

流動圖書館倫理研究

張建平 南京師範大學圖書館常務副館長

jpzhang@njnu.edu.cn , 86-25-85891550 , 86-25-85891548

隨著通訊技術的日臻完善和網路成本的逐步降低，流動閱讀已經成為人們學習生活的重要方式。圖書館利用移動通訊技術運用於圖書館的各項服務亦日趨普及。網路基本屬性構建和衍生出的虛擬與現實、工具理性與人文精神、資訊富足與資訊污染的悖論正潛移默化地影響著大學生的認知方式和行為方式。

在圖書館、移動網路、人的三者關係中，人是至高無上的影響者。在由法律法規、社會規範、服務和代碼等構成的網路規範體系中，網路技術道德作為一種獨立的規範力和一種具有滲透性的元規範力，可以彌補其他規範力的缺陷，直接影響人利用流動圖書館服務的生命力，在網路文化建設和發展中起著獨特的規範作用。

流動圖書館服務過程中的倫理研究，通過調查、訪談、比較等研究方法，討論大學生網路道德的現狀與發展，從學習、交往、情感、利他主義四個方面討論了移動網路技術給大學生帶來的積極道德意義，從網路成癮、網路失信、網路色情等網路道德缺失現象，進而引發一系列網路偏差行為的分析，得出網路道德各維度與網路偏差行為各維度間關係，流動圖書館服務過程中需要注意並應該解決的問題，指出流動圖書館服務對“人”的重視並倡議流動圖書館倫理道德規範。

Ethics of Mobile Library

Jianping Zhang: Associate director of Nanjing Normal University Library

As the communication technology is developing fast and the cost of using internet is reducing, reading on mobile has played an important role in our day-to-day life. It becomes increasingly popular that libraries use mobile technology to deliver their services. However the nature of internet creates and combines often opposite propositions: virtual and reality, instrumental rationality and humanism, information rich and pollution; and this paradox has gradually affected and influenced our students' ways of perceiving the world and their behaviors.

In the relation among libraries, internet and human being, the latter is the key element. Internet norms are constituted by laws & regulations, social norms, services and network codes, etc. Internet technology as an independent permeable normative moral force can add real value to the normal normative forces. It plays a unique role in network cultural construction and development.

To conduct the research on the ethical impact of mobile library services, surveys, interviews, comparative research methods have been used. Students' internet morality has been discussed. The paper examines internet technology's positive moral impact from four aspects: students' learning, communication, emotion and altruism.

The paper has also looked at the common phenomenon such as Internet addiction, Internet dishonesty, Internet pornography, and examines how the moral failures trigger a series of network deviant behaviors. It points out the issues and difficulties that we are facing to deliver mobile services to our students, and it concludes that 'people' are the most important factor, not the technology, and the importance of the mobile library code of ethics.