線上與線下世界的交錯：
校園線上學習的社會網絡分析[*]

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摘　要

　　本研究以社會網絡分析，調查 93 位大學生在一線上課程之學期初、學期末的實體互動網絡、以及學期中在線上的互動網絡，並嘗試歸納與描繪出：在校園線上學習脈絡下，線上與線下世界的不同樣態，以及兩個世界如何彼此發生交錯的整體圖像描述。研究結果顯示：在校園線上學習場域之脈絡中，線上世界的「弱聯繫、打破原實體社會邊界、中心主流與邊陲多元並存」經驗，對實體網絡產生了一定的改變與影響，包括：弱聯繫之替代效果；虛擬世界邊陲的失落，引發實體小群體強聯繫之補償效果；虛擬意見領袖之弱移轉效果。

關鍵詞：線上學習、資訊社會學、資訊心理學、社會網絡分析

The Cross of On-line and Off-line Worlds: A Social Network Analysis in Campus On-line Learning

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ABSTRACT

Using social network analysis, this paper explored three 93*93 social networks and their relationships: an online network within a school term, two offline networks both before and after the term. We try to describe the holistic social configuration in the on-line and off-line world of campus e-learning, and explore the difference and influence between on-line and off-line worlds. Results show that: in the context of campus-kind of on-line learning, the structural features of on-line network, which is most different to offline network, including: weak ties, breakthrough the offline social boundary, and "mainstream-centered & diversified border groups" configuration. Those structural features had significantly changed some aspects of the offline network, including: the supplement effect of offline weak information ties, compensating the online mainstream-centered dominance by intensify the offline cliques with stronger within group intimacy and interaction, and the weak transfer from online opinion leader to offline one.

Key words：online learning, information sociology, information psychology, social network analysis