

網路虛擬同居中的女性賦權： SheSay之個案研究¹

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摘要

本研究從性別思考的角度出發對台灣網路族群最近盛行的網路求愛同居遊戲進行探討，並以女性網站SheSay的「同居理想國」單元進行個案研究，來檢視因為網路科技的不斷推進，女性透過網路世界中的虛擬同居交友模式，是否影響現實中女性性別權力的實踐或增進。

研究發現網路並沒有產生吾人所希冀的女權增進結果，反而傾向將男性宰制的傳統觀念移植到虛擬場域。而女性交友網站也不自覺地複製了現實社會中的性別關係。兩性因為性別認同差異而用不同的方式去參與網路遊戲及活動，並對兩性造成不同的權力效果與影響。研究顯示虛擬網路對於真實社會中的兩性平權，到目前為止仍然無法產生實質改變的作用。

但是不可否認的網際網路的確是提高女性自我認知的一個可能場域，可以讓在現實社會弱勢地位下的女性族群多了一個發言與展現自我的管道。

關鍵詞：女性賦權、電腦中介傳播、網路同居、網路身份認同

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¹ 本文初稿發表於「2003 第一屆數位傳播國際學術研討會」。論文宣讀時，承蒙評論人南華大學社會科學院院長翟本瑞教授之指正，特此誌謝。

When Virtual Meets Reality -- A Case Study of the Woman-focused Website Shesay.com

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Abstract

The Internet is not only a fast-developing medium, but a new mechanism for recording and valuing traditional female experience which is in need of our understanding. Most literature indicates that the female are disadvantaged in the online world. Accordingly, the study attempts to find out the role the Internet plays in female empowerment through a case study of the woman-focused website Shesay.com. The goal is to examine technology empowerment through women's personal practice in the online female community.

In-depth interview and participant observation are conducted by the researcher. The findings suggest that the power of online communication may create a new channel for wired-women to speak out. Female netizens' efforts to reach out and participate in Shesay.com, however, simply duplicate more the male-dominant world to the cyberspace, in stead of strengthening their ability to improve women's well being and rights.

**Keywords: Female empowerment, Online-cohabiting,
Computer-mediated communication, Online identity**