

tsai.weng@msa.hinet.net

摘 要

近年來國內網路成癮的成因研究，大多從社會心理學的角度出發，將成癮的問題聚焦於使用者的人格特質、人際關係等面向，且成癮問題的探討，大多以個別媒介為劃分，並沒有以「複合媒介」的角度，洞悉媒介本質，從「科技與人的遭逢」來探索複合的媒介究竟有哪些特性吸引什麼樣的人成癮。本文企圖跳脫單一向人追問的方式，從媒介混合的本質與人的遭遇，尋找可能成癮的組合，並進一步發展鉅觀的成癮分析架構，期待人類未來在面對新的媒介成癮問題時，不再是後知後覺地窮於應付一波又一波的媒介成癮威脅。

關鍵詞：複合媒介、網路成癮、媒介成癮、冷媒介、麥克魯漢

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An Exploratory Study of Hybrid Media Addiction

Tsai, Pei

**Department of Information Communication,
Chung Kuo Institute of Technology**

ABSTRACT

In recent years, many social psychological studies of internet addiction focus on personalities and inter-personal relationship. They adopt the single-medium point of view to explore the problems of media addition, while ignoring the alluring nature of hybrid media. This study will take a different perspective of combined technology and human beings to explore the hybrid media addiction phenomenon. This article attempts to propose a macro frame to study hybrid media addition.

**Key words: hybrid media, Internet addiction, media addiction,
cool medium, McLuhan**