天主教輔仁大學圖書資訊學系碩士班碩士論文

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網路文學閱讀習慣分析－

以巴哈姆特電玩資訊站為例

An Analysis of Reading Habits of Online Literature:

A Case Study of Bahamut Game Community

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摘要

近年來，網路文學越來越受到普遍大眾注目。在臺灣搭乘交通工具時，時常能見到許多人，在遊玩手機遊戲、閱覽影片外，還有許多民眾在閱讀網路文學。但在網路文學這項研究領域中，臺灣鮮少有相關研究。在中國，每一年都會統計網路文學用戶的使用情況。臺灣僅有文化部與臺灣網路資訊中心做類似的研究調查，但皆專注在電子書的調查上，並沒有網路文學的調查資料。本研究目的旨在調查臺灣民眾閱讀網路文學的情況，瞭解讀者閱讀網路文學的偏好、行為、動機與習慣，以及閱讀網路文學後對比以往閱讀紙本小說時有甚麼改變。調查樣本從巴哈姆特電玩資訊站收集網路問卷作調查。研究結果指出在巴哈姆特電玩資訊站閱讀網路文學的讀者，較偏向男性年輕族群。且閱讀網路文學後的閱讀量與閱讀類別都呈現出比閱讀紙本小說族群更多的趨勢。閱讀數量與閱讀時間越多，會越加強網路小說對自己的重要性，同時也會對閱讀習慣產生影響。與之前的研究論文做比較，可看出普遍大眾因為智慧型手機的盛行而對數位閱讀的接受度越來越高。

關鍵字：網路文學、網路小說、閱讀行為、閱讀動機、閱讀習慣

Abstract

In recent years, internet literature has attracted more and more public attention. In Taiwan, it is common to see people playing mobile phone games, watching movies, and reading internet literature in the public transportation. However, there are few relevant studies in the field of internet literature in Taiwan. In China, statistics are made on the usage of internet literature users every year. In Taiwan, only the Ministry of Culture and the Taiwan Network Information Center have conducted similar researches. They both focus on e-books but not the data on internet literature. The purpose of this study is to investigate the situation of internet literature reading in Taiwan, and to understand the preferences, behaviors, motivations and habits of readers in reading internet literature; as well as the changes in internet literature reading compared with previous paper novel reading. The questionnaire was collected from Bahamut Game Community. The result indicates that the readers who read internet literature at Bahamut Game Community tend to be young men. After reading internet literature, the reading amount and reading category show a trend of more than those who read paper novels. The more you read the more time you spend on reading, the more important online novels will become to you, and it will also have an impact on your reading habits. A comparison with previous research papers shows that the public is becoming more receptive to digital reading because of the popularity of smart phones.

Keywords: Internet Literature, Internet Novel, Reading Behavior, Reading Motivation, Reading Habit