

BBS 站的客家族群認同建構： 以 PTT 「Hakka Dream」版為例

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摘要

族群認同的建構一直都是族群研究者所關心的議題，大體來說，族群認同的建構有部分經由外部客觀條件所建構而成，這些外部客觀條件不外乎社群內部成員共同的生存空間、血緣關係、語言文化與生活經驗等。但隨著台灣客家族群語言流失問題嚴重、傳統客家文化與生活經驗不斷消逝，客家認同的外部客觀條件在生活世界中已難窺原貌，然而隨著網路資訊不斷膨脹，客家族群認同的建構從「真實世界」進入「網路虛擬世界」，網路中所建構、想像的客家文化，也逐漸成為客家族群形塑共同歷史記憶與文化象徵的重要要素。因此本文便將從批踢踢實業坊 (ptt) 的 BBS 站出發，選擇此站中的「Hakka-Dream」版當做研究個案，探討在 BBS 站的網路社群中，客家族群認同如何被形塑及建構。

關鍵字：BBS、客家、想像共同體、集體記憶、族群認同

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Constructing the Hakka Ethnic Identity in BBS: A Case Study of “Hakka Dream” in the PTT

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Abstract

The ethnic group researcher was concerned about the issue of the construction in ethnic identity. Oftentimes, the ethnic identity was been constructed by the external conditions, which nothing more than living space, blood relationship, language culture and experience of life, and etc. But in Taiwan the Hakka language fall away, so do the traditional Hakka culture and experience of life. Consequently the external conditions for constructing an ethnic identity become difficult.

Although the external conditions are unfavorable, new possibilities unceasingly grows in the internet world, as network of information expanding constantly. The Hakka ethnic identity was constructed from “real world” into “virtual world”. The Hakka culture, which constructed from the inside, becomes an important source of the common historical memory and the cultural symbol. This article studies the ptt BBS, especially focusing on “Hakka-Dream” for the case study. Besides, we discussed how the Hakka identity is shaped and constructed in internal world.

Keywords: bbs, Hakka, imagination community, collective memory, ethnic identity