

**In Her Own Voices:**  
**Chinese Female Podcasts as Female Media Space**  
用她自己的聲音：中文女性播客作為女性媒介空間

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In China, podcast is becoming a mass medium, attracting a higher proportion of female users compared to the male users. This trend, which is different from the overall gender ratio of Internet users in China, hints at the specific gender attributes of the podcast. Meanwhile, it underscores the potential and possibility of exploring new female media space within podcast. However, current research often neglects the significance of podcast as dynamic media space that influences user practices within and beyond. Focusing on the Chinese prominent female-led podcast "Stochastic Volatility," this study employs the concept of media affordance to analyze how women carve out a female media space within the podcast in Chinese contexts. Through in-depth semi-structured interviews with 25 dedicated female subscribers and thematic coding, this research bridges the podcast's media affordance and the female media space and illustrates how technical attributes influence people's

practices in particular context. The podcast's affordances including accessibility, portability, and modality lay the groundwork for an elite salon space, an accompanying auditory space, and a narrative space balancing knowledge and emotion. Together, these create favorable conditions for female media space, characterized by safety, intimacy, and the reconstruction of the public sphere, which helps female build community to share opinions, support, emotion and participate in public discussion. Using Chinese female podcast as an example, this study tends to illustrate how one medium can interact with people's practice and broader society by setting an media affordance environment.

在中國，播客正逐漸成爲一個大眾媒介，並且其中吸引的女性用戶比例要高於男性。這個不同於中國互聯網用戶整體性別比例的現象暗示著播客特殊的性別屬性。同時強調了在播客中探索新的女性媒介空間的潛力和可能性。然而，當下的研究往往忽視了播客作爲一個能夠影響用戶媒介內外實踐的動態媒介空間的重要意義。基於此，本研究以代表性的女性主導播客節目「隨機波動 Stochastic Volatility」爲例，利用媒介可供性（Media Affordance）概念分析在中國語境中，女性如何在播客中開闢女性媒介空間。通過對 25 位「隨機波動」忠實訂閱者的深度訪談以及主題編碼，本研究在播客媒介可供性與女性媒介空間之間建立橋梁，描繪了技術屬性如何在特定語境中對人的實踐產生影響。首先，本研究歸納了播客所具有的可供性：可觸達性（Accessibility）、可攜帶性（Portability）、模態（Modality），它們奠定了播客作爲精英的沙龍空間、伴隨式聽覺空間以及知識與情感并重的意義空間的基礎。這為中文女性播客作爲以安全、親密與重構公共領域為特徵的女性媒介空間創造了有利的可供性環境條件。在這一空間中，女性能夠建立共同體來分享觀點、支持、情感以及參與到公共討論中去。