

網絡社會運動時代的來臨？ 太陽花運動參與者的人際連帶與 社群媒體因素初探

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近年社群媒體興起，學者提出「網絡社會運動」、「連結行動的邏輯」等概念來理解集體行動新模式。2014年春天，震盪臺灣社會的太陽花運動，其行動邏輯能否驗證這些新理論？本文利用〈太陽花運動參與者調查〉資料，輔以〈台灣社會變遷調查〉，分析這場社運中影響參與者高度投入之因素，研究發現，因「現實生活人際關係」而前來的現場靜坐者較不可能成為長期駐守者，投入時數最低；弱連帶（陌生網友）所帶來的投入程度反而遠高於強連帶。此外，在給定相同年齡、就業狀態的情況下，社群媒體使用者的參與程度確實比非使用者來得高。本文研究結論具有公民社會強化的重大意涵。

關鍵字：太陽花運動、社會運動、人際連帶、社群媒體、公民參與

The Coming of Networked Social Movements? Social Ties and Social Media in the Sunflower Movement

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ABSTRACT

The Sunflower Movement, which occurred in the spring of 2014 in Taiwan, has shaken the political kaleidoscope of Taiwan. Based on a survey of sit-in demonstrators around the Legislative Yuan during the protest, this study explores to what extent the logic of the collective (as well as perhaps connective) action reflects the current social movement discourses. Contrary to conventional wisdom, strong ties are not more effective in inducing higher levels of protest action. Among the sit-in participants, those who came on the basis of real life personal ties stayed much fewer hours than those who came spontaneously or in answer to the call of “netizens”. However, the strong ties brought more participants, whereas the weak ties (netizens) contributed to a much smaller percentage of participants. Additionally, we found that social media users spent significantly longer hours at the protest site than traditional media users.

Key Words: Sunflower Movement, social movement, social media, social ties