



A@

: A

. 26

,

A.

2.0



A. ()

,
,
,
New Media
& Society, The Journal of Computer-Mediated Communication, Critical Studies in Media
Communication The International Journal of Communication

,
,
()

,
Sharing, collaborative consumption and Web 2.0.

,



A

A



#

2.0

,

()

,

#

, () ,
enabling ,
driving ,
() ,
terminology and metaphors

,) (, ,) (, ,

#

,

,

,

,

,

,

,

(

#

,
, ,
,
(,) ,
,
(,) ,
,
, ,
, ,
, ,
, (,)
, (,)
,
,
(,)
, ,
, , ,

#

()

,

,

(),

,

,

,

,

,

'

,

'

,

()

,

'

,

,

'

,

(

),

,

,

#

Peer-to-peer

,

,

,

,
(),

