

# 以精神分析觀點探討女性網路相簿 點閱者認同位置的建構與差異

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許瀟文

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## 摘要

本研究之目的在探究女性點閱者，點閱含有身體展露的網路相簿，其認同位置為何，亦探討其認同位置與在傳統大眾媒介中，觀看相似照片時，是否有所差異。本研究採用深度訪談法，訪談共十位女性受訪者。本研究發現不同的女性，在點閱含有乳溝展露之網路相簿時，會有認同差異存在，主要有兩種認同位置，其一為女性點閱者在觀看自拍相簿時，站在傳統父系體制下的男性位置觀看；其二為女性點閱者因為認同了女性在網路上的「自我書寫」，因此是站在女性的觀看角度去看勇於展演性別差異的女性；此外，亦可能有第三人效果存在。本研究跳脫以往對於自我展演者之相關研究，以點閱者之認同位置為出發點，談論網路特性所可能帶來的認同位置轉變與差異。

**關鍵詞：**精神分析、自我認同、女性主義、第三人效果

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# **Constructing the Different Female Identities by On-Line Album Viewers: A Perspective from Psychoanalysis**

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## **Abstract**

The purpose of this research is to explore the identity position of female on-line album viewers, as they are viewing the naked pictures on the on-line album. Also, this research studies the different positions of female on-line album viewers situated between network and traditional mass media. Ten people were interviewed for research data. The result shows that different identities come with different position. There are two identity positions. One is that female viewers identify with the male position when they are viewing naked pictures on the on-line album. The other is that female viewers agree with the “self-writing” of females on the internet, so they stand in the female position. Furthermore, this research discovers the third-person effect.

**Keywords: psychoanalysis, self identification, feminism,  
the third person effect**