

粉絲與論壇：非青少年粉絲論壇中的偽青少年追星文化

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摘 要

舉凡提及偶像崇拜，總是讓人聯想到青少年與青少年狂熱的追星行為。本論文所探討的論壇--迷幻YOGA宥惑論壇卻呈現不同風貌。在以三十歲以上為主要粉絲成員的此論壇中，儘管追星行為看似雷同，但其幾項訴求，如低調以對與理性批判等，突顯出此論壇與一般偶像追星且以青少年為組成份子的網路社群大相逕庭。因此，本文即在研究該論壇之架構、成員、與其發展出的與青少年的粉絲(迷)文化之異同。

關鍵詞：論壇，迷，青少年文化，迷文化

Fandom and Forum: Pseudo-Juvenile Fan Culture in Acid YOGA¹

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Abstract

This paper examines a forum for a pop singer, Yoga Lin, who found his fame from *One Million Dollar*, a famous reality television show in Taiwan to furthermore excogitate how fandom is deployed, managed and contrived online.

The subtitle “pseudo-juvenile culture” explores the appropriation, acclimatization, variation, and transfiguration of the online dialogues among the forum members. What makes the study of this forum outstands itself lays on the membership—at least most of the active participators are over 20 years old (in fact, the thirty occupy the major part) and some of them are even well-educated (which means at least bachelor degree)—a period of age which is rarely connected with fandom. When it comes to fandom, it is always affiliated with a group of juvenescent youth. On the one hand, mythological stories (as those of Psyche and Cupid, and Echo and Narcissus) are correspondent to Yoga’s fans’ behaviors. On the other, however, these thirty something fans also demonstrate another new perspective of fandom especially in their preference for keeping a distance from the singer and for rationality in fandom.

This paper starts a depiction and analysis of the structure, membership and furthers the development with the application of some fan culture theories.

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In delving more, this paper concludes an emergence of a different fandom—which may be equivalent not only to obsession but also to rationalization, and which may present a divergent (albeit there are still similarities) fandom.

Keywords: Forum, Fandom, Juvenile Behavior, Fan Culture