

摘要

本研究之問題意識為消費主義與公共事務涉入之關係。藉由消費主義轉化公共事務涉入的相關論點，分析中國大陸城鄉白領青年在感染相異消費主義的程度後，進而解釋他們對公共事務涉入的態度和行為；透過此，以闡述中國大陸兼蓄併存的城市消費個人主義與農村集體主義的價值體系差異。

研究發現，消費主義的確抑制個人對公共事務涉入的程度。其中，透過本文假說進而涵蓋三組不同層次的意義：首先，城市白領青年高感染消費主義，因此對城市公共事務涉入消極；其次，農村白領青年低感染消費主義，致使對農村公共事務涉入積極熱情；第三，農村白領青年低感染消費主義，但因非我家園之故，導致他們疏離城市公共事務的涉入。

城市白領青年對公共事務低涉入的原因體現在生活即消費的個人本位思想，並藉追求與他者的品位區隔和消費符號以突顯自我，致使他們對經濟穩定的現狀有著較高需求，因此不會出現反抗、異議或關於改變政治情況的訴求。此外，城市白領青年對群體的身分認同訴求亦透過消費達成，並出現諸如攀比、競逐消費等情形。另一方面，當物質條件不足以融入某群體的消費方式時，便會出現被排斥在外、或納入其內的群體身分認同現象。當城市白領青年考量如何兼顧、維持自身的社會資本網絡時，他們多數會投注時間關切自身所認同或歸屬的團體，最終導致對公共或社區集體事務涉入的冷漠回應。

另一方面，農村白領青年高涉入家鄉公共事務的原因，主要來自於農村的集體主義特色。出生、成長於農村集體主義環境的白領青年，由於低感染消費主義，所以對公共事務有著較高的熱情。無論是村事務抑或國政相關的討論均賴以農村群體網絡頻繁往來的特色，以及因集體主義所創造出的集體價值信念。

再者，當農村白領青年在城市工作時，卻因仍受集體主義思維所影響，使他們對消費少有符號性追求或無節制的購買行為。此外，由於生長於經濟匱乏的內地農村，所以他們會將自己在城市工作所得部分匯回家鄉以維繫、改善家鄉父母兄弟的生活環境，並同時將消費限制在理性的購買之上。同時，從外地省份大舉遷入城市工作的農村白領青年，由於其在人口意義上仍呈現流動性質，再加上多透過租賃的方式居住，因此他們最終不一定會在城市落戶或常住久居。這便致使他們沒有動因涉入小區的公共事務，因而出現農村白領青年在城市低涉入、農村高涉入公共事務的情形。然而，他們亦可將對集體的熱情轉移在國政事務的關注上，透過此際以排解他們對於公共事務的熱情追求。

關鍵詞：白領、青年性文化、消費主義、社區參與、公共事務、城鄉差異

Abstract

The dissertation focuses on the relationships between consumerism and the involved in China's local governance—the residents' committee and the owners' committee of young middle class came from city and the rural area. Through discovering the different levels of infecting consumerism explaining how the young middle class' origins from city and the rural area have diverse attitudes and behaviors in public affairs respectively.

Based on several case studies, I defined that the three hypotheses explaining my arguments given above. First of all, the urban young middle class has been infected more consumerism that they rather pay attention to consume than involve in public issues. Secondly, the rural young middle class has been affected by the Chinese collectivism from traditional village; consequently, they take notice of public matters in their hometown.

On the other hand, despite the rural young middle class has been infected the lower consumerism in contrast to the urban one, however, living and working in the city where not their hometown but only a temporary residence is. Therefore, the rural young middle class lacks for the reasons to involve in public affairs in the city; nevertheless, they transfer their passion and positive behaviors in collective matters to take more care of political issues of the nation during the period when they stay on in the city.

In conclusion, after being infected the higher level of consumerism, the urban young middle class involves negatively in public affairs of their own communities which is a common phenomenon. Furthermore, conversely to the urban one, the rural young middle class puts their positive convictions of involved in public matters into action. It is interesting to note that there are great differences between the former and the latter; indeed, the two types of young middle class came from distinct regions have been infected diverse consumerism leading their involved in public affairs to proceed in opposite directions.

Keywords: the middle class, young culture, consumerism, local governance, public affairs, economic gap