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海峽兩岸報紙中圖書館館員媒體形象之探討

Explore Media Images of Librarians
in Newspapers of Mainland China and Taiwan

謝凡

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摘要



公眾印象反應機構形象塑造，面臨科技衝擊的圖書館需要改變民眾對其之印象，以提升民眾充分使用圖書館資源的可能性。圖書館員是圖書館形象塑造中的重要環節，因為他們能夠直接接觸民眾，直接影響民眾對圖書館的評價。前人的研究主要集中在圖書館形象，缺少時間跨度長、專門分析圖書館員形象的研究。所以本研究的目的是探索中國大陸和臺灣主流媒體中展現的圖書館員的形象。研究透過文本分析和情緒分析的研究方法，從詞彙的角度勾勒圖書館員在兩地重要報紙（中國時報、人民日報）中體現出來的形象。這些詞彙特征包含兩地報紙文本中高頻詞、共現詞、顯著詞和情緒詞的特徵。

研究結果為：（1）中國大陸（後文簡稱大陸）的圖書館員是以歷史類專家的形象出現，重要任務有保護、修復和研究古代文獻，其中北京的圖書館員是大陸文本中出現頻率相對本地區而言最高的。（2）臺灣的圖書館員則是以提供優質讀者服務為目標的形象出現，主要任務有推薦好書、舉辦閱讀推廣活動，其中台北的圖書館員是臺灣文本中出現頻率相對本地區而言最多的。（3）兩地圖書館員形象異同點。不同點在於大陸報導的圖書館員是以具體人物作為報導對象，並且以學術能力強的研究館員為主，臺灣則是代指服務型館員這一群體且專人報導時人物領域多樣。館員工作內容偏重亦不相同，大陸館員在於保護傳統文化，而臺灣館員則在於使用館藏資源。在報導的地域層次上，大陸報導的地區橫向範圍較廣，而臺灣集中在北部；但臺灣報導圖書館的縱向範圍比大陸深，從總館到分館，從市區到鄉鎮。共同點是兩地都認同圖書館員是提供資源給讀者的工作，這個資源以書為主要載體，簡而言之認同圖書館員是書和讀者之間重要橋樑。（4）兩地情緒偏向。圖書館員的報導情緒在兩地都是積極正向的，但是這個正向程度不高，兩地的情緒值都在 0.04-0.07（最大值為 1）之間。大陸的圖書館員情緒隨著時間越來越正向，臺灣則基本持平，不過兩地的情緒值都在 2005-2009 這個時間段下降。

本研究彌補了中文圖書館員媒體形象的研究缺口，可為今後圖書館、文化部門等機構制定發展戰略、職業規劃、法律法規提供參考。如果擁有更多種類的分析報紙和更為專業的情緒字典，研究結果的有效程度會更為精確。在未來的研究中，建議納入不同種類的報紙或者媒介、建立專業情緒字典。

關鍵詞：媒介形象、館員、文本分析、情感分析

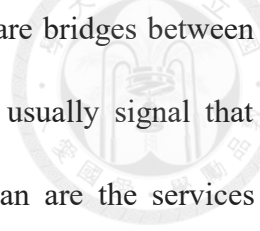


Abstract



Public opinions reflect the image shaping of an organization. Libraries are also suffering stereotypes from people with the quick development of technology. It is necessary to update new strategies so that libraries' public opinions could improve and sources in libraries could fully demonstrate values. Librarians play an important role in image shaping for libraries, because they are the people who direct contact patrons and have huge influences on public opinions about libraries. However, only a few pieces of research investigated librarian images or media images. This study manages to find out media images of librarians based on two major newspapers (People's Daily and China Times) through text analysis and sentimental analysis. In other words, this study utilizes lexical features of texts to figure out the media images of librarians. The considered lexical features are high-frequency words, common words, keyness words, and sentimental words.

The results are shown as follows: (1) In Mainland China, librarians are historical experts whose important jobs are protecting, preserving, and studying ancient materials. Librarians in Beijing show the strongest existence in comparison to those in other places. (2) In Taiwan, librarians are the providers of various services that support high-quality services for readers. Therefore, the core tasks of Taiwan librarians are recommending books and organizing reading activities. Librarians in Taipei are the major figures reported in news articles. (3) The media images of librarians in Mainland China and Taiwan present their similarities and differences. Both two regions agree patrons and



sources (books) are the major concerns of librarians and librarians are bridges between patrons and books. In contrast, news articles of Mainland China usually signal that librarians are the master in cultural fields, but librarians in Taiwan are the services providers who are familiar with every function of libraries. (4) As for the spatial perspective, the horizontal coverage of news articles in Mainland China is comparatively wider than those in Taiwan. However, news articles in Taiwan present a much deeper vertical coverage than those in Mainland China. For example, news articles in Taiwan cover the librarians' activities from the main libraries to the branch libraries and from the cities to villages libraries. (5) The sentimental values of librarians are positive in both regions (0.04-0.07, the maximal value is 1) but only a little bit higher than neutral sentiment. The sentimental values for librarians in Mainland China are more and more positive, while those for librarians in Taiwan remain almost the same. It is noted that the sentimental values for both regions declined from 2005 to 2009.

This study fills the gap in the researches related to the media images of Chinese librarians and could be a reference for libraries, cultural sectors, and other institutions that develop regulations, strategies, and practices for promoting their images in media.

Keywords: Media image, Librarian, text analysis, Sentimental Analysis