

行政院國家科學委員會專題研究計畫 期末報告

創傷與新聞：一個台灣新聞學術與實務長期忽略的議題(第2年)

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中文摘要： 本書包括目前的社會新聞亂象的透析與解決途徑，尤其是近幾年天災人禍，更增加創傷新聞的數量，但是為什麼這類有受害者的新聞會被稱之為創傷新聞，又要如何報導此類創傷新聞，記者與被報導者應該要注意的事項？對閱聽人又會有和影響？台灣學術界與實務界較缺乏討論，本書完整介紹新聞與創傷的概念，幫助記者採訪與瞭解受害者，記者本身遭遇心理與生理問題的注意事項，繼而提供解決途徑，亦對未來發展教材與教學法有所貢獻，因此，申請人要從規範理論的角度切入，從正向心理學、社會支持與新聞倫理的學術論述，並輔以過去社會新聞的相關研究，系統性地介紹新聞與創傷，本書有四篇 10 章節。

中文關鍵詞： 新聞、創傷、災難、新聞倫理、社會支持、記者、受害者、正向心理學

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英文關鍵詞：

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前言

2013 年初，普立茲新聞攝影獎 70 年大展在台北的華山文創園區開展，名為瞬間的永恆 (Capture the Moment)，作品橫跨 1940 年代到 2012 年，這些經典的照片對一路接受新聞傳播教育，現又為教師的我並不陌生。但是這次的展覽，我的視點已經無法只聚焦在那一幅幅「瞬間的永恆」，而是背後那位決定這瞬間的人--新聞記者與被決定再現方式的受訪者，尤其在我瞭解「創傷 (trauma)」與新聞的關係與重要性之後。

普立茲的得獎作品多半捕捉著事件創傷的一面，1940，50 年代的戰爭，1960 到 80 年代世界各地的內戰與飢荒，1990 年後的重要災難事件，也有不少是記錄在社區街頭巷尾的天災人禍，少數是讓人露出會心一笑的作品，像是 1958 的「信念與自信 (Faith and Confidence)」紀錄孩童與警察對話時，那抹純潔無暇的童真；1993 年的特寫新聞攝影獎 (Feature Photography) 的「對話 (small talk)」，將當時總統候選人柯林頓親民的一面展現無遺，但這些照片卻只是鳳毛麟角。

大部份的照片讓記者飽受進退維谷的壓力，身心受創的折磨，甚至最後選擇自我了斷。最為人所知的就是 1994 的特寫新聞攝影獎，凱文·卡特 (Kevin Carter) 的「等待遊戲 (Waiting game for Sudanese child)」，他在獲獎的同年，也就是拍攝此幅照片的隔年選擇自殺身亡，除了輿論批評，良心譴責，他的情緒障礙更是走上絕路的關鍵。他曾經自責：「我非常非常遺憾，我沒有拉那小孩一把 (I'm really really sorry. I didn't pick the child up)」。

記者因為採訪新聞事件導致情緒受到影響，甚至有創傷壓力，並不是只有在戰爭或是飢荒等大型創傷事件才會發生，這點在台灣學界與實務界都有些誤解。在普立茲獎製作的紀錄片「衝擊的片刻 (Moment of Impact)」中，指出即

使是採訪社區裡暗夜惡火或是家庭暴力、犯罪等，同樣讓記者受創。1979年，湯姆士·凱利（Thomas J Kelly）以「桑納妥加路上的悲劇（Tragedy on Sanatoga Road）」贏得普立茲即時新聞獎（Spot News），這齣悲劇發生在凱利先生居住的賓州小鎮，屋主先生殺害了懷孕的妻子，攻擊與虐待母親與幼女，事發後十多年，因為畫面太過血腥，凱利還是無法接近案發現場，很多記者面臨同樣的問題卻視而不見或故意漠視。

除了記者面臨的創傷經驗，受訪者要如何採訪，才不會侵犯隱私與觸怒已經受創的家屬與當事人？這些普立茲得獎照片的背後故事也值得探訪。1984年特寫新聞獎是安東尼·蘇奧的（Anthony Suau）「紀念日」（Memorial Day），觀者多半會被女子憂傷的表情與環抱墓碑的動作所吸引，驚訝於記者捕捉永恆剎那的精準，但是這位女子對自己的私密感情被公諸於世，是什麼樣的心情？而記者是否有事先告知這位女子？這次特展揭露了記者是事後詢問女子是否可以刊登，也提到這幅照片引起有同樣經驗家屬的共鳴。而記者的先斬後奏，對當事人造成什麼影響，在新聞倫理上有沒有瑕疵，就少有人討論。

對創傷事件受訪者的不尊重與漠視記者情緒問題的現象也發生在台灣，而惡化的現象可以追溯到1994年有線電視開放，各新聞媒體絞盡腦汁如何爭取觀眾，以衛星直播車（Satellite News Gathering, SNG）提供立刻、即時的新聞和現場的最新狀況，重視現場影像的新聞價值影響了新聞品質，特殊社會新聞事件中所造成的高收視率，讓報紙與廣電媒體加強對社會新聞的篇幅報導，更為了吸引閱聽眾增加收視率，在畫面與照片上極盡羶色腥的能事，對犯罪的細節鉅細靡遺的描述（許瓊文，1998）。

2003年，壹傳媒集團來台發展之後對受害者¹的侵犯更為嚴重，蘋果日報在頭版以大篇幅刊登令人怵目驚心的死亡事件或血腥照片，甚至還加上詳細的施暴過程或犯案經過，蔚為風潮；壹週刊以跟蹤偷拍方式報導也引發侵犯隱私權的爭議。蘋果日報與壹週刊的高閱讀率與影響力，引起其他媒體爭相「蘋果化」，導致媒體報導創傷新聞枉顧當事人權益的現象急劇惡化（reference）。

2009年壹集團發展動新聞，將電視新聞的訪問直接以動畫來代替，以想像的方式呈現事件發生經過，動畫的聲音不是來自消息來源或是旁白，改以戲劇配音方式呈現，例如：一則四歲小孩被虐致死的新聞，「動新聞」描繪小孩的死亡過程，把小孩、兩個施虐的表姨與媽媽的臉搬上螢幕，鉅細靡遺地模擬毆打過程，完全不顧家屬的二度傷害，當時引起社會團體及輿論批評違背常理與新聞倫理，也一直是國家傳播委員會（NCC）審查壹電視執照的關切重點（reference）。

台灣的社會新聞現象不只如此，部分電視台還推出重大刑案錄，或社會記者筆記之類的重回現場的電視節目，正如 Surette（1998）所提出目前電視節目出現把犯罪現場重建的電視節目，犯罪事件變成連續劇一樣有角色情節，連

¹研究者使用受害者（victims）與倖存者（survivors）時，認知到不少犯罪與女性研究中對受害者負面意義的批評，但倖存者的定義同樣受到 Nissim-Sabat 等人的質疑，因此，本文的受害者與倖存者為中性字詞，單純指在災難與犯罪等創傷事件中遭受影響的行動者。

帶新聞也不再客觀。台灣也出現如 Humphries (1995) 所言的現象，媒體競爭激烈的狀況下，犯罪新聞的畫面與新聞敘事方式產生變化，常常製造社會亂象的恐慌來爭取收視率，有些報社編輯就明白指出犯罪新聞具有商業價值，可以增加發行量。

競爭讓台灣記者普遍不尊重當事人，甚至把社會新聞當成電影情節一般每天上演，羶色腥的劇情與誇張的動作效果變成票房靈藥，媒體主與記者們盲目追求可以提高收視率的聳動情節。部分媒體更打著新聞自由的旗號，把原本屬於不受政府不當干涉的自由權，跨大解釋成過當採訪的抗辯根據，將錯誤的報導尺度與手段正當化。更糟的是，為了讓情節更有看頭，媒體記者瘋狂追逐當事人，把嫌疑犯的一舉一動變成賣點，把受害者與家屬的傷痛與淚水當作高潮，完全無視於法、理、情的存在。

在 2004 年筆者因為與桃園縣警局與蘋果日報的官司²，開始研究媒體如何再現受害者，進而發現新聞記者因為對創傷無知與面臨新聞常規的壓力下，在新聞產製過程中，不斷傷害創傷事件的受訪者。記者並非無感，有的因為傷害受訪者而自責，有的因為出入血腥現場而受到創傷，或是面臨職場與家庭的壓力，產生情緒障礙甚至是創傷壓力的症狀。如此重要的現象，卻在台灣的新聞傳播研究與教育中缺席，少有研究或團體幫助受害者避免媒體的不當侵擾，也沒有幫助記者如何採訪受害者，以及採訪創傷事件後如何舒緩情緒障礙，新聞從業人員實在需要給予創傷素養，並建立新聞倫理共識，這個工作不是從職場做起，應該從在學校時就要正視並討論這個問題。

因此，作者開始研究創傷與新聞 (trauma and journalism)，希望解決上述的問題，從 2004 到 2013 年的研究，總共訪談近百位記者與主管，問卷調查三百位記者與主管，訪談受害者 20 多位，並實地到新聞現場與新聞室參與觀察，希望從新聞倫理，新聞實務等諸多面向，重新檢視創傷新聞製作流程與影響因素。

而為了瞭解國外的創傷素養經驗，經由國科會補助，前往印尼、印度、越南、日本、澳洲與美國訪談新聞記者協會、非營利組織與新聞從業人員，並參加論壇交換意見。2011-2012 接受國科會短期科技人員研究計劃與美國傅爾布萊特獎助 (Fulbright Senior Scholar) 補助，前往美國西雅圖華盛頓大學擔任訪問學者，並與紐約哥倫比亞大學旗下的達德新聞與創傷中心合作，參與各式創傷素養訓練與講座，包括對學生與實務工作者。

新聞與創傷的研究範圍十分廣泛，並與新聞傳播學、臨床心理學、心理與諮商、社會與社工領域、災難管理等皆有相關，筆者將其分為三大類：新聞製作流程、新聞從業人員、閱聽人與社會影響，新聞製作流程包括：如何採訪受害者及其倫理哲學依據、創傷新聞再現、影響創傷新聞再現的因素、好的創傷

² 在 2004 年初遭逢五歲姪女意外身亡之痛，驟成死者家屬，蘋果日報記者採訪未果竟翻拍警察筆錄，把家母悲傷的照片以大篇幅刊載，造成全家更多傷害。因此對新聞工作者的採訪行為造成受害者與家屬的傷害，有更深的體認。在準備與蘋果日報的訴訟過程中，發現國內對受害者與家屬的保護不多，也發現新聞傳播教育與學術研究對如何報導受害者與家屬的內容，更是少之又少。

新聞的條件等。新聞從業人員則重視其採訪創傷新聞時面臨的困難與解決策略、情緒問題與疏解方式等。閱聽人與社會影響則探討閱聽人如何解讀創傷新聞、創傷新聞的功能、創傷新聞對個人與社群的影響等。

新聞與創傷研究在台灣仍屬於初探解段，筆者近十年研究成果，主要以前兩項為主，此外，除了在政治大學成立新聞與創傷研究團隊，舉辦讀書會與協助學生發展碩士論文、也在大學部與研究所授課，同時也致力於向其他新聞傳播院校、各地記者協會、第一線單位如警察局推廣介紹新聞與創傷的知識並給予「創傷素養」。但在推廣與教學過程中，發現這個領域幾乎長期為台灣學界與實務界所忽視，當然也沒有系統性介紹此領域的書籍，因而興起著書立論的願望。

無論是研究、教學或是推廣，筆者點出目前傷害受害者與激化情緒的新聞常規，希望讓創傷新聞不再是服務收視率的工具，至少能如達德創傷與新聞中心的創傷新聞獎（Dart Award for excellence in coverage of Trauma）³所給予得獎作品的肯定：記者致力於報導感人又有意義的故事，給予倖存者尊重與同理心，甚至是創傷後成長（Post-trauma growth），又能對悲劇事件發生的複雜性保持警覺，給予社會省思的機會。

本書集結近十年研究成果，希望藉此彌補實務與學術中的缺漏，讓學術研究者，能經由本書共同發展研究學圈，擴大與深化新聞與創傷的理論與哲學基礎；亦能讓新聞從業人員將本書視為工具書，在遇到情緒障礙與採訪受害者時，能有所依循並從中獲得相關資源；而對新聞傳播教育中的師生而言，本書提供採訪創傷新聞的原則與注意事項，對將來的新聞工作有深度的認識並預先做好心理準備。

本書能夠出版，依時間先後承蒙國立中正大學傳播學系含電訊傳播碩士班、國立政治大學傳播學院、政大廣播電視學系、國科會、西雅圖華盛頓大學、紐約哥倫比亞大學達德基金會⁴、日本交流協會、美國傅爾布萊特基金會的經費與資源補助，以及受訪新聞主管、記者與受害者與家屬的慷慨分享，專家學者與匿名評審對此新領域的建言與指教，研究團隊的教學相長，種種善因才能完成台灣新聞與創傷的初探研究，本人銘感在心。

³ 創傷新聞獎於 1994 年開始頒發，原文為「Past winners share a commitment to telling a powerful story, offering respect and compassion to survivors, and to remaining sensitive to the complexity of a tragic event.」，筆者 2011 深訪執行長，將其對好的創傷新聞詮釋定義加入其中。

⁴ 達德基金會（The Dart Center for Journalism and Trauma）於 1999 在西雅圖華盛頓大學成立，其後 10 年間，完成網路教材製作、記者在職訓練課程編訂，校園模擬採訪課程編纂等，對基金會的壯大居功厥偉，在 2009 年改由紐約哥倫比亞大學承接業務，華盛頓大學改為西部中心（Dart West），原本在 2011 年底因為經費原因必須裁撤，但考量筆者當時以傅爾布萊特資深學者身份，選擇華盛頓大學而非哥倫比亞大學從事研究，而暫緩裁撤計劃，直到本人研究結束，特此感謝。前西部中心 Meg Spratt 主任，以及亞洲太平洋（Asia Pacific）中心主任 Cait McMahon，提供研究經費與資源，華盛頓大學的 Roger Simpson 教授以及 Randal Beam 教授，對本人的支持與鼓勵，由衷感激。

本書撰寫時，雖力求完整，但筆者才疏學淺，深恐本書猶有諸多疏漏與不足之處，自當由筆者負起全責，亦期待各方專家、先進補正、指教。

台灣新聞界為何需要創傷素養？

在八八水災發生當時，小林村滅村的新聞由蘋果日報揭開序幕後，連續幾星期，各家媒體投入大量人力物資到災區採訪，採訪的都是將焦點放在受災戶的悲淒與哀慟，與大量土石流掩埋村落的驚心畫面，記者們更是無所不用其極的挺進災區，甚至不少記者在溯溪或攀爬斷路時，差點被沖走或是受傷失蹤。政府救災的落後與媒體報導官員不救災吃大餐，以及受災戶的不滿等相關負面新聞，以斗大且煽色腥的方式呈現。

