

網誌、網誌活動與網誌世界： 在理論與實踐間遞迴往覆¹

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摘要

本文檢視網誌此一晚近的網路科技與其實踐的繁複樣態。相較於一般網誌論述將焦點集中在新聞實踐的替代性上，本文回顧並勾勒仍處進行中的網誌研究。循著Carolyn Miller與Dawn Shepherd（2004）的分類方式，本文首先設定網誌活動中的重要議題與現象。次而切分、說明網誌現象的理論詮釋與其線上實踐，以及兩者間辯證來回的構成。最後描繪一俯視的理論草圖，指出現有詮釋的機會與限制，並提出未來研究的新方向。

關鍵字：網誌，網誌實踐，網誌活動，網誌世界

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Weblog, Blogging and Blogshpere: Retrospection and New Trajectory

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Abstract

In this article, I will outline the practical and theoretical scope of the weblog, blogging and blogshpere. The weblog is the latest internet innovation in tandem with email and personal homepage. People who interact with their weblogs are known as bloggers. They do not only blog with their weblogs solely, but form thousands of communities within the cyberspace, which are now defined as the blogshpere. The weblog is firstly regarded as a personal publication system which challenges the existing media practice. And the most prominent weblog phenomenon might be that bloggers have successfully undermined the credibility of the mainstream press by their independent report of unexpected realities. However, with the fact that the weblog's population has sharply soared since its advent in 1997, the weblog has infiltrated diverse social domains. The weblog cannot be circumscribed to journalism entirely; rather, its influence has penetrated our ordinary life and has become part of our everyday experience. In this article, I will first set up the general agendas of weblog practice and introduce some distinctive weblog phenomena. Secondly, I will explain definitions of the weblog and blogging; then I will discuss the weblog's variety of utilizations and their theoretical implications following Carolyn Miller and Dawn Shepherd's (2004) categorization of weblogs. Finally, I will sketch an overall picture of the weblog research and discuss the possibility of a new research trajectory.

Keywords: Weblog, Blog, Blogging, Blogger, Blogshpere