

實體
演講

全球化中國 研究群

時間

4月19日(五)

上午10:00 - 12:00

舉行方式

中研院民族所
2320會議室

採報名登記制

報名



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從閱讀認識自我

中國大陸心理健康平台上的
治療文化與政治

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This presentation examines the culture and politics of digital mental health through a case study of KnowYourself, a platform targeting urban youth that has become one of the most influential carriers of therapeutic culture in today's China. Named after the Delphic maxim, KnowYourself presents a distinctive brand of popular psychology that is informed by depth psychology and critical social sciences. My inquiry highlights the experience of reading, typically perceived as a solitary endeavor despite its inherently social nature, especially since KnowYourself is hailed as a paragon of "content entrepreneurship." Taking reading experience as a window into one's psychic life, I explore the self-fashioning of Chinese youth under the Xi Jinping administration, an era marked by tightening political control and, increasingly, an imperative to feel and think positively. My ethnography reveals how readers seek and find solace and insights on the platform; while expressing disillusionment with its pronounced commercial focus and reluctance to address sensitive topics, they also recognize its precarious position and are exhilarated by the occasional breakthroughs. What emerges, as I contend, is a therapeutic culture still searching for its politics.

*本演講將以中文進行