天災時，新聞媒體不斷播送震撼畫面，例如：台東金帥飯店倒塌，或以滅村、數百人恐懼難等標題，藉此以聳動的畫面與標題帶來收視率與發行業量，一面倒的手法讓整個台灣的社會氛圍是悲傷的、危險的。人禍時，血腥的畫面與圖片、受害者的強烈情緒反應，也讓人恐懼、害怕。這些新聞到底對一般閱聽人、收災戶或受害者、記者會有甚麼影響呢？

過去，學界多半以與新聞倫理等理論，期盼新聞內容能有多方意見並客觀呈現，以能負起社會責任針砭時事、監督政府，但是媒體內容還是以創傷等以市場新聞學為導向的報導，學術界與實務界卻沒有更進一步希望媒介內容能幫助受災戶與閱聽人復原，進一步以希望與樂觀態度面對未來。而本研究所提倡的以正向心理學為基礎的創傷新聞，並非要求媒體只報好消息的所謂正面新聞，而是幫助個人尋找內在心理能量對抗挫折時能有所緩衝，即使在逆境中也能不輕易地掉入負面情緒不可自拔，以正向思維面對困難，達到快活、美好與有意義的人生，是一門研究人類發展潛力和美德的科學（Sheldon & King, 2001）。

為什麼創傷新聞需要媒體正向報導？首先必須了解當前創傷新聞的特質，創傷新聞也就是包括天災、人禍、犯罪與司法的新聞類型，通常這種新聞內容被評為是引人注目與戲劇化（*compelling and drama*），相較於政治、經濟、健康保健、與教育這些比較嚴肅的新聞內容來說。這種新聞只不過是在激起民眾情緒反應根本沒有達到新聞提供資訊的使命（Grabe, 1996）。這種攸關犯罪、意外、災難與醜聞的新聞內容，通常都被冠上感官主義（*sensationalism*）的稱號，感官手法通常是快速的剪輯步調，攝影機角度使用目擊觀點，有比較多畫面推近的攝影機運動強化視覺效果等，此外，聲音上還包括連續使用音樂，現場音，以及記者口白的流暢、聲調與速度等（Briller, 1993; Grabe, Zhou, Lang & Bolls, 2000; Grabe, Zhou & Barnett, 2001）。

在定義出什麼樣的新聞內容與形式才是感官主義新聞，研究者就開始研究這類新聞對閱聽者的影響為何，目前研究多半還是對新聞的回憶與評估新聞是否正確上（*memory and evaluation*），例如：Grabe 等人（2003）以實驗法，交叉測驗不同的新聞內容（平穩與引起情緒反應）與新聞報導形式（感官與一般包裝方式）對閱聽人評估新聞的影響，結果發現即使是比較平穩內容的新聞，使

用了小報化的包裝方式，就可以增加記憶內容。但是使用了小報化的包裝方式，就會被閱聽人評為較不客觀與不可信。通常結論都是兩難的局面（dilemma），用小報化與感官主義包裝的新聞，可讓觀眾比較容易記起新聞中的事實，但是這又會使新聞變得誇張與戲劇化，要如何才能平衡兩者需要更多的研究論辯（Grabe, Lang, Zhao, 2003）。

愈來愈多研究發現在激烈的媒體競爭下，感官主義內容與手法確實愈來愈受歡迎，隱含著感官主義是收視率的保障，Steven M. Chermak（1995）在 *Victims in the News* 提到新聞媒體把受害者當作提高新聞市場的工具，尤其是受害者有激烈情緒反映時更是增加新聞性，成為眾家媒體提高收視率的利器，因此追逐受害者變成社會新聞的黃金定律。電視新聞比較會誇張事實，而民眾對犯罪現象的認知也比較傾向大眾媒介所塑造的形象。為什麼電視比較誇張呢？美國的例子是因為一個地區通常只有一家報紙卻有很多電視台，競爭的結果就讓電視台試圖發展一種能吸引觀眾與廣告主的營運方式，犯罪新聞就是可以發展的市場。而且好新聞對電視新聞而言就是最快的新聞，但是追求最快的情形下就失去正確。追求快又吸引人的新聞，使得電視台特別鍾愛殺人，火災或重大意外（Sheley & Ashkins, 1981）。台灣也有類似的現象，瞿海源（1999）發現，電視新聞注重聲光使得報導的內容強調現場，立即性，全觀印象與注重感情訴求。

從跨時的研究也看到，感官主義如何在荷蘭的新聞或是節目中，佔有愈來愈重要的地位（Vettehen, Nuijten, Beentjes & Johannes, 2006），Bek（2004）的研究更發現，土耳其的商業媒體喜歡以感官手法呈現兩大主要類目的新聞，一種是報導極富有的人，包括他們華麗的生活方式、富有程度與醜聞；另一種就是報導窮人或一般人所遭遇的悲劇與不幸。社會新聞像是電影情節一般每天上演，羶色腥的劇情與誇張的動作效果變成票房靈藥，媒體主與記者們盲目追求可以提高收視率的聳動情節，已經把媒體的監督與挖掘社會底層的公共利益角色完全捨棄。部分媒體更打著新聞自由的旗號，把原本屬於不受政府不當干涉的自由權，跨大解釋成過當採訪的抗辯根據，將錯誤的報導尺度與手段正當化。更糟的是，為了讓情節更有看頭，媒體記者瘋狂追逐當事人，把嫌疑犯的一舉一動變成賣點，把受害者與家屬的傷痛與淚水當作高潮，完全無視於法、理、情的存在。媒體塑造社會氛圍與媒介真實讓閱聽人誤以為是社會真實。

當前創傷新聞一面倒地以感官新聞與小報化的內容及形式呈現，除了突顯其在職訓練與創造力的不足，也發現其對創傷的素養幾近為零，不知道該如何採訪與報導受害者，值得注意的是研究者這幾年的研究發現，記者們也反應希望自己的報導能對社會有好的貢獻與影響，但是除了將新聞現場帶給觀眾、不違背新聞倫理外，記者不知道還可以做甚麼面向的新聞，新聞學也像心理遇到的困境，傳統心理學新聞學與，一個是注重病理學與風險因素，沒有鼓勵正向思維促進美好生活；一個是強調悲傷與受害人遭遇並以煽色腥方式報導創傷新聞，也沒有幫助受害人、相關當事人與閱聽人從負面事件中復原與成長，也是本研究引進正向心理學為創傷新聞的基礎的主因。

1. 正向心理學發展歷程

正向心理學（positive psychology）是近年來心理學發展的新趨勢，不同於過去專注於病理（pathology）與風險因素（risk factors），開始探索、定義與加強個人與系統的正面因素與力量。早在 1954 年 Maslow 的著作中，末章標題就是「Toward a positive Psychology」（任俊、葉浩生，2006 引自陳明秀，2007），而 1998 年美國心理學家 Martin E. Seligman 大力提倡後受到重視，Seligman 和 Csikszentmihalyi（2000）於 *American Psychologist* 編輯專刊並以 *Positive psychology: An Introduction* 專文介紹，牛津大學也於 2002 年出版 *Handbook of Positive psychology* 一書，正向心理學逐漸成為熱門研究主題。

Seligman（2002）進一步指出正向心理學，不像過去心理學研究採消極的觀點，著重於治療心理疾病與改善負面情緒，這些努力也只是讓個體脫離生命痛苦的狀況，而是採積極的觀點，要找出生命的意義，讓個體瞭解自己的正向特質，在面對壓力事件時，能有效因應與解決問題。根據 Seligman（2002）的看法，正向心理所認為的正向發展與生活，是為了有快活的人生（pleasant life）、美好的人生（good life）與有意義的人生（meaningful life）。

根據 Seligman 和 Csikszentmihalyi（2000）的看法，正向心理學這個新典範，從三個支柱基礎（pillars）來定義與瞭解正面力量，分別是正向主觀經驗（positive subjective experience）、個人特質（positive individual traits）、正向機構（positive institutions）。正向主觀經驗是個人評價自己的生活，由認知與情緒的評價檢視自身的實現與滿意，這些評價包括：過去的幸福感（well-being）、滿足（contentment）與滿意（satisfaction），現在的心流經驗（flow）與快樂（happiness），和未來的希望（hope）與樂觀（optimism）（Seligman 和 Csikszentmihalyi, 2000; Steck, Abrams & Phelps, 2004）。

個人特質則是一連串建構的正面個人特質（constructive individual traits），包括：樂觀（optimism）、快樂（happiness）、堅忍不拔（perseverance）、自尊（high self esteem）與在壓力下有效解決問題的能力（effective coping strategies under stress）。Seligman（2002）認為正向個人特質離不開六種美德：智慧與知識（wisdom & knowledge）、勇氣（courage）、人道與愛（humanity and love）、正義（justice）、修養（temperance）與心靈超越（transcendence），這些美德普遍出現在不同文化、宗教、哲學，甚至是跨世紀的。正向機構包括家庭、學校與社群，這些機構支持發展個人能力及長處，有助於培育出正向積極的下一代（Seligman 和 Csikszentmihalyi, 2000; Steck, Abrams & Phelps, 2004）。

正向心理除了從正向心理學取徑，也可以從其他心理學取徑檢視其理論基礎，例如：情緒焦點取向（Emotion-focused approaches）包括幸福（well-being）、復原力（resilience）、心流經驗（flow）、正向情緒（positive emotions）、自尊（self-esteem）、因應（coping）等。認知焦點取向（Cognitive-focused approaches）包括創造力（creativity）、樂觀（optimism）、希望（hope）、自我效能（self-efficacy）、問題解決（problem-solving）和智慧（wisdom）等。自我基礎導向（Self-based approaches）包括真實（authenticity）、獨特性尋求（uniqueness seeking）和謙虛（humility）等。人際取向（Interpersonal approaches）包括有心（minding）、同情（compassion）、原諒

(forgiveness)、感激 (gratitude)、愛 (love)、同理心 (empathy) 和利他 (altruism) 等。生物取向 (Biological approaches) 包括堅毅 (toughness)、神經心理學 (neuropsychology)、生物學 (biology)。特定因應取向 (Specific coping approaches) 包括情緒經驗 (emotional experience)、對於失去的正向反應 (positive response to lose)、追求意義 (pursuit of meaningfulness)、幽默 (humor) 等。

當社區遇到災難或是個體遇上負面事件等創傷時，個體如果有正向情緒、正向特質並有正向機構支持，理論上，個體能較快從創傷中復原，並對失去有正向反應，對未來保持樂觀與希望，以及再度面臨創傷時，能運用創造力將負面影響減至最低。Seligman (2002) 認為個體發展與經驗情緒與環境息息相關，尤其是家庭、學校、社區等社會氛圍。媒體建構的媒介真實，可視為社會氛圍之一，若是媒體報導的內容都與正向心理背道而馳，理論上亦對記者與閱聽人有負面影響；相反地，若是新聞以正向心理學為基礎，報導的根據是正向心理學中的復原、希望，營造正向氛圍是否對一般閱聽人或是災民，在復原力、希望、樂觀、創造力上有正面的影響，值得進一步研究。

這樣的研究符合 Snyder 和 Lopez (2005) 認為正向心理學應強化其應用層面，包括：進行強化個人正向特質的實驗教學或訓練課程、進行基礎研究以瞭解正向特質的歷程，進而增加其應用的實用性、強化哲學基礎與實際運用的層面，其應用層面應包括個人、家庭、學校、個人發展、工作機構、以及社區。下一節則是專責討論正向心理學概念中與創傷較為相關的研究。

2. 正向心理學與創傷新聞

媒體內容多為羶色腥議題與呈現形式，除了被認為是負面影響，媒體內容多半被心理研究認為對學童或成人有負面的影響，Elliott (1997) 以郵寄方式寄送創傷事件問卷成功詢問 505 位美國人，72% 的受訪者表示經歷過創傷，32% 的受訪者仍有延遲記憶 (delayed recall)，尤其是家中成員曾經被謀殺或自殺的，最常引起創傷回憶的因素就是媒體內容，包括電視節目與電影。

Singer、Slovak、Frierson 與 York (1998) 研究 1995-1996 學年從 11 所俄亥俄州公立學校所選的 2245 名 3 到 8 年級的學生，發現自我報告觀看電視時間愈久的學童，也會覺得自己有較嚴重程度的創傷症狀、有較多的暴力行為與偏好動作或打鬥的節目，顯示重度觀看電視的學童較容易有沮喪、焦慮與暴力行為。

Saylor、Cowart、Lipovsky、Jackson 與 Finch (2003) 在 911 事件後一個月，調查 179 位 5 年級學生與他們的家長，發現暴露在各式媒體的報導愈多的孩童，無論是觀看較為血腥的雙子星大樓倒塌實況、人們哭嚎悲痛、死傷畫面或是較為不血腥的救難隊故事或總統與名人的相關談話，創傷後壓力症候群

(Posttraumatic Stress Disorder, PTSD) 的相關症狀也愈多，尤其是年紀愈大的孩童與男孩。Saylor、Cowart、Lipovsky、Jackson 與 Finch 於是建議對於孩童可以接受甚麼樣的報導與暴露量需要進一步研究，應該給幼童適當種類與數量的相關新聞；另外家長也必須陪伴孩子看電視；媒體也要持續其原本就有的

警示，在播報較為血腥暴力的新聞時建議幼童迴避，還有一項就是媒體再回復與重建階段，是最好的傳佈災後應變策略的工具，心理治療的相關評估將會幫助孩童度過災難所帶來的負面情緒。

Jamieson、Jamieson 與 Romer 研究自殺新聞應該如何報導時，也有類似的建議，消極地不報導自殺的細節，也不提及是為情所困等原因，避免誤導民眾自殺是解決問題的方式之一；積極地減少與自殺相關的迷思並幫助社會大眾了解自殺是有徵兆可循，也是有辦法治療的，可以進一步做好預防措施。這些研究都顯示媒體報導可以以另一種較為正向的途徑，也是正向心理學鼓勵的加強個人與系統的正面因素與力量。本書選擇與災難較為相關的復原、希望與樂觀的正向心理學概念，讓新聞工作者能關注這個面向，期望天災頻仍的台灣人民，可以從媒體報導中得到正向的力量。

