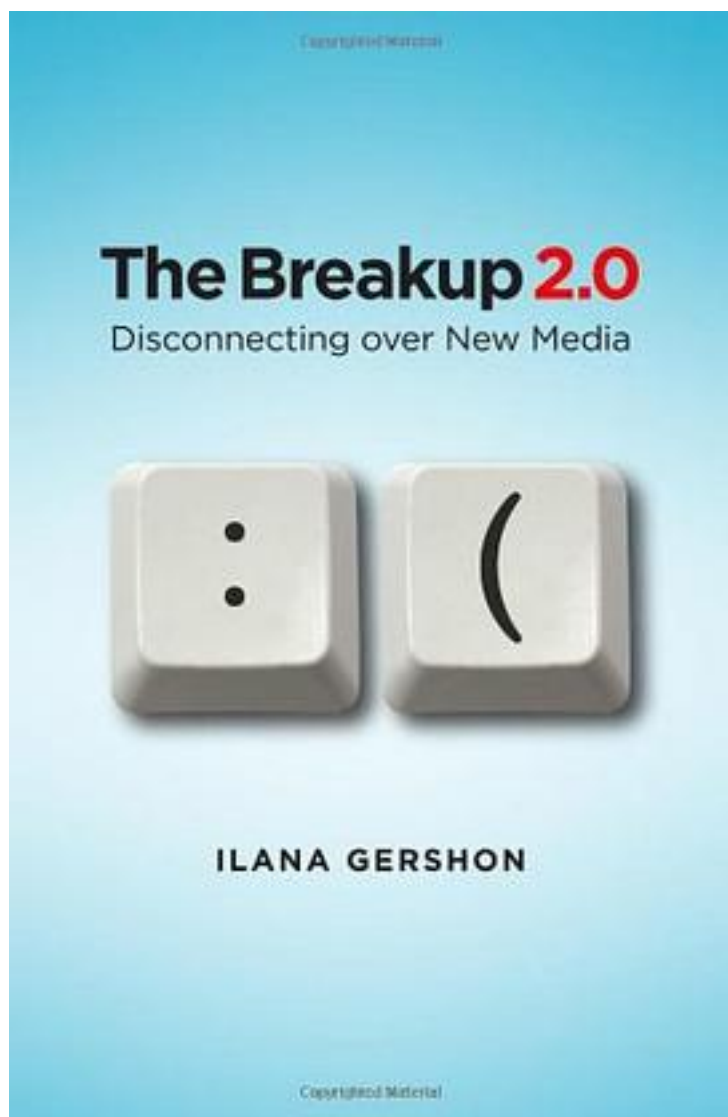


The Breakup 2.0



[The Breakup 2.0_ 下载链接1](#)

著者:Ilana Gershon

出版者:Cornell University Press

出版时间:2011-8-15

装帧:Hardcover

isbn:9780801448591

A few generations ago, college students showed their romantic commitments by exchanging special objects: rings, pins, varsity letter jackets. Pins and rings were handy, telling everyone in local communities that you were spoken for, and when you broke up, the absence of a ring let everyone know you were available again. Is being Facebook official really more complicated, or are status updates just a new version of these old tokens?

Many people are now fascinated by how new media has affected the intricacies of relationships and their dissolution. People often talk about Facebook and Twitter as platforms that have led to a seismic shift in transparency and (over)sharing. What are the new rules for breaking up? These rules are argued over and mocked in venues from the New York Times to lamebook.com, but well-thought-out and informed considerations of the topic are rare.

Ilana Gershon was intrigued by the degree to which her students used new media to communicate important romantic information—such as "it's over." She decided to get to the bottom of the matter by interviewing seventy-two people about how they use Skype, texting, voice mail, instant messaging, Facebook, and cream stationery to end relationships. She opens up the world of romance as it is conducted in a digital milieu, offering insights into the ways in which different media influence behavior, beliefs, and social mores. Above all, this full-fledged ethnography of Facebook and other new tools is about technology and communication, but it also tells the reader a great deal about what college students expect from each other when breaking up—and from their friends who are the spectators or witnesses to the ebb and flow of their relationships. The Breakup 2.0 is accessible and riveting.

作者介绍:

Ilana Gershon is Assistant Professor of Communication and Culture at Indiana University.

目录:

[The Breakup 2.0 下载链接1](#)

标签

传播学

社会学

社交网络

新媒体

communication

美国

有意思的社会性实证研究

数字人类学

评论

作者的兴趣显然在2.0而非break-up，整个研究都不像社会学而是传播学的东西，对所谓media ideology和各种传播手段的过分看重导致整个研究缺乏对亲密关系的断裂缺乏立体和更加细致的经验描述和分析（亏她还访问了那么多人），甚至对于2.0下亲密关系的变革都没有很好的解释（我不认为她认为没有）……感觉很遗憾，这是一个很好的题目，她也占了先机，但是成果令人遗憾……

<分手2.0>，恋人们最介意的不是分手时撕破脸而是他居然用FACEBOOK发分手消息，人们对不同交流媒介的不同理解。

网络2.0时代下处亲密关系需谨慎。媒介化的人际关系中，使用什么社交平台与何种身份的人交换什么样的信息在作者眼里是道是非题（尤其是选择使用什么社交媒体与恋人分手），关乎新时代的伦理和道德。当然这个道德选择题没有唯一的标准，它的标准往往要具体分析，因人而异。全书80%是以美国大学本科生为主的案例，核心理论主要有三点：1. media ideologies 媒体意识形态；2. idioms of practice 实践风格，或谓惯习；3. remediation 再媒介化或媒体调试。如果案例研究与理论梳理能再平衡一点就好了。婆婆妈妈的八卦案例有点累赘，看得人心累。

thanks to k

虽然平日里喜欢跟朋友聊感情八卦，但整本书都充斥着碎片化的八卦的时候，只能说读起来真的很累。没有什么特别的理论贡献，更遗憾的是media ideology这个核心概念都没火起来，谷歌一下只见使用者寥寥。不过此书浅显易懂，倒是很适合用作国内本科生的英文读物。

作为一种媒介，社交网络在真实地积极地影响人们的交流方式和社会关系。作为用着社交软件成长起来的一代，我非常感谢这本书带给我局外人的视角去反思辩证看待这些我们一直深陷其中的事物。

用户如何通过选择不同的社交媒体来实现不同的交流目的、传递不同的信息，在很大程度上受制于内嵌于社交媒体的结构。这些社交媒体的结构主要是由少数人--新媒体平台的设计者们决定的。因而通过社交媒体进行沟通交流实现不同的社交目的，其实在很大程度上是受制于小部分具有‘绝对’发言权的人们的--设计师的构想。这一事实的启示是科技或文化的推广与发展，在初期往往垄断于个别走在技术前沿，拥有创新思维的人。他们设想中我们大部分人的交流/互动模式，决定了我们现实中交流/互动模式的真实走向。少部分人是我们所在社会主流文化影响下的一份子，他们通过萃取享有文化的内核，进行的科技创新，所发明制造出的科技产品，又影响人们的思维与行为模式，从而促成新的主流文化，反作用于我们之前的文化背景。案例过多，其实可以与理论更加平衡。

[The Breakup 2.0_下载链接1](#)

书评

[The Breakup 2.0_下载链接1](#)