新聞傳播教育與在職訓練

在系統性介紹新聞與創傷的概念，「創傷與新聞概論篇」部分耙梳社會新聞相關理論與其中包含的研究議題，接著在「受害者篇」與「記者篇」，則是傳統的新聞常規如何處理創傷新聞與記者創傷經驗，可能會造成的負面效果，並開始以正向心理學、社會支持與新聞倫理為發展脈絡，提供辯證的觀點。「解決途徑篇」的部分，則主以正向心理學、社會支持與新聞倫理為發展脈絡，讓未來的潛在讀者--學生與記者，製作的新聞內容朝正向心理學，對自己與閱聽人，甚至是社會有正面貢獻。新聞記者擁有社會支持，並能瞭解社會新聞成為黃金定律的鉅觀與微觀因素，再遇到倫理困境時能以義務論與現代康得主義的新聞倫理進行倫理判斷（**moral reasoning**），這樣的紮根的教育，即使短期沒有成效，當認識新聞與創傷概念的學生與記者擔任中高級主管，他們對創傷新聞的重視可望讓現在的亂象縮減。

國外案例參考

日本 311 地震借鏡

1. 報導事實與募集資源但避免阻礙救災

NHK 松木敦與人江提到，為了採訪新聞，媒體會面臨到一些問題，除了克服交通中斷，一旦採訪團進入災區便失聯，當天所有的電話傳真都不能使用，但這樣的進入採訪是必要的，因為 NHK 不只報導死傷，也報導災民所關心的其他家人與朋友的現況，讓對外交通中斷的災區可以與外界聯繫。

媒體幫助提供資訊並協助向非災區居民募集資源，但是缺乏審慎考慮的報導，常會有負面影響。田中淳提到 2005 年 Miyagi 地震，當時媒體租用直昇機或是架設攝影機在遠端遙控直昇機上，希望以鳥瞰的方式，讓民眾瞭解受災的範圍，但是發出的噪音與強風嚴重影響救災人員，無法聽到生還者呼救的聲音，或是把現場弄得風塵飛砂，甚至對災民造成心理與生理的不良影響。

另外，NHK 神戶放送局平地正宜部長、社區媒體的吉富志津代提到，阪神大地震時，記者只沿著 JR 火車幹線所及之處報導，誤導民眾對災難的認知，記者忽略了災區資訊的甜甜圈效應，無法到達的區域往往是受災最嚴重的地方。而民眾對災難的認知又會影響志工參與、資源捐贈與募集，一旦誤認某區為重災區，所有的物資與人力就投入那一區，造成資源過度聚集，等到真正嚴重的區域出現，反而得不到任何資源援助，造成資源分配錯誤。

KDDI 與 Mizuho 的兩位研究員多田與津久井聰一則是認為日本對地震已經有充份準備，應該儘速開始檢討其他災難類型，福長秀彥也認為颱風，水災，核電事故，是可以預防的，就必須要積極報導，核電警報響了，即使不知道為什麼，情況仍然不明，還是要立刻提供資訊，也許有副作用，例如：造成民眾恐慌。但是不提供相關資訊就是隱藏資訊，民眾會失去對 NHK 的信賴。因此，建議媒體在平時就能對負責地區的潛勢災難有所瞭解，做好災難規劃與預演，在災難發生時才能與各地區保持聯繫，有效率地取得資訊。

國科會補助專題研究計畫項下赴國外(或大陸地區)出差或研習心得報告

日期：102 年 9 月 21 日

計畫編號	NSC 100-2410-H-004 -166 -MY2		
計畫名稱	創傷與新聞:一個台灣新聞學術與實務長期忽略的議題		
出國人員 姓名	許瓊文	服務機構 及職稱	政大廣電系
第一次 出國時間	101 年 11 月 21 日至 101 年 11 月 24 日	第一次 出國地點	越南 胡志明
第二次 出國時間	101 年 11 月 29 日至 101 年 12 月 6 日	第二次 出國地點	日本宮城縣、東京都
第三次 出國時間	102 年 6 月 21 日至 102 年 8 月 9 日	第三次 出國地點	西雅圖、溫哥華

一、國外研究過程

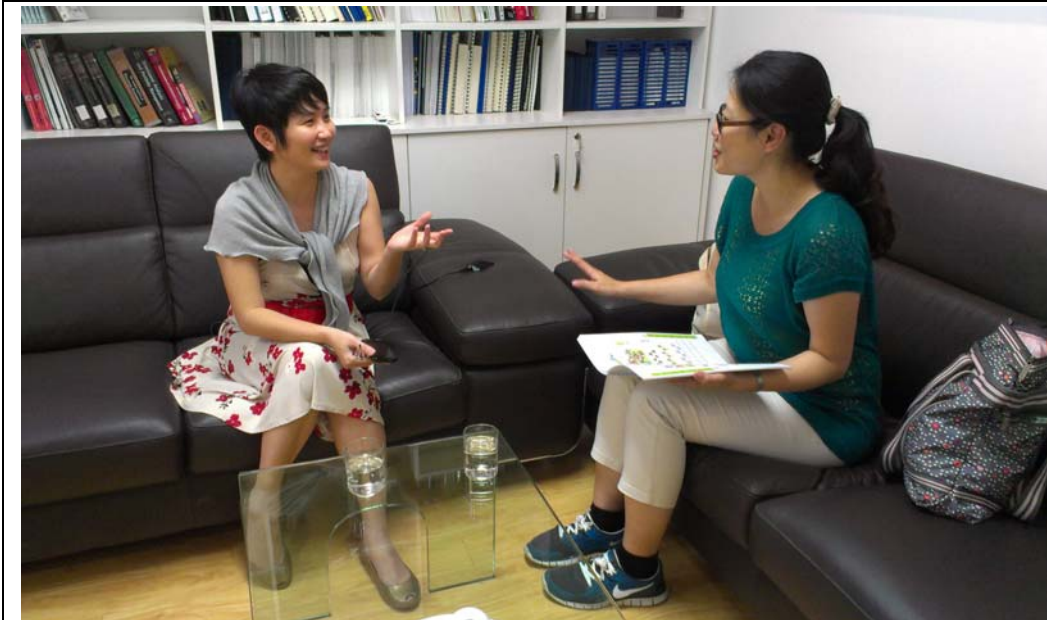
第一次出國越南差旅日程表

時間	地點	事由
11/21	曼谷-胡志明市	泰國飛越南
11/22	越南 胡志明市	訪談 記者 Mr. Tran Vinh Du 訪談 Prof. Tran Kim Anh Advanced Institute of Science and Technology, HUST



Prof. Tran 左邊持電話者

11/23	越南 胡志明市	訪談 記者 Ms. Phan Thi Cam 訪談 Instructor Dao Bui Transportation University
11/24	越南 胡志明市	訪談 媒體工作者 Ms. Le Minh Ngoc 越南飛台北



第二次出國日本差旅日程表

時間	工作地點	住宿地點	事由
11/29	日本宮城縣仙台市	仙台市	出發 (台北-仙台) 機場搭 JR 到仙台
11/30	日本宮城縣石卷	仙台市	災區重建商會 理事長 坐公車到石卷(來回)
			
<p>理事長與工作人員。</p>			
			
<p>百廢待舉的百年醬油店毀於海嘯，與石卷市內的產業尋找復興再起的機會。</p>			



欠缺資金工廠無法

復工，目前只能手作量產維持生計。



在組合屋區開設復興中

心，邀集農家與商家展售物品。

12/1

日本宮城
縣女川町

仙台市

災區訪談
坐公車到女川町(來回)

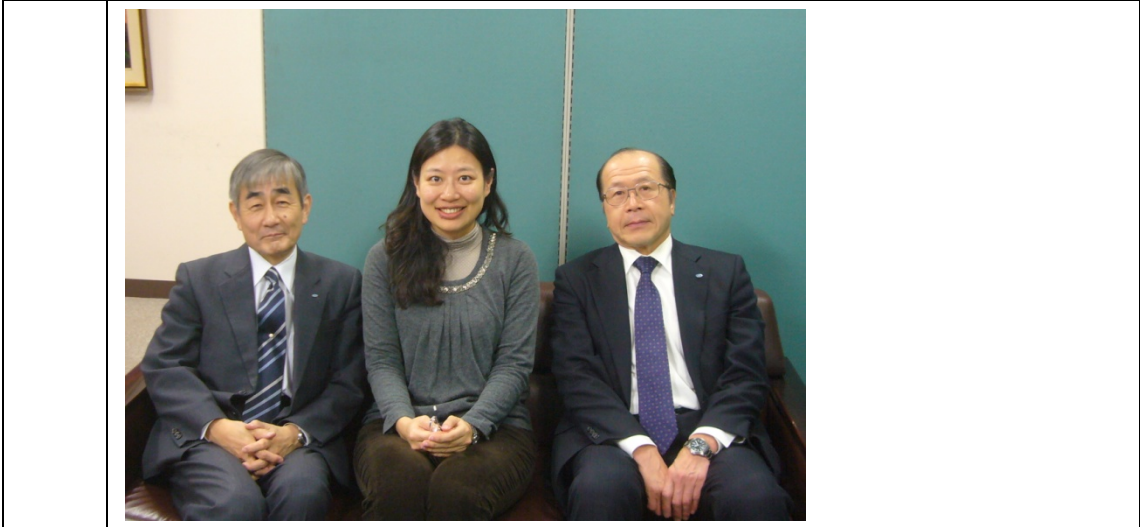


因為避難決策緩

慢，導致幾乎全校師生喪生的大川國小。



12/2	日本宮城 縣石卷	仙台市	訪問 河北新報 佐藤 記者 訪問 河北新報 西川 社長 訪問河北新報 桂 代表取締役 坐公車到石卷(來回)
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12/3	日本宮城 縣勝雄町	仙台市	災區訪談 坐公車到石卷市勝雄町(來回)
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12/4

日本仙台
至東京
※東京為
研究者到
當地後，
臨時得知
受訪者可
受訪而增
加之行
程。

東京

訪問東京女子大學教授 Jinah Lee

訪問東京大學 總合防災研究所助教授
Jibiki Yasuhito

坐新幹線到東京(去程)



忘記要拍合照。



忘記要拍合照，只有研究中心辦公室。

12/5

東京-日
本仙台

東京

訪問東京大學 總合防災研究所中心長 田中淳
訪問 NHK Mega Tsunami Director 木村春奈
坐 JR 到東京(回)
坐新幹線回仙台(去程)



			
12/6	日本宮城 縣仙台		訪問 仙台大學媒體系准教授 Christi Lin 回台 (仙台-台北)
			

第三次出國美加差旅日程表

時間	工作地點	住宿地點	事由
6/21	台北--西雅圖	西雅圖	出發
6/24	西雅圖華盛頓大學	西雅圖	訪問 Meg Spratt 與校園槍擊報導資料收集
6/25	西雅圖華盛頓大學	西雅圖	訪問 Randal A Beam 與與自殺報導資料收集
6/26	西雅圖華盛頓大學	西雅圖	Diana Kramer 的校園槍擊工作坊資料收集
6/27	西雅圖 Seattle City Hall	西雅圖	Seattle City Hall 防災資料收集
6/28	西雅圖 Bellevue City Hall	西雅圖	Bellevue City Hall 防災資料收集
7/20	西雅圖防災研究中心	西雅圖	訪問西雅圖防災研究中心主任 Bob Freitag

			Washington State 防災資料收集
7/30	西雅圖--溫哥華	溫哥華	去程
7/31	Vancouver City Hall	溫哥華	溫哥華 防災資訊收集
8/1	Vancouver City Hall	溫哥華	BC 省防災資訊收集
8/2	溫哥華—西雅圖	西雅圖	回程
8/9	西雅圖—台北		回程

二、研究成果

本計畫為「創傷與新聞：一個台灣新聞學術與實務長期忽略的議題」原本重視的是記者採訪創傷新聞可能會有的創傷、如何採訪受害者、以及對閱聽人的影響。研究期間遭逢 311 日本東北大地震，新聞記者對災難此類創傷事件的重視程度明顯增加。因此，特別前往當時 2011 年飽受地震海嘯摧殘的宮城縣，2012 年受水災與爆炸案影響的越南，以及 2012 年發生多起校園槍擊案的美國，訪談當地記者、居民與學者等。

部份記者與學者提到災難後媒體的改變，像是槍擊案件的保護當事人與社區恐慌、安全顧慮，以及災難前、中、後媒體的功能，這部份值得給台灣記者與防災相關單位參考，媒體不只是工具，有其正面功能。這次的研究更確定我災難與傳播跨領域研究的發展，與傳統的災難傳播研究，使用的學說假設是將傳播或媒體當成工具不同，正視災難跨領域研究的重要性，以傳播為根基的災難管理，全面討論傳播研究可以如何貢獻災難研究與實務。

三、建議

感謝國科會近兩年的彈性報帳制度，讓主持人可以依據時事與人脈，隨時改變訪談地區與時間，這次能前往災區訪談，非常難得，與當初計畫撰寫之初的情境變化太大，必須透過認識學者安排才能前往災區。移地研究有其必要性，尤其對專書的撰寫，希望透過這些具體例子給台灣借鏡。但想前往的災區太多，最終因為經費不夠，而必須有所取捨，例如：為了節省經費前往美國瞭解槍擊案件對記者的影響，前往日本宮城縣的機票已由主持人自籌，本來還想前往日本其他縣災區，尤其是瞭解採訪核災的記者，所面臨的特殊情境，但終因經費不足而打退堂鼓，甚為可惜。

國科會補助專題研究計畫項下出席國際學術會議心得報告

日期：102 年 1 月 20 日

計畫編號	NSC 100-2410-H-004 -166 -MY2		
計畫名稱	創傷與新聞:一個台灣新聞學術與實務長期忽略的議題		
出國人員姓名	許瓊文	服務機構及職稱	政大廣電系
會議時間	101 年 11 月 18 日至 101 年 11 月 21 日	會議地點	泰國曼谷
會議名稱	(中文) (英文)International Telecommunications Society Regional Conference		
發表論文題目	(中文) (英文) To Vlog or Not to Vlog? An Exploratory study of Taiwan YouTubers' privacy management		

一、參加會議經過

本人因為於 2011 年與廣電系教授劉幼琍合作主辦 ITS 區域會議，是國內傳播界第一次承辦電訊傳播領域的大型會議，因此，持續參與 ITS 相關會議有兩大重點，第一持續拓展電訊傳播的產業、主管機關與研究人員等人脈與研究資源。第二部份則是發表自己的論文，To Vlog or Not to Vlog? An Exploratory study of Taiwan YouTubers' privacy management，這個會議以電訊傳播政策、經濟與法規為主，因此，我的使用者取向算是開啟另外一個對話機會，這樣的研究到底可以幫助業者什麼，甚至進一步發展產業，這是我研究中，不曾重視的問題，經過會議中的討論受益不少。

二、與會心得

因為本會議以產業、法規、經濟等研究為主，使用者面向比較少，雖然可以互相討論類似的使用者面向研究者比較少，但是來自其他領域的提問可以激盪出不少火花，是連續三年來參加 ITS 會議的意外收獲。舉例來說，法規對平台內容並未多加限制，但是當使用者在上傳影音時，因為沒有考慮隱私性而發表的內容，也可能對平台營運造成困擾，因此，過去的隱私設定在購物網站或是社群網站較不受歡迎，等於是減少營利機會的趨勢，在 Youtube 等類似影音平台不見得是壞事。使用者因為有隱私管理的概念，進而使用隱私設定，在刊出內容上能自我管理，但是使用者的 log file 還是能用於營利。這樣的營運想法與使用者意願結合，可以發展不同的研究面向。

三、建議

其實這次選擇亞洲會議是因為要順道訪問泰國記者與前往越南研究，感謝國科會在近年來對於經費彈性運用的鬆綁，讓主持人不要再像過去要前前後後進出台灣，再回到鄰近區域這樣的荒誕行為。泰國這次承辦區域會議，相較於 2011 年台灣承辦會議相形失色，台灣年會再國科會、教育部等公、私立機構的補助下，再會議議程、內容、keynote speakers 等學術項目，以及地點、服務、行政支援等項目都明顯優於泰國。許多參與者跟我提到這些比較，身為當時 2011 區域會議 organizing committee 的一員深感與有榮焉。建議國科會未來可以針對重點發展項目，舉辦大型國際會議，不只提昇學術水平也增加國際形象。

To Vlog or Not to Vlog? An Exploratory Measure Study of Communication Privacy Management Theory in Video Disclosure and Privacy: Take Online Social Networking Site YouTube for Instance

Abstract

This study applies Petronio's Communication Privacy Management theory to explore how YouTubers manage their disclosure in YouTube videos; whether YouTubers' gender, motivation, internet experience, the degree of perceived identification and perceived risk have any impact on their privacy management behaviors in social networking site, YouTube. In addition, this study uses Child, Pearson & Petronio's (2008) WPMM scale as reference; attempts to create an explanatory scale to measure YouTubers' privacy concern and management for future research.

There are 617 YouTubers completed an online survey, including 527 YouTubers who have their video available in YouTube and 90 YouTubers who do not have their video available in YouTube. Results show YouTuber's gender has significant impact on their disclosure and linkage behavior; motivation has significant impact on their information control, disclosure and linkage behavior.

What's more, YouTubers who can identify others from their own videos and perceive threat or risk from internet environment have the tendency to have their information controlled and limited, not to disclose more personal information and disallow others have the access to their video in YouTube. Following the results of the present study, suggestions for future research in the online management of privacy, especially in YouTube context, are also listed and discussed.

Keywords: YouTube, Vlog, Communication Privacy Management theory, self disclosure, anonymity.

Introduction

Recent years, social networking sites have become increasingly ubiquitous and played a very important role in everyone's daily lives. With the help of social networking sites, more and more people are used to recording their own daily life through online video social networking site, YouTube. Individuals produce their own videos to share their own thought, emotion and travel experience with people they have known or they are not familiar with, presenting themselves in front of public environment.

Video social networking sites can present ones' appearance, voice, body shape and existing surrounding clearly; additionally, viewers and performers can coexist in the same space while watching videos, being both the encoders and the decoders. Owing to images and video footage uploaded being available or accessible to all the internet users, during the process of their disclosure, some information they disclose might cause some threat to their privacy. Thus, the tension between disclosure and privacy has been a paradox and an issue studied in different contexts, such as facebook (Metzger & Pure, 2009; Catlett, 2007) and weblogs (Child & Agyeman-Budu, 2009).

Morgan, Snelson & Elison-Bowers (2010) indicate despite of the potential negative outcomes, some adolescents and young adults choose to make images and videos of substance use or marijuana use publicly available on MySpace and YouTube. It is worthy of being noticed that privacy issue draws its own attention from text-based internet context to video-based internet context.

However, reviewing previous academic researches about internet privacy, some have emphasized individuals' anonymity on the internet (Joinson, 2001; Gomez, 2003; Rains & Young, 2003; Qian & Scott, 2007; Chen, Chen, Lo & Yang, 2008; Woo, 2008) and risks on the internet (Dinev, Xu & Smith, 2009; Gibbs, Lai & Ellison, 2009; Metzger, 2007; Rauhofer, 2008; Woo, 2006) .

Additionally, some researches apply Petronio's communication privacy management theory to explore how people manage their privacy between the choice of disclosing and reserving in different contexts, such as personal privacy management within organizations (Hollenbaugh & Egbert, 2009; Allen, Coopman, Hart & Walker, 2007) and privacy management on the networking social sites, SNS (Catlett, 2007; Metzger & Pure, 2009; Gibbs, Lai & Ellison, 2009).

Among those studies on SNS, few studies explore the privacy issue in the context of videos and image, such as YouTube. Therefore this study uses Petronio's Communication Privacy Management (CPM) as background theory to understand how users manage their privacy and disclosure on YouTube.

Literature Review

Communication Privacy Management theory

The dialectics between disclosure and privacy

Communication Privacy Management theory, CPM, is used to investigate the tension between individuals' disclosure and concealment; it is a robust theory to examine the process of people's decision making. Petronio (2002) indicates:

The theory of Communication Privacy Management represents a map that presumes private

disclosures are dialectical, that people make choices about revealing or concealing.

According to CPM theory, decision making between revealing and concealing is illustrated by the metaphor of boundaries. Based on this perspective, regulating boundary openness and closeness contributes to balancing the publicness or privacy of individuals (Petronio, 2002).

Thus, how individuals regulate their self-disclosure and privacy is the core issue that CPM theory puts much emphasis on. Owing to understanding the tug of war between self-disclosure and privacy, reviewing previous studies on self-disclosure on the internet finds some factors affecting people's willingness to disclose or keep anonymity. Moreover, the definitions of privacy are diverse and complex. This study tries to conceptualize privacy from previous literature of privacy.

Self-disclosure and Privacy

Recent studies on self-disclosure (Joinson, 2001; Parks & Floyd, 1996; Qian & Scott, 2007; Tidwell & Walther, 2002) find the characteristics of Computer-mediated communication, CMC, allow people keep their anonymity and maintenance of interpersonal relationship. CMC makes people have the control to present them in non face-to-face (FtF) context, lowering the risk and uncertainty of disclosing personal information.

Parks & Floyd (1996) find people are more willing to disclose themselves in CMC context than in FtF context. Joinson (2001) uses content analysis and experiment approaches to compare self-disclosure in CMC context with FtF context. He discovers the degree of self-disclosure in CMC context is higher than FtF context. Similarly, Qian & Scott (2007) thought the anonymity of weblogs makes users disclose more personal thoughts.

According to previous literature on self-disclosure on the internet, anonymity (Qian & Scott, 2007; Gomez, 2003; Joinson, 2001; Parks & Floyd, 1996), gender difference (Mesch & Beker, 2010; Acquisti & Gross, 2006; Calvert, 2005; Parks & Floyd, 1996), use motivation (Kim, Klauke & Serota, 2009; Park, Jin & Jin, 2009; Lee, Im & Taylor, 2008; Scott, 2008; Cho, 2007) and internet experience (Gibbs, Lai & Ellison, 2009; Metzger, 2007; Fox, 2000) are factors affecting personal self-disclosure.

As for privacy, Warren & Brandeis (1890) define privacy as the right to be alone. According to the perspective of Wildemuth (Taraszow et al, 2008), Van, Van, Miller & Wecket (McCullagh, 2008) and Snyder (2010) defines privacy as being alone, information control, separation or avoidance and nonintrusion.

Pedersen (1999) defines privacy as intimacy with family, intimacy with friends, solitude, isolation, anonymity and reservation. According to above-mentioned, the definition of privacy is complex; nevertheless, its common definition regards privacy as the control of personal information (Altman, 1977; Joinson & Paine, 2007; Mesch & Beker, 2010); namely, privacy is the information control between disclosure and concealment.

1. The control of information

Altman (1979) thinks privacy is personal information control (cited from Snyder, 2010). Gavison (1980) regards privacy as the right to keep secret, anonymous and alone, control personal information. Schoeman (1992) indicates privacy is the control individual uses to keep from others, building up the barrier from outer intrusion. Woo (2008) explores privacy and anonymity in the interactive media, defining privacy as information control. Dinev et al. (2009) find out perceived control of personal information is related to information privacy.

Upon empirical study, Dinev et al. (2009) point out the characteristic of anonymity and reservation (keep secrets) makes users conceal their identity to have the power of controlling information; namely, he thinks

anonymity and reservation are positively related to information control.

According to above-mentioned discussion, the privacy of individual is guaranteed through anonymity, isolation, and reservation to control personal information and protect individual's privacy. However, it is worthy of being noticed that why do people want to control their privacy?

2. Perceived risk concern

Festinger (1957) points out people are vulnerable and helpless when disclosing themselves; additionally, when knowing some sensitive information exposed by others, the issue of personal privacy will draw individuals' attention. Similarly, Taraszow et al. (2010) find as individuals perceive their information is used inappropriately or misused, they have stronger negative risk perception and care much about their privacy. The negative risk gives rise to the uncertainty toward personal privacy, making individuals anxious. Petronio (2002) finds the privacy concern of individuals on the internet may influence the privacy management of individuals.

The privacy concern of individuals in the study of privacy is a critical factor which may influence the privacy management behavior. For example, Gibbs, Lai & Ellison (2009) discover that individuals with stronger privacy concern toward internet privacy will behave cautiously on the internet, reading punctiliously internet registration policy and ensure personal information with some techniques. Metzger (2007) examined privacy management in electronic commerce and discovers people with privacy concern have the motivation to protect their privacy.

Dinev et al. (2009) point out the sensitive information individuals disclose may cause people perceive vulnerable so that have the tendency to pay much emphasis on individual privacy on the internet. Assumedly, the sensitivity of disclosed content may affect the privacy concern of individuals.

Another factor which may cause effect on privacy concern of individuals is an individual's past negative experience with the internet. Dinev et al. (2009) find individuals who perceive more negative experience happening on the internet, or have ever experienced may amplify perceived risk from the internet and tend to regulate their privacy on the internet. Just what Petronio (2002) has indicated the more risky the episode is considered, the greater the tendency for people to develop privacy rules that keep the privacy boundaries closed (p.67).

Based on aforementioned, privacy is related to not only information control, anonymity, isolation, reservation, of individuals but also privacy concern, information sensitivity, negative internet experience, of individuals. The tension between disclosure and privacy that CPM theory has addressed is needed to find the coordination to meeting the balance.

3. The coordination and control between disclosure and privacy

According to Petronio (2002), CPM is a rule-based theory, depending on three rule management operations to decide the accessibility: (1) boundary ownership, (2) boundary permeability, and (3) boundary linkage. Child et al. (2008) bases on three rule management operations to understand how weblog users manage their information on the blogs; further addressed the Weblog Privacy Management Measure (WPMM).

(1) Boundary ownership

The rule management operation, boundary ownership, is negotiated for individuals to have the access and

control to co-share certain information. Metzger (2007) thinks ownership means users have the right to control personal privacy through the way of keeping anonymity and reserving sensitive information. Some bloggers freely share the rights and privileges for personal information disclosed on their blog. Other bloggers directly specify restrictions to blog information use and distribution (Child et al, 2008).

With an eye to measuring individuals' boundary ownership, Child et al (2008) use six items such as ,“I don't blog about certain topics because I worry about who has access”; “I usually am slow to talk about recent events because people might talk”;“I have limited the personal information posted on my blog” and so on. The six items Child et al. (2008) have addressed can be categorized into “avoidance and reservation”, “limitation”, “pseudonyms use”, “deletion”, and “surveillance”.

From the categorizations related literatures have demonstrated, boundary ownership means users have the right and methods to control any accessibility from outer world; namely, the concept of ownership is constructed through the methods of controlling. Thus, this study uses the term of “boundary control” to replace the term of boundary ownership for better clarification and understanding.

(2) Boundary permeability

The openness and closeness of boundary permeability is negotiated by the degree of individuals' disclosure. Petronio (2002) thinks:

When boundary access rules are used, they may lead to a range of behaviors, from granting complete access of the private information to only partial disclosure. Levels of boundary permeability therefore range from open access (thin boundaries) to closed access (thick boundaries).

Self-disclosure has traditionally been considered an important factor of intimacy. There can be two different types of self-disclosure: breadth or the number of topics disclosed, and depth or the degree of personal relevance (Laurenceau & Kleinman, 2006; cited from Park, Jin & Jin, 2009). Child et al. (2008) use the amount of permeability, or the breadth, depth, and amount of disclosure to measure individuals' boundary permeability. This study, therefore, bases on the breadth, depth and amount of disclosure as the items to conceptualize the term, boundary permeability and uses the term of “boundary disclosure” to replace the term of boundary permeability.

(3). Boundary linkage

Linking means that others are given permission to become co-owner of private information. When an individual has been linked into privacy boundary, the confidant becomes responsible for protecting the information to which they have been privy (Petronio, 2002). In relation to blogging, Child & Agyeman- Budu(2009) indicate the linkage principle examines the extent to which people expend more conscious effort on using their blog as a network facilitator to link to others with similar interests or disallow linkage to occur.

Petronio (2002) finds there are many ways that boundary linkages are accomplished. First, “probing” may be one way that people seek out another's private information. Second, “Asking direct or indirect questions” about private information informs individuals about the interest of others. Third, “permission” is also a useful strategy when people make personal revelations.

As for the study on weblog, the WPMM Child et al. (2008) has addressed uses “probing”,

“permission” to conceptualizing boundary linkage in weblog. This study will base on aforementioned literature on privacy, self-disclosure and the characteristics of YouTube to demonstrate appropriate scale for measuring the privacy management of users on vlog, YouTube.

4. CPM theory and the internet

Recently, internet privacy has been emphasized so that CPM theory, as a framework, is applied to different internet context to understand how people manage their privacy on the internet and what may affect their behavior to manage privacy. For example, Metzger (2007) finds, in e-commerce, users manage their privacy by withholding, deception, and seeking as online privacy management strategies. In addition, he finds experienced internet users are nearly two times more likely to provide false information compared to less experienced users.

Catlett (2007) finds female facebook users who have less knowledge about privacy control have thinner privacy boundary than those who have more privacy concern and control, owning less boundary ownership, permeability and linkage. As for personal privacy concern and internet experience, Gibbs, Lai & Ellison (2009) think personal privacy concern, self-efficacy and past internet experience will influence the degree of others' disclosure. Study finds users with higher self-efficacy, more internet experience have the tendency to use validation strategy, and disclose more information.

Child, Agyeman-Budu (2009) explore how personal weblog privacy management rules and using frequency cause effect on personal self-monitoring ability and the concern toward social interaction. Results show bloggers who have higher self-monitoring ability have more positive inclination toward privacy management on the blog.

As for the evaluation of perceived risk on the internet, Metzger & Pure (2009) indicate when users make the choice between revealing and concealing, they will evaluate the risk and benefit of information. If users perceive less risk disclosure may cause, the degree of disclosing is higher. Users with higher privacy concern have stronger motivation to protect their privacy to form thick privacy boundary, exercise more privacy control and disclose less information. In addition, female are more sensitive toward privacy issue and control more personal information to limit the visibility of personal profile.

According to related literature, gender difference, and perceived privacy concern and use motivation are factors influencing the privacy management of individuals. Namely, while the perceived social risks of disclosure might lead users to limit accessibility to their profile information as a means to protect privacy, users' perceived social benefits push toward greater profile visibility and accessibility (Metzger & Pure, 2009).

Video Social Networking Site, YouTube

Video social networking site, YouTube, can be translated to “You as receiver or transmitter of television diffusion”, given that “Tube” refers to the device or tube (picture tube) of electrons where the televised image is generated (Banuelos, 2008); it has reversed the role people play and the way they watch.

Its main content is consisted of user-generated online audio-visual video which can be viewed with internet bandwidth. Users on YouTube through images, music, text comment and animation perform and present themselves in front of the public, interacting with everyone from different corners. Burgess & Green (2009) think YouTube illustrates the increasingly complex relations among producers and consumers in the creation of meaning, value, and agency.

The type of videos uploaded into YouTube, Krishnamurthy (2002) categorizes them into personal, community, topical and individual; as for the attribute of video blog, he puts them into online diary, support group, collaborative content and enhanced column (cited from Herring et al. 2004).

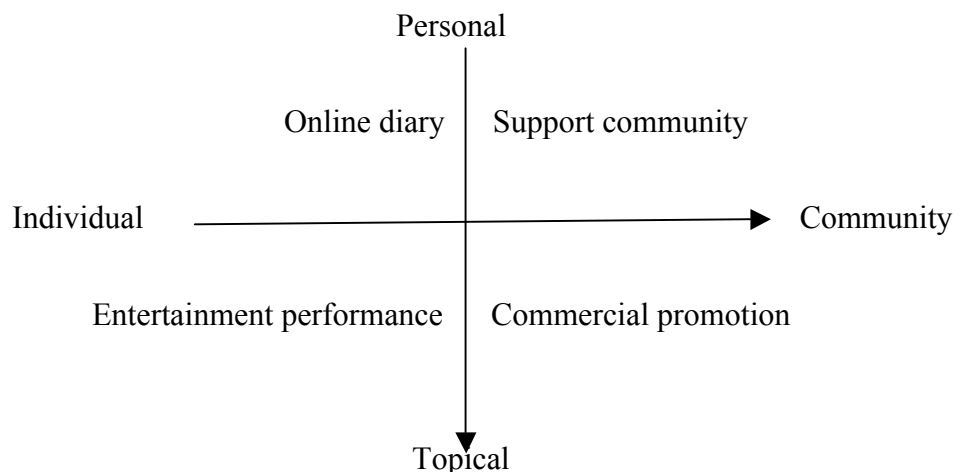


Figure1: Types of video content on YouTube (source Herring, 2004)

Among YouTube’s categories, online diary records users’ daily routine, being the participatory representation of users’ production and consumption. YouTube is a platform built for amateur creativity and that it thrives on user-created content (Burgess & Green, 2009). There exists a semiotic function in the website. Given by the relationship of expression/content and a spectacular function in the relationship between scene/pubic where is as the interactive, virtual interface (Banuelos, 2008).

User-created form of online video production gives rise to the prevalence of vlog entries. Burgess & Green (2009) think vlogging itself is not necessarily new or unique to YouTube, but it is an emblematic form of YouTube participation. Among all vlogs uploaded on YouTube, this study is aimed at personal journal, videoblogging, which is a dominant form of user-created content. In the light of individuals’ privacy management in personal online diary that is what this study has emphasized others categories, just like, support group, collaborative content and enhanced column are not discussed in this study.

The disclosure and control on YouTube

As for the current phenomenon vlog users manage their privacy, Lange (2007) finds on YouTube, people have different expectations about what information can be shared or what constitutes sensitive information. One useful lens for understanding ... is the concept of the fractalization of the public and private. Therefore, some participants will disseminate their videos and share their personal information, like full name, address, vocation, age and relationship with others; but, they use mechanisms to limit physical access to the videos or to limit understanding of their contents. Lange thinks the behavior of participants may be characterized as “Publicly private” (Lange, 2007).

Conversely, some participants make connections with many other people, while being relatively private with regard to sharing identity information; namely they publicly show themselves with some disguise to conceal certain aspects of their identity, retaining some anonymity. Lange categorizes this behavior of some participants as “privately public”.

Review current research, few studies examine how users, vloggers, manage their privacy in high identifiable online context, YouTube, and what may influence privacy management behavior. Based on this, this study applies CPM theory to online social networking site, YouTube, to further understand how

participants manage their privacy and what kind of factors may cause effect on their privacy management behavior.

In order to better understand how current participants on YouTube control their privacy, this study uses snowball sampling to find three vloggers for preliminary interview.

Results show they ensure their visual anonymity by using mask or other images to take the place of their faces, regulating their privacy setting and using inaccessible pseudonym or abbreviation to replace sensitive things.

Interviewee A:

I have ever seen one of my friends using the image of flower, animal, mosaic and so on to cover the face of his friends. As for myself, I will limit unfamiliar friends or others to access to my videos by using privacy setting.

Interviewee B:

I use pseudonym like nickname or abbreviation of names to name myself and friends in the videos; additionally, when talking about something sensitive, we may use the abbreviation or symbolic words which we are familiar with to replace things we discuss in the videos.

In addition to the control of individual anonymity, users may use the privacy setting of YouTube by selecting “non public” to make users who have the accessibility to those regulated videos, “openness” to make all the users of YouTube have the access, and “private information” to limit certain users to access.

From aforementioned, participants on YouTube use “reservation” to conceal some of their videos and “limitation” to be isolated from others; some videos only are available for particular friends to keep close intimacy.

As for the boundary linkage on YouTube, by searching the specific keywords of titles, the commentaries of video content and tags attached to video, any participants can probe and find the videos they want.

Factors influencing privacy management

Studies on self-disclosure (Parks & Floyd, 1996; Joinson, 2001; Gomez, 2003; Hayne, Pollard & Rice, 2003; Acquisti & Gross, 2006; Metzger, 2007; Lee, Im & Taylor, 2008; Kim, Klautke & Serota, 2009; Mesch & Beker, 2010) find perceived anonymity/ identifiability and internet experience are the factors influencing self-disclosure. As for studies on privacy and CPM, disclosing or reserving personal information is the decision of individuals; the factors that cause effect on privacy management are cultural background, use motivation, context, gender and perceived risk.

Summarizing above-mentioned studies, this study takes gender, use motivation, context, internet experience, perceived anonymity and perceived risk as factors to measure privacy management on YouTube.

1. Gender

Studies about gender find that women express more concern, and feel more vulnerability to privacy invasions than do men. For example, Westin (1997) found that women were more worried than men about threats to their privacy regarding a range of personal information including medical, financial, and insurance information. This has been found online as well.

(1) Gender difference in text-based internet context

Gender difference on internet researches (Acquisti & Gross, 2006; Cho, 2006; Mesch & Beker, 2010; Taraszow et al. 2010) has been an important measure variable to explore the difference between female and male.

Dominick (1999) finds compared to males, females tend to disclose personal information, including personal relationship and families in their blogs. Cho (2006) compares the disclosure made by teenagers in chat-rooms to face-to-face (FtF) interaction and finds gender difference will affect the degree of self-disclosure. The disclosure of females in chat-rooms is natural just like being in face-to-face interaction while males tend to disclose more personal information in FtF interaction.

Acquisti & Gross (2006) examine the differences of using social networking sites between males and females and discover females disclose less personal phone numbers, sex orientation and home address than males. Similarly, Taraszow et al. (2010) find females disclose less personal phone number, e-mail and website than males.

(2) Gender difference in video-based context

Regarding the studies on gender differences on YouTube, Hanson & Haridakis (2009) explore the social interaction and co-viewing behavior on YouTube by use and gratification theory and find the motivation to seek for information, interact with others and watch others' videos of males are stronger than females.

With the view to examining how participants communicate with others, Molyneaux et al. (2008) find females disclose more personal information than males while males produce more personal video content than females. Mesch & Beker (2010) find males create more individual video than females and are more willing to allow others to have the access to their videos. Catlett (2007), Metzger & Pure (2009) think females have more control over their personal information on the internet and more sensitive to the privacy issue.

From the assumption of research question 1 and the comparison of context with video and context without video, this study summarizes as following table.

Table 1: the comparison between context with video and without video

Order	Context without video		Context with video	
	male	female	male	female
Disclosure	Phone number (Acquisti & Gross, 2006; Taraszow et al., 2010)	Personal experience (Cho, 2006; Dominick, 1999)	Personal comment (Hanson & Haridakis, 2009)	Personal experience (Molyneaux et al., 2008)
	E-mail (Acquisti & Gross, 2006; Taraszow et al., 2010)	Relationship (Dominick, 1999)	Entertainment (Molyneaux et al., 2008; Molyneaux et al., 2009)	Group interaction (Molyneaux et al., 2009)
	Personal websites (Acquisti & Gross, 2006; Taraszow et al., 2010)	Family (Dominick, 1999)	Technology demonstration (Molyneaux et al., 2008)	
		Emotion expression (Cho, 2006; Dominick, 1999)	Social interaction (Hanson & Haridakis, 2009; Molyneaux et al., 2009)	
Privacy control	Unconcern (Acquisti & Gross, 2006; Taraszow et al., 2010)	Concern (Cho, 2006; Dominick, 1999)	Open linkage (Molyneaux et al., 2008; Molyneaux et al., 2009)	Concern (Molyneaux et al., 2008)

al., 2010)		al., 2009)	2009)
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According to related literatures on the gender difference of privacy concern, this study has addresses:

H1-a: Compared with males, females have more control toward personal boundary control.

H1-b: Compared with males, females have less disclosure toward personal boundary disclosure.

H1-c: Compared with males, females have less linkage toward personal boundary linkage.

In addition to gender differences, literatures (Papacharissi & Rubin, 2000; Douglas & McGarty, 2001; Cho, 2007; Lee Im & Taylor, 2008) regard use motive of users as one factor influencing the behavior of participants.

2. Use motive

(1) Use motive in text-based internet context

People use the same mass medium for very different purposes. According to the uses and gratifications approach, media consumers' motivations and social psychological characteristics affect their media-related behaviors (Kim, Klautke & Serota, 2009).

Papacharissi & Rubin (2000) find five interpretable factors: interpersonal utility, pass time, information seeking, convenience, and entertainment, and people with pass time, information seeking and entertainment regard using internet as functional tool. Lee, Im & Taylor (2008) examine motivations for and perceived consequences of voluntary self-disclosure through personal Web space using both qualitative and quantitative study methodologies; categorize the motives into self-presentation, relationship management, keeping up with trends, storing information, sharing information, entertainment and showing off.

Park, Jin & Jin (2009) examine the motives of the use of social network sites and their impacts on impression management, the extent of people's self disclosure, perceived reciprocity and intimacy. Results show the motivations for relationship maintenance and relationship development both facilitated impression management on social network sites; discover the motivation for relationship development facilitated more self-disclosure amount.

(2) Use motive in video-based context

Video blogs are stage sites where participants make their self-expression in the form of video and constitute a unique media context, differing from text-based internet environment. With regard to current staging phenomenon, Hsu (2007) thinks the motivations of online staging users are different from internet users who participated in previous studies and earlier studies on uses and gratifications seem not enough to account for the staging phenomenon, ignoring the presentation of participants to interact and communicate with others in this performative society.

Similarly, Haridakis & Hanson (2009) think the videos on YouTube come either from the traditional mass media, or are created and uploaded by YouTube users. There is a need to examine whether the motives such as convenient entertainment, convenient information seeking, interpersonal connection, pass-time and escape identified in prior studies; additionally, interpersonal motives for using the internet include social interaction and co-viewing are appropriate to account for the communication motives of YouTube users' viewing and sharing of videos.

Results suggest that males who are socially active and use YouTube for purposes of entertainment, information, seeking, social interaction, and to watch videos with others report they use YouTube more often than do their counterparts (Haridakis & Hanson, 2009).

Griffith & Papacharissi (2010) find participants who take video blogs as their personal diaries are willing to disclose true self; the motivations of using video blogs are to prove the existence of self(I vlog therefore I am), understand who they are and present themselves in front of the public. Therefore, they regard videos on YouTube as the mirror of digital self (mirror, mirror on the wall), helping them to construct their images and form the space where they can reflect themselves and indulge in narcissism.

Summarizing the studies on use motives in text-based and video-based context, this study finds use motives can be categorized into information seeking/exchange, self expression, community discussion, pass time, information sharing, relationship maintenance, life recording, showing off, befriending and identity seeking. Taylor (1979) thinks use motivation can cause effect on personal disclosure or concealment.

Namely, individuals' motivation may determine the rule decision of individual privacy management. Petronio thinks the motivations of individuals influence the accessibility, control and limitation of privacy boundary. Thus, this study addresses as following hypotheses:

H2-a: the motivations of vloggers who upload their videos affect their boundary control.

H2-b: the motivations of vloggers who upload their videos affect their boundary disclosure.

H2-c: the motivations of vloggers who upload their videos affect their boundary linkage.

Apart from gender difference and use motive, researches (Dutton & Shepherd, 2006; Gibbs et al., 2009; Metzger, 2007) find the internet experience of participants can be regard as the factor affecting users' behaviors.

3. Internet experience

Whether internet experience influences self-disclosure, Chelune (1987) finds the past experience with information exchange affects the value placed on such exchanges and influences both expectations about and actual disclosure in future interpersonal exchanges (cited from Metzger, 2007).

Dutton & Shepherd (2006) think internet users who have used internet for a long time and have some negative experience on the internet are more confident than users who have not enough experience on the net. Although compared with those who do not have enough experience, experienced users have less concern on the risk the internet may cause, they are alert to the possible risk and threat of every internet use.

Those with past online experiences find their way and strategy to confront the potential threat on the internet. Fox (2000) finds that experienced internet users report providing false personal information to websites more often than less experienced users. And Metzger (2007) indicates those with greater concern about online privacy, or those who have suffered privacy problems as a result of past online disclosure, may be more motivated to read privacy policies. Dinev et al., (2009) find the more negative online experience individuals have, the more privacy concern they will have.

This study wants to know whether the time spent online and previous negative experience will influence personal privacy management. Therefore, this study has some assumptions as follows:

H3-a: Online users who spend much time on the internet have less personal boundary control.

H3-b: Online users who spend much time on the internet have more personal boundary disclosure.

H3-c: Online users who spend much time on the internet have more personal boundary linkage.

H3-d: Online users who have past negative experience on the internet have more personal boundary control.

H3-e: Online users who have past negative experience on the internet have less personal boundary disclosure.

H3-f: Online users who have past negative experience on the internet have less personal boundary linkage.

As we know, CMC that internet has provided makes the anonymity of individuals possible but, simultaneously, it makes the risk within every move in the CMC context become immediate. The discussions of perceived anonymity and risk are critical; thus, how perceived anonymity and risk affect privacy management of individuals are the core issue worthy of being further studied in this study.

4. Anonymity

(1) The definitions of anonymity

The definitions of anonymity, Anonymous (1998) thinks anonymity requires an appreciation of several different types of anonymity. Anonymity can be “pseudonym” as being a unique type of anonymity by providing a fictitious source. When one cannot sense the physical presence of a message source, it is called “physical anonymity”. On the other hand, “discursive anonymity” is the condition in which specific comments cannot be attributed to a specific individual source.

Max (1999) points out anonymity is one polar value of a broad dimension of identifiability versus nonidentifiability; to be full anonymous means that a person cannot be identified. As for anonymity construct, Anonymous (1998) & Max (1999) both define anonymity as the degree to which a communicator perceives the source to be unknown and unspecified.

Therefore, they both consider source knowledge and source specification are the factors that affect anonymity. According to Anonymous (1998) & Max (1999), source specification means the extent to which a message source is distinguished from other possible sources, just like the words of response and so on to identify source. Source knowledge concerns the degree of familiarity between the source and the receiver and may range from the two being complete strangers to being close friends. Anonymous (1998) thinks both of these dimensions are intended as continuums, one can begin to see how group size might greatly affect source specificity or how knowledge of one’s name depends on the complete familiarity understood by individual communication habits. Namely, the identifiability of source knowledge is high, and the anonymity of source message is low.

Further, Max (1999) thinks identity knowledge is an aspect of informational privacy, and specifies seven broad types of identity knowledge. These are:

- (a) legal name, (b) locatability, referring to a person’s address and allowing reachability, (c) pseudonyms that cannot be linked to other forms of identity knowledge, (d) pseudonyms that can be linked to legal name and locatability, (e) pattern knowledge, referring to identification made by reference to distinctive appearance or behavior patterns of persons, (f) social categorization, meaning many sources of identity are social and do not differentiate the individual from others sharing them, like gender, education, (g) symbols of eligibility/ noneligibility, involving certification in which the possession of knowledge(secret passwords), or artifacts(tickets, uniforms) or skills.

Azechi (2005) and Morio & Buchholz (2009) think personal specification and personal identification are the anonymous conditions of the community. Personal specification is defined as when the message sender’s

personality is specified, including sender's name, affiliation, address and social position. Personal identification is consistently defined as information that can identify who sent the message.

Summarizing the definitions of anonymity made by Anonymous (1998), Max (1999), Azechi (2005) and Morio & Buchholz (2009), this study finds personal specification, personal name, address, in Azechi (2005) and Morio & Buchholz (2009) are identical to source knowledge, real name and location, in Anonymous (1998) and Max (1999). Similarly, Azechi (2005) and Morio & Buchholz (2009) categorize pattern knowledge, social categorization, symbols of eligibility into personal identifiability.

Table 2: The categorization of anonymous source

category studies	source knowledge		source specification	
	Anonymous(1998) · Max(1999)	Real name	pseudonym	groups
location		Pattern knowledge		
		Social categorization		
		Symbols of eligibility		
Azechi(2005) · Morio & Buchholz (2009)	personal specification	personal identifiability		

The definitions of anonymity can be defined and determined as different constructs according to different perspectives and contexts. Namely, the extent of individual anonymity/ identifiability can be determined by different contexts. Context is the crucial mechanism to decide the degree of anonymity. That is to say anonymity is shaped by the features and affordances of the technology (Qian & Scott, 2007).

(2) Anonymity in text-based internet

Azechi (2005) thinks self-disclosure and introduction in the face-to-face context makes personal specification is clear and strong. Conversely, the personal identification in the text-based internet context like weblog community, BBS and chat room is stronger than personal specification. The handles and the texts participants use may express their own style of thinking, background knowledge and personality which can be identified.

Further speaking, in some communities like the context of e-mail and instant messenger, MSN, most interaction is the extension from the face-to-face (FtF) context; thus, the extent of participants' anonymity is low. Others like electronic forums, e-commerce, chat room, weblog and BBS, lack of visual identification and users do not have to reveal their real name or identity. Dissociation of real and online identities occurs and the degree of anonymity is higher than in the context of e-mail and MSN, but is lower than in the context of fully anonymous context.

(3) Anonymity in video-based internet

Recent years, with the popularity of video social networking sites, more and more participants tend to

upload their daily videos to the public space of video sharing sites. Those videos they upload present their appearance, facial emotion, physical gestures and so forth, making more and more social cues of users appear in front of the public.

Because of the attributes of medium abundance videos have, users in CMC context is as natural as in the face-to-face (FtF) context to interact with others. The function of videos is to promote the identifiability of individuals and the expression of emotion. Through camera lens, the image of individuals presents in the virtual platform of CMC, challenging the attributes, physical anonymity and identity anonymity of the internet.

Based on Anonymous/Scott (1998), anonymity can be considered as visual / physical anonymity or discursive anonymity. In the video-based context, visual anonymity means the lack of individual visual presence or a photo/ video with a blurred face or limited information; while, discursive anonymity depicts some other identity knowledge may not be as effectively used to trace a message source(Qian & Scott, 2007).

Previous studies on YouTube (Hogen, 2010; Lang, 2007; Molyneaux, Gibson, O'Donnell, & Singer, 2008; Morgan, Snelson, & Elison-Bowers, 2010; Pauwels, & Hellriegel, 2009; Papacharissi, 2010) indicate videos can present individual appearance, body gestures, spoken language, performance and voice tone, making personal characteristics more salient and known by others. Thus, according to Azechi(2005) and Morio & Buchholz(2009), the extent of visual / physical anonymity in video-social networking sites, YouTube, is the lowest in CMC context. As for the discursive anonymity, due to the fact that users can use text words to supplement the content of video, the degree of discursive anonymity is varied with what have been disclosed.

In video social networking site, YouTube, what participants disclose can be personal daily routine.

Interviewee B:

I am used to uploading some dance tutorials with my juniors in school and leave comments to those videos. Moreover, I will share my travel experience and express my emotions through playing guitar and singing with friends in YouTube.

The video disclosure can be the sharing of individual favorite objects and pictures.

Interviewee C:

I like to collect the series of Tony Chopper in One Piece; record my collections through taking photos and edit those photos into animate videos, sharing them with my companies.

As for the extent of identifiability participants feel about themselves in YouTube, one of my interviewees, interviewee B, indicates that faces of him and his friends are shown clearly on YouTube. Within videos, the nicknames, uniforms he and his friends have are the symbols identified by others. Besides, interviewee C thinks other participants can have the accessibility to the linkages he posts publicly on YouTube so that the visibility of his physical characteristics is obvious and others may know where he goes and what kind of person he is.

Based on studies on anonymity and the preliminary interviews, this study summarizes the general condition of anonymity in YouTube, blogs, MSN and e-mail, BBS and fully anonymous context. The following table will show the extent of visual anonymity, discursive anonymity and identifiability that participants possibly have in different contexts.

Table3: The anonymity and identifiability in CMC contexts

CMC context	Vlog: YouTube	Blog: Flickr, Facebook, MySpace	E-mail, MSN	BBS, e-commerce, chat room	Fully anonymous
Visual anonymity	low			high	
identifiability	high			low	
discursive anonymity	Depend on the content participants disclose				
identifiability	Depend on the content participants disclose				

From table, we may know that the disclosure participants have in YouTube may decrease the visual anonymity of participants, increasing the chance to be identified. Compared to text-based (BBS, chat room) and image-based blogs (Flickr, MySpace), the visual anonymity of video-based vlogs, YouTube, may be the lowest one and easy to identify.

Some studies (Molyneaux, Gibson, & O' Donnell, 2009; Burgess, & Green, 2009) think contexts with abundant social cues of individuals make the virtual online space more realistic just being in the Face-to-Face (FtF) context. Relatively, the co-presentation of videos and text words let individuals' physical face, location, friends and families visible to the world. In regard to social cues, this study compares the social cues in the context without videos to those in the context with videos shown as following table.

Table4: the summarization of social cues in text-based and video-based context

type	Text-based	Video-based
Main medium	Text words	Animated images, videos
Social cues	Real name	body
	location	face
	Pseudonyms can be traced	Voice tone
	Pseudonyms cannot be traced	Existing surrounding/ milieu
	Pattern knowledge	friends
	Social categorization	Text words
	Symbols of eligibility/ noneligibility	

(4) The perception of individuals' anonymity

Anonymous (1998) indicates perceptions of self-anonymity seem most relevant for the message source in determining their usage of anonymous messages. Conversely, perceived other-anonymity is of greatest relevance for the message receiver responding to a message sent by an anonymous source.

In the empirical studies on perceived anonymity, Douglas & McGarty (2001) indicate two possible types of deindividuation effects related to group behavior. One is the salience of a social category, related to situations where others are anonymous or identifiable to the self; the other is social category and audience

characteristics, related to situations where the self is identifiable to others. Gomez (2003) measures anonymity from the perception of others as well as the perception of self in the group. Most studies largely involve identifiability/anonymity of perceived self and perceived other to think individual anonymity.

Furthermore, it can be found most studies (Joinson, 2001; Douglas, & McGarty, 2001; Hayne, Pollard & Rice, 2003; Gomez, 2003; Qian & Scott, 2007) put emphasis on the relationship between self-disclosure and self-identifiability/anonymity, proving people tend to disclose themselves in anonymous surrounding; additionally, participants will observe and evaluate the extent of perceived anonymity and perceived risk in the existing context and then make the choice of disclosure or concealment. Thus, this paper wants to know how individuals treat their anonymity when disclosing through videos on YouTube.

Summarizing aforementioned studies, privacy is the control of information and the ways to control information are anonymity and reservation. Results find anonymity is positively related to information control; namely, the more perceived anonymity participants feel the more information control they have. As for the reservation of secrets, keeping secrets is positively related to information control; shortly, the more secrets participants reserve the more information control they have (Dinev et al., 2009). We can know information control is positively related to anonymity and reservation. By keeping anonymity and reservation, participants achieve their privacy management to keep the distance from others.

Child & Agyeman-Budu (2009) find self-monitored participants have the tendency to control self information and pay much attention to the protection of personal privacy boundary ownership as well as the content disclosed to others. Joinson (2001) finds the less visual cues individuals have, the higher degree of visual anonymity they perceive and they will have more self-disclosure. Based on previous studies, this study assumes the higher degree of anonymity participants perceive, the lower degree of control they own. In addition, the higher extent of perceived anonymity, the higher extent of self disclosure and the more linkage they share with others.

H4-a: the higher degree of perceived anonymity participants have, the lower degree of boundary control they own.

H4-b: the higher degree of perceived anonymity participants have, the lower degree of boundary disclosure they make.

H4-c: the higher degree of perceived anonymity participants have, the lower degree of boundary linkage they have.

5. Risk

Petronio (2002) thinks the privacy concern individuals have may affect the privacy management of them. Metzger (2007) discovers in the e-commerce context, people with higher internet privacy concern have the stronger motivation to protect their privacy and form thicker privacy boundary. Further, Metzger & Pure (2009) find in the CMC context, participants will assess the risk and benefit of disclosure and then decide the extent of privacy concern.

Empirical studies (Petronio, 2002; Metzger & Pure, 2009) have shown that the highest risk of disclosure participants perceive is related to higher vulnerability they feel, making them embarrassed, awkward or threatened; the higher risk of disclosure they have, put them in the uncomfortable position; the low risk of disclosure they own, they have the tendency to disclose their information.

Petronio (2002) indicates when participants disclose, the higher risk they perceive, they will form thick

boundary toward their information. Thus Metzger & Pure (2009) think participants assess the benefit their disclosure may cause rather than risk, they have less degree of privacy control. They disclose more information and allow more linkages from others. Generally speaking, the higher perceived risk they assess, they have more privacy control, disclose less information and limit the accessibility.

Interviewee C:

Previously, I had watched the news coverage about “human flesh search” in Taiwan, like the incidents of cat torture and elderly torture, the abusers are taken harsh blames and scolding, being searched by all the internet users. This phenomenon makes me worried about the videos I have uploaded to Internet. Because of the worries of privacy intrusion, I won’t talk about some private information in my videos, using pseudonyms or abbreviation to interact with people on YouTube. As for some of my videos uploading to YouTube, I will limit certain friends to have the access by regulating privacy setting.

This study addresses hypotheses as follows:

H5-a: the higher degree of perceived risk participants have, the more boundary control they use.

H5-b: the higher degree of perceived risk participants have, the less boundary disclosure they have.

H5-c: the higher degree of perceived risk participants have, the less boundary linkage they open.

6. The relationship between anonymity and risk

According to Joinson(2001), being in the anonymous context makes participants lower their perceived risk after disclosing and are prone to have more self disclosure. Based on the response of interviewee C, the flesh searching phenomenon makes him to worry about the privacy issue on the net. It is proven that participants will perceive the possible risk negative and they will have greater concerns over their personal privacy on the internet.

Joinson thinks the anonymous context may lower the extent of perceived negative risk. However, in the identifiable context, YouTube, the identifiability of individuals is more obvious than other text-based contexts. This study wonders whether the degree of perceived anonymity may affect the degree of perceived risk in video-based context, YouTube, and how the related connection goes. Therefore, this study assumes:

H6-a: the lower degrees of perceived anonymity participants have, the higher degree of perceived risk they feel.

Relatively, according to CPM theory, if participants find the perceived risk is greater than perceived benefit of their disclosure, they are prone to conceal their disclosure and own more control of their information to keep their anonymity. This study wonders whether the degree of perceived risk may affect the degree of perceived anonymity in video-based context, YouTube, moreover, whether the relationship between them will affect privacy management of individuals. Therefore, this study assumes:

H6-b: the higher degrees of perceived risk participants have the higher degree of perceived anonymity they own.

7. Framework

Method

The design and development of scale

Participants

With the view to understanding the privacy management of participants in YouTube, this study uses the method of snowball sampling to find three YouTube participants as preliminary interview, before developing

the scale of privacy measure in video-based context. This study has acquired the consent of three participants; during our interview, this research has the right to record any interact conversation we had made. Because of the concern of convenience for three interviewees, this study uses telephone and MSN, the instant messenger, to have preliminary interview as the reference of the scale in this study. The general profile of three interviewees in this study is as follows:

Table5: Profile of three interviewees

	gender	age	vocation	Average time per day of using internet	Year of using internet	Average time per day of using YouTube	Year of using YouTube	Method	time
A	Male	25	freelancer	6 hrs	6	2 hrs	2.3	phone	2010.12.12 42mins
B	M	23	student	9 hrs	5	1 hrs	1	MSN	2010.11.13 50mins
C	M	32	engineer	12 hrs	6	2 hrs	2.6	phone	2010.11.15 55mins

Additionally, this study uses online survey to explore how video bloggers manage their privacy and what kind of factors may affect their privacy management. There are 617 YouTubers completed an online survey, including 527 YouTubers who have their video available in YouTube and 90 YouTubers who do not have their video available in YouTube. Every question item is measured by 5-point Likert Scale, from strongest disagreement (1) to strongest agreement (5).

Design and measure

Independent Variables

In this study, independent variables are characteristics of individuals, like gender, age, religion, education, and occupation, internet experience, perceived anonymity and perceived risk.

(1) Internet experience

Internet experience can be measured by time consumption and previous experience. The item, how many hours have you been online per day, is measured as the question of time consumption. And how long have you used internet, is the question to test YouTube participants. As for the negative experience, Dutton & Shepherd (2006) regard negative online experience as obscene and abusive email, receive virus, foreign fraud, receive another email, email opened by someone, high internet bills and stolen credit card details.

Based on this, this paper categorizes negative online experience into virus reception, fraud, identity theft, stolen credit card details, personal information tracking and abusive email reception, inquiring participants to

answer Yes or No.

(2) YouTube accounts

In regard with the category of YouTube personal account participants register, this study revises the items Qian & Scott (2007) use to fit for the items in YouTube context: obvious pseudonym (e.g., catlover, graveyard), non-obvious pseudonym(just like real name), partial real name(like your real first name, or last name, or initials only), partial real name and personal info(like age, location, job etc.), fully real name, full real name and further personal info. This study wants to know the identifiability of YouTube personal account.

(3) Use motives

As for the use motives, according to studies (Papacharissi & Rubin, 2000; Papacharissi, 2002; Petronio, 2002; Cho, 2007; Hsu, 2006; Lee, Im & Taylor, 2008) and the preliminary interview, it can be known that use motives participants have are interpersonal relationship (the sharing with relatives, friends and strangers, befriending), life recording, self presentation, pass time, showing off, and identity support.

(4) Perceived anonymity

According to anonymous (1998), Scott (1999) and Qian & Scott (2007), perceived anonymity can be visual/ physical anonymity and discursive anonymity; in addition, based on Gomez (2003), the perception of anonymity are perceived anonymity of others and perceived anonymity of self.

This study summarizes the attributes of videos and the related researches as well as measuring scales (Anonymous, 1998; Max, 1999; Teich, Frankel, Kling & Lee, 1999; Gomez, 2003; Qian & Scott, 2007; Dinev, Xu, & Smith, 2009) to make some revision shown as following tables and measure by 5-point Likert Scale, from strongest disagreement (1) to strongest agreement (5).

Combined with the characteristics of YouTube and related researches, the items to measure individuals perceived anonymity of self and perceived anonymity of others can be:

Table6: Scale for individuals' perceived anonymity of self

Items descriptions for perceived anonymity of self
In my YouTube video, my appearance is clear and identifiable.
In my YouTube video, my body characteristics are clear and identifiable.
In my YouTube video, my voice is clear and identifiable.
In my YouTube video, the environment around me is clear and identifiable.
In my YouTube video, my behavior will influence others to know me.

Table7: Scale for individuals' perceived anonymity of others

Items descriptions for perceived anonymity of others
When watching others' video in YouTube, I can identify them by their appearance.
When watching others' video in YouTube, I can identify them by their body characteristics.
When watching others' video in YouTube, I can identify them by their voice.
When watching others' video in YouTube, I can identify where they are.

The behavior others have in YouTube video will influence the way I know them.

The items of discursive anonymity of self and others are measured by 5-point Likert Scale, from strongest disagreement (1) to strongest agreement (5).

Table8: Scale for individuals’ discursive anonymity of self and other

Item descriptions for discursive anonymity of self
In YouTube, I will use my real name or birthday date as my account.
In YouTube, I will use text words to describe my personal experience.
Item descriptions for discursive anonymity of other
In YouTube, I think the accounts others use let me identify their real name or birthday etc.
In YouTube, I think the text words others reply let me identify them.

(5) Perceived risk

Previous studies on the privacy concern of perceived risk online (Metzger & Pure, 2009; Gibbs, Lai & Ellision, 2009; Metzger, 2007) put the privacy concern of perceived risk into operationalization as six item descriptions and this study measure these items by 5-point Likert Scale, from strongest disagreement (1) to strongest agreement (5).

Table9: Item descriptions of perceived risk

Item descriptions for perceived risk
When using YouTube, I am concerned about the threat to my personal privacy.
When using YouTube, I am concerned about the problem of identity theft.
When using YouTube, I am concerned about the problem of being tracked.
When using YouTube, I am concerned about the problem of being stolen.
When using YouTube, I am concerned about the problem of being stalked.
When using YouTube, I am concerned about how my personal information is handled by others very much.
When using YouTube, I believe others are worried about the problem of privacy very much.
When using YouTube, I think personal privacy is very important.
When using YouTube, I think giving my personal information bothers me a lot.

Dependent Variables

The dependent variables in this study are boundary control, boundary disclosure and boundary linkage which are measured by 5-point Likert Scale, from never (1) to always (5).

(1) Boundary disclosure

According to the preliminary weblog privacy management measure Child, Pearson & Petronio (2008) have addressed, the discussion on anonymity control of Bok (1989), Max (1999) as well as Dinev, Xu & Smith (2009), this study has the further revision to measure boundary ownership, namely boundary control.

Table10: Item descriptions for boundary control

Item descriptions for boundary control in this study
When talking about something sensitive in YouTube, I will use mosaic to

conceal my face.
When talking about something sensitive in YouTube, I will use nickname to replace it.
If the information I post looks too private, I may delete it.
If I feel uncomfortable, I think I can hide my video.
I can use the way to isolate other, limit or give access to particular other.

(2) Boundary disclosure

From the studies of Child, Pearson & Petronio (2008) and Park, Jin & Jin (2009), boundary permeability is determined by the depth, breadth and amount of disclosure. The amount of disclosure depends on the frequency of participants' disclosure content. Scale items for the breadth of disclosure are revised from Wheelless & Grotz (1976) (cited from Cho, 2006; Park, Jin & Jin, 2009) and Child, Pearson & Petronio (2008). Scale items for the depth of disclosure are the sensitive information of individuals and use the scale Qian & Scott (2007) have addressed as reference, measured by 5-point Likert Scale, from never (1) to always (5).

Table11: Item descriptions for boundary disclosure

Item descriptions for boundary disclosure
I will reveal my personal information unconsciously in YouTube.
I will reveal the information about my relatives and friends unconsciously in YouTube.
I will reveal about my intimate thing, such as sexual experience or romance.
I will express about my weakness and negative emotion.
I am willing to reveal my embarrassing things.
I will disclose friends' name who I don't like.
I will disclose friends' name who I like.

(3) Boundary linkage

Scale measurement of boundary linkage in this study is revised from Child, Pearson & Petronio (2008) and measured by 5-point Likert Scale, from never (1) to always (5).

Table12: Item descriptions for boundary linkage

Item descriptions for boundary linkage
I will share the videos I upload with other social network sites.
I write down some explanations about my video to let other vloggers with similar interests have access to me.
I create a profile on my vlog so that other vloggers can link to me with similar interests
I allow access of my vlog through any of these: directories, key word searches, or weblog rings

Pretest of questionnaire

Due to the fact that the scale design of questionnaire is revised from previous studies, this study transmits

questionnaire by snowball sampling as pretest during 6 to 15 April in 2011. There are 65 valid samples in total after deducting 3 invalid samples; this study uses SPSS 17.0 to run reliability analysis (Cronbach α). In pretest, the reliability of motive is 0.913, perceived risk is 0.887 and perceived anonymity is 0.411. Because of the low reliability of perceived anonymity, this study deletes the item, 5, 9, 11, 12, 13, and 14 within the scale of perceived anonymity. After deleting, the reliability of perceived anonymity is 0.955.

Similarly, the reliability of boundary control is 0.228. After deleting items lower than 0.3 factor loading or relative coefficient, 7-1 and 7-2, the scale reliability of boundary control is 0.777; the reliability of boundary linkage is 0.933 and boundary disclosure is 0.719. The reliability of privacy management is 0.889 and the reliability of the whole scale in totality is 0.812. The α coefficient of the measure scale in this questionnaire is between 0.80 and 0.90; thus, the reliability of this questionnaire achieves acceptable significance.

Formal measurement

During 13 May to 7 June in 2011, this study is aimed at the participants who have uploaded their videos to YouTube and uses SPSS 17.0 to examine the samples of questionnaires. Result shows there are 644 YouTubers completed an online survey in total. After excluding the 27 invalid questionnaires, there are 617 valid samples in this study, including 527 YouTubers who have their video available in YouTube and 90 YouTubers who do not have their video available in YouTube.

Among those valid samples, there are 303 males (49.1%) and 314 females (50.9%). 389 participants (63%) own the degree of master and 196 users (31.8%) have the degree of bachelor. Among six items of negative experience participants may have, 198 participants (32.1%) who report to have five negative experiences are the most, and 154 participants (25.0%) who have four negative experiences are the second to the most.

The type of YouTube account, 239 participants (38.7%) use partial real name and personal info (like age, location, job etc.) as the most YouTube account users have. Secondly, 211 participants (34.2%) use obvious pseudonym (e.g., catlover, graveyard). Due to the fact that this study applies CPM theory to explore current privacy management of participants in YouTube, the measuring scale is designed and arranged by this study. Thus, factor analysis is used to find the correlation of those underlying variables (factors) as well as observed variables, and explore the latent factorial structure to further establish variability.

Factors analysis

As for dependent and independent variables, use motive, perceived risk, perceived anonymity, and three privacy managements, this study uses principal component and varimax to practice factors analysis.

1. Factor analysis of motive for uploading video

According to the factor analysis on the motivations participants have, SPSS statistic shows two factor components and this study bases on the attributes of the two factor-components to categorize into self-presentation ($\alpha = 0.915$) and pass time ($\alpha = 0.651$).

2. Factor analysis of perceived risk for uploading video

Based on the results SPSS has run, there are two factor components. One is participants who have uploaded their videos to YouTube perceive the potential risk to individual threat that the environment may cause and this study names it as perceived environmental risk ($\alpha = 0.983$). The other is participants who have uploaded their videos to YouTube perceive the potential risk to personal threat that the uploaded content may bring and this study names it as perceived video content risk ($\alpha = 0.905$).

3. Factor analysis of perceived anonymity for uploading video

In term of the result SPSS data has shown, there are two factor components about participants who

perceive the degree of being identified or anonymous. One is individuals who can recognize others from the uploaded videos and this study categorizes it as identifiable others ($\alpha = 0.912$). The other is individuals who can recognize self from the uploaded videos and this study names it as identifiable self ($\alpha = 0.871$).

4. Factor analysis of privacy management behaviors for uploading video

As for the result SPSS has presented, there are three factor components including boundary disclosure ($\alpha = 0.920$), boundary linkage ($\alpha = 0.831$) after deleting the item, permit keyword searching, that its factor loading is lower than 0.50 and boundary control ($\alpha = 0.847$).

Verification

This study uses t-test as well as regression analysis to examine the hypothesis this paper has addressed and separately explore all the dependent variables and independent variables, boundary control, boundary disclosure and boundary linkage. First, the relationship between dependent variables and boundary control is examined.

1. Boundary Control

(1) Boundary control and gender

Using t-test to explore boundary control and gender finds there is a significant difference. The average of male (14.87) is greater than the average of female (14.04); it shows male has more boundary control than female. This result is inconsistent with hypothesis 1-1 in this paper, thus, hypothesis 1-1 is not supported.

As for the independent variables, internet experience, self perception and individual characteristics as well as dependent variables, boundary control, boundary disclosure and boundary linkage, this study will use stepwise multiple regression to process perceived environmental risk and perceived video content risk in the first hierarchical step; put self-presentation and pass time into the second hierarchical step as well as internet experience (average spent hours per day, spent years, and negative experience times) in the third hierarchical step and then process individual characteristics (age, education, income per month).

(2) Boundary control and motives

This study finds the motive “pass time” of individuals is significantly related to boundary control (Beta = -.299, $p < .001$, adjusted $R^2 = .605$) and R^2 Change is .068.

From result data, participants who have less the motive of pass time have more control toward their personal information boundary. Thus, the result is partially supported to hypothesis 2-1 in this study.

(3) Boundary control and internet experience

The spent years of individuals on the internet have a negatively significant relationship with boundary control of personal information (Beta = -.205, $p < .001$, adjusted $R^2 = .633$) and R^2 Change is .028. While the average hours spent on the internet have an insignificant relationship with boundary control of personal information. That's say, less time individuals have spent on the internet the more boundary control individuals will have, being consistent with hypothesis 3-1. Therefore, hypothesis 3-1 is supported.

Additionally, the negative experience individuals have ever met has a positively significant relationship with boundary control of personal information (Beta = .092, $p < .001$, adjusted $R^2 = .640$) and R^2 Change is .007, showing more negative experience individuals have encountered more control toward personal information to be consistent with hypothesis 3-4.

(4) Boundary control and self perception

With the view to responding with previous literature in this study, others identification and self identification are reversely coded as perceived anonymity of others and perceived anonymity of self to

explore the relationship between perceived anonymity and boundary control.

Result shows perceived anonymity of others and boundary control are negatively significant (Beta=-.311, $p < .001$, adjusted $R^2 = .095$); in addition, perceived anonymity of self and boundary control are negatively significant (Beta=-.602, $p < .001$, adjusted $R^2 = .499$). Individuals with higher degree of perceived anonymity of others have lower degree of control toward personal information; similarly, one with higher extent of perceived anonymity of self have lower extent of control toward personal information. Namely, hypothesis 4-1 is supported.

In the first hierarchical step, this study finds R^2 Change of perceived anonymity of others is .097. The predictive ability of perceived video content anonymity is the strongest (Beta=.656, $p < .001$) and R^2 Change is .308.

(5) Boundary control and perceived risk

As for perceived risk, perceived video content risk (Beta=.656, $p < .001$, adjusted $R^2 = .402$) and perceived environmental risk (Beta=.200, $p < .001$, adjusted $R^2 = .538$) are positively significant, meaning the higher degree of perceived environmental risk the higher degree of boundary control toward personal information; similarly, the higher degree of perceived video content risk the higher degree of boundary control toward personal information. In the light of this, hypothesis 5-1 is supported.

2. Boundary Disclosure

(1) Boundary disclosure and gender

The relationship between gender and boundary disclosure is measured by t-test and finds there is a significant relationship ($F = 215.390$, $p < .001$). The average of male (14.04) is greater than the average of female (10.51); it shows male has more boundary disclosure than female. This result is consistent with hypothesis 1-2 in this paper; thus, hypothesis 1-2 is supported.

And then, this study will use stepwise multiple regression to process perceived environmental risk and perceived video content risk in the first hierarchical step; put self-presentation and pass time into the second hierarchical step as well as internet experience (average spent hours per day, spent years, and negative experience times) in the third hierarchical step and then process individual characteristics (age, education, income per month).

(2) Boundary disclosure and motives

This study finds the motive “self presentation” of individuals is significantly related to boundary disclosure (Beta=.636, $p < .001$, adjusted $R^2 = .811$) and R^2 Change is .048.

The result could be accounted for those participants who have stronger motive of pass time have higher degree to disclose their personal information. Thus, the result is partially supported to hypothesis 2-2 in this study.

(3) Boundary disclosure and internet experience

The spent years of individuals on the internet have a negatively significant relationship with boundary disclosure of personal information (Beta=-.059, $p < .05$, adjusted $R^2 = .816$) and R^2 Change is .002. While the average hours spent on the internet have positively significant relationship with boundary disclosure (Beta=.088, $p < .05$, adjusted $R^2 = .814$) and R^2 Change is .004. That's say, more time individuals have spent on the internet more boundary disclosure individuals will have, being consistent with hypothesis 3-2. Therefore, hypothesis 3-2 is supported.

Additionally, the negative experience individuals have ever met has been excluded from the process of stepwise multiple regression; thus, hypothesis 3-5 is not supported.

(4) Boundary disclosure and self perception

During the process of analyzing data in this study, others identification and self identification are reversely coded as perceived anonymity of others and perceived anonymity of self to explore the relationship between perceived anonymity and boundary disclosure.

Result shows perceived anonymity of others and boundary disclosure are positively significant (Beta=.116, $p<.01$, adjusted $R^2=.763$, R^2 Change= .005). Result shows individuals with lower degree of perceived anonymity of others have higher degree of self disclosure. In addition, perceived anonymity of self and boundary disclosure are negatively significant (Beta=-.327, $p<.001$, adjusted $R^2=.758$); R^2 Change is .055. Those participants with lower extent of perceived anonymity of self have lower extent of disclosure toward personal information. Namely, hypothesis 4-2 is partially supported.

(5) Boundary disclosure and perceived risk

Perceived video content risk (Beta=.675, $p<.001$, adjusted $R^2=.455$, R^2 Change= .456) is positively significant, showing individuals with higher degree perceived risk towards personal video content higher degree self-disclosure will be made. Perceived environmental risk (Beta=-.498, $p<.001$, adjusted $R^2=.703$, R^2 Change= .248) is negatively significant, meaning individuals with higher degree perceived risk towards environment lower degree of self-disclosure will be made. In the light of this, hypothesis 5-2 is partially supported.

3. Boundary Linkage

(1) Boundary linkage and gender

T-test is used to measure the relationship between gender and boundary linkage and finds there is a significant relationship ($p<.01$). The average of male (14.55) is greater than the average of female (13.56), showing male has more boundary linkage than female. This result is consistent with hypothesis 1-3 in this paper; thus, hypothesis 1-3 is supported.

Following, this study will use stepwise multiple regression to practice perceived environmental risk and perceived video content risk in the first hierarchical step; put self-presentation and pass time into the second hierarchical step as well as internet experience (average spent hours per day, spent years, and negative experience times) in the third hierarchical step and then process individual characteristics (age, education, income per month).

(2) Boundary linkage and motives

This study finds the motive “pass time” of participants is negatively significant related to boundary linkage (Beta=-.228, $p<.001$, adjusted $R^2=.498$, R^2 Change= .034), being accounted for those participants who have weaker motive of pass time have higher degree to open their personal linkage.

The motive, self presentation, of participants is positively significant related to boundary linkage (Beta=.995, $p<.001$, adjusted $R^2=.464$, R^2 Change=.118) and this paper thinks those with stronger motivation, self presentation, have greater linkage to others. Thus, the result is supported to hypothesis 2-3 in this study.

(3) Boundary linkage and internet experience

The spent years of individuals on the internet have a positively significant relationship with boundary

linkage of personal information (Beta=.103, $p < .01$, adjusted $R^2 = .560$, $R^2 \text{Change} = .006$). The average hours spent on the internet have positively significant relationship with boundary linkage (Beta=.364, $p < .001$, adjusted $R^2 = .555$, $R^2 \text{Change} = .057$). That's say, more time individuals have spent on the internet more boundary linkage individuals will have, being consistent with hypothesis 3-3. Therefore, hypothesis 3-3 is supported.

Additionally, the negative experience individuals have ever met has been excluded from the process of stepwise multiple regression; thus, hypothesis 3-6 is not supported.

(4) Boundary linkage and self perception

During the process of analyzing data in this study, others identification and self identification are reversely coded as perceived anonymity of others and perceived anonymity of self to explore the relationship between perceived anonymity and boundary linkage.

Result shows perceived anonymity of others and boundary linkage are positively significant (Beta=.502, $p < .001$, adjusted $R^2 = .251$, $R^2 \text{Change} = .252$). Result shows individuals with lower degree of perceived anonymity of others have lower degree of linkage towards personal information. In addition, perceived anonymity of self and boundary linkage are negatively significant (Beta=-.318, $p < .001$, adjusted $R^2 = .347$, $R^2 \text{Change} = .027$). Those participants with lower extent of perceived anonymity of self have higher extent of linkage towards personal information. Hypothesis 4-3 is partially supported.

(5) Boundary linkage and perceived risk

Perceived video content risk (Beta=.167, $p < .001$, adjusted $R^2 = .321$, $R^2 \text{Change} = .027$) is positively significant, showing individuals with higher degree perceived risk towards personal video content higher degree linkage towards personal information will be made. Perceived environmental risk (Beta=.231, $p < .001$, adjusted $R^2 = .302$, $R^2 \text{Change} = .020$) is positively significant, meaning individuals with higher degree perceived risk towards environment higher degree of linkage towards personal information will be made. In the light of this, hypothesis 5-3 is not supported.

With regard to the relationship between perceived risk and perceived anonymity, this study uses correlation to analyze and finds perceived anonymity of others and perceived environmental risk are positively significant related ($r = .123$, $p = .005 < .01$), meaning the higher degree of perceived anonymity of others the higher degree of perceived environmental risk. Moreover, perceived video content risk and perceived anonymity of others are positively significant related, meaning the higher extent of perceived anonymity of others the higher extent of perceived video content risk individuals may feel.

However, perceived environmental risk and perceived anonymity of self are not significant related ($r = .066$, $p > .05$). Perceived video content risk and perceived anonymity of self are positively significant related ($r = .690$, $p < .001$), meaning higher perceived video content risk higher perceived anonymity of self individuals may have.

Summarizing above results, this study finds participants who perceive higher degree of anonymity of others feel higher degree of environmental risk; the higher degree of perceived video content risk the higher degree of perceived anonymity of others and perceived anonymity of self. Thus, hypothesis 6-1 is not supported.

Additionally, the higher degree of environmental risk individuals perceive the higher degree of anonymity of self ones perceive; similarly, the higher degree of video content risk individuals have the higher degree of anonymity of self ones have. Thus, hypothesis 6-2 is supported and consistent with the result Metzger & Pure

(2009); shortly, participants will evaluate the degree of risk and benefit before disclosing, if the degree of perceived risk is greater than benefit, participants tend to use privacy setting to manage personal information, keep individual anonymity.

Table13: Correlation Analysis of perceived environmental risk and perceived video content risk

	perceived environmental risk		perceived video content risk	
	Coefficient of correlation	Sig	Coefficient of correlation	Sig
perceived anonymity of others	.123**	.005	.533**	.000
perceived anonymity of self	.066	.131	.690**	.000
Sum	527			

Discussion

As preliminary study for measuring individual privacy management of YouTube, this study has found male has more boundary control towards personal information than female. According to three interviewees in this study, they have paid much attention to their privacy setting and may tend to delete or conceal sensitive information and use nickname, pseudonym or special effect to disguise the real self and friends in the videos.

Self disclosure male participants made are greater than female participants. Similarly, based on previous empirical researches, Acquisti & Gross (2006) indicates compared with males, females disclose less about sex orientation, personal address and phone numbers. Taraszow et al. (2010) analyze the disclosure of teenage profiles on Facebook and find males disclose more information about phone numbers, e-mail and personal blog websites than females.

As for boundary linkage and gender, results show compared to males, females have lower degree of linkage towards personal video blog and video contents. Similarly, Catlett (2007) explores the privacy management of female participants on Facebook and discovers female users with less knowledge of privacy control may have formed thinner privacy boundary; while, female users with higher knowledge of privacy control may have formed thicker privacy boundary to control self-disclosure and limit the access to be linked.

With regard to self perception and privacy management behaviors, individuals who perceive lower extent anonymity of self may have more control towards personal information, however, because of different use motivations, for self presentation/expression or for pass time, individuals have less limitation on the linkage and disclosure of their information boundary. Also individual motivations may affect their perceived risk towards the content they disclose; thus, it is known that individual motivations are one of key factors to determine the extent they manage their privacy.

Participants who can identify others from their own videos and perceive threat or risk from internet environment have the tendency to have their information controlled and limited, not to disclose more personal information as well as disallow others have the access to their video. The reason may be assumed that

participants who can recognize social cues or characteristics of others from the video of others have great concern and worry about the privacy of personal information.

As for the perceived risk of participants, this study finds participants are sensitive towards sex experience, political position, financial condition and work and they will adopt the ways to avoid, ignore or reserve, managing their privacy and determining what kind of video content can be shared with others. That is the reason why hypothesis 5-3 in this study is not supported. Most importantly, when individuals who perceive higher risk caused by outer environment have more control, less disclosure on their personal information. Thus, it can be known environment and identification of others will affect the privacy management of participants.

In addition, before uploading their self-disclosing videos in YouTube, users will take the sensitivity of information as well as potential risk threat into consideration. This study assumes if the degree of keeping anonymous is high, the potential threat from environment and disclosed content may be high, thus the relationship between perceived anonymity and risk is positively related.

Suggestions

This study is based on Petronio's CPM theory and privacy related researches to explore the privacy management of participants uploading their disclosed videos in YouTube. Future research needs to survey more participants who uploading videos about them randomly to achieve higher reliability or adopt in-depth interview to explore how they manage their privacy, what the privacy concern is, in what kind of context may affect their privacy management and what their motivations to manage privacy. Moreover, it is worthy of being examined the difference between privacy concerns and privacy practices.

In this study, researcher puts much emphasis on how perceived risk of individuals may affect their privacy management rather than on perceived benefit; thus, future study can put perceived risk and perceived benefit into consideration to compare which of them cause effect on their privacy management.

Besides, the measuring items on negative experience are based on the negative experience when using the internet rather than the negative experience when uploading personal videos, suggesting future research can have further exploration.

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國科會補助計畫衍生研發成果推廣資料表

日期:2013/11/19

國科會補助計畫	計畫名稱: 創傷與新聞:一個台灣新聞學術與實務長期忽略的議題
	計畫主持人: 許瓊文
	計畫編號: 100-2410-H-004-166-MY2 學門領域: 新聞
無研發成果推廣資料	

100 年度專題研究計畫研究成果彙整表

計畫主持人：許瓊文		計畫編號：100-2410-H-004-166-MY2				計畫名稱：創傷與新聞：一個台灣新聞學術與實務長期忽略的議題	
成果項目		量化			單位	備註（質化說明：如數個計畫共同成果、成果列為該期刊之封面故事...等）	
		實際已達成數（被接受或已發表）	預期總達成數（含實際已達成數）	本計畫實際貢獻百分比			
國內	論文著作	期刊論文	1	1	100%	篇	
		研究報告/技術報告	0	0	100%		
		研討會論文	0	0	100%		
		專書	0	1	100%		
	專利	申請中件數	0	0	100%	件	
		已獲得件數	0	0	100%		
	技術移轉	件數	0	0	100%	件	
		權利金	0	0	100%	千元	
	參與計畫人力（本國籍）	碩士生	3	3	100%	人次	
		博士生	0	0	100%		
博士後研究員		0	0	100%			
專任助理		0	0	100%			
國外	論文著作	期刊論文	1	1	100%	篇	
		研究報告/技術報告	0	0	100%		
		研討會論文	2	2	100%		
		專書	0	0	100%	章/本	
	專利	申請中件數	0	0	100%	件	
		已獲得件數	0	0	100%		
	技術移轉	件數	0	0	100%	件	
		權利金	0	0	100%	千元	
	參與計畫人力（外國籍）	碩士生	0	0	100%	人次	
		博士生	0	0	100%		
博士後研究員		0	0	100%			
專任助理		0	0	100%			

<p>其他成果 (無法以量化表達之成果如辦理學術活動、獲得獎項、重要國際合作、研究成果國際影響力及其他協助產業技術發展之具體效益事項等，請以文字敘述填列。)</p>	<p>無</p>
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	成果項目	量化	名稱或內容性質簡述
科 教 處 計 畫 加 填 項 目	測驗工具(含質性與量性)	0	
	課程/模組	0	
	電腦及網路系統或工具	0	
	教材	0	
	舉辦之活動/競賽	0	
	研討會/工作坊	0	
	電子報、網站	0	
	計畫成果推廣之參與(閱聽)人數	0	

國科會補助專題研究計畫成果報告自評表

請就研究內容與原計畫相符程度、達成預期目標情況、研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）、是否適合在學術期刊發表或申請專利、主要發現或其他有關價值等，作一綜合評估。

1. 請就研究內容與原計畫相符程度、達成預期目標情況作一綜合評估

達成目標

未達成目標（請說明，以 100 字為限）

實驗失敗

因故實驗中斷

其他原因

說明：

2. 研究成果在學術期刊發表或申請專利等情形：

論文： 已發表 未發表之文稿 撰寫中 無

專利： 已獲得 申請中 無

技轉： 已技轉 洽談中 無

其他：（以 100 字為限）

3. 請依學術成就、技術創新、社會影響等方面，評估研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）（以 500 字為限）

本研究計畫以撰寫新聞與創傷的專書，除了基礎的學理介紹，台灣現狀的研究，並結合美國、日本等地的經驗，在台灣目前沒有相關研究社群、課程設計、在職訓練等資源，專書可以系統性的把新聞與創傷的重點介紹給台灣。在研究期間，日本 311 大地震讓主持人的研究重點，以災難新聞為主，並前往日本災區訪談當地記者，以及訪談去日本採訪的台灣記者，並結合之前的八八風災採訪資料，除了原本的創傷研究，還可以給記者與新聞組織災難前、中、後的媒體的正面功能。申請人打算災難與傳播的研究告一段落後，再申請專書計畫，這也是台灣目前缺少的研究領域。