

## Seminar: Fan cultures and internet celebrity

**Fandom and music and Fandom** <https://learningonscreen.ac.uk/ondemand/index.php/clip/134956> (7.50 mins)

### Questions:

1. How does the sense of community work in relation to fandom in these examples?
2. How does digital (and other) engagement highlighted in the video reinforced fandom?
3. How does the merchandise relate to fandom?
4. Would you consider yourself a fan of something? What makes you a fan – or doesn't make you fan?

**Fandom and music clip** <https://learningonscreen.ac.uk/ondemand/index.php/clip/134958> (3.06 gatecrasher) and <https://learningonscreen.ac.uk/ondemand/index.php/clip/134959> (2.19 mins)

### Questions:

1. What are the similarities and differences between these fans and football fans?
2. How does style contribute to fandom?
3. Are the fans in both these clips comparable to microcelebrities? Why/why not?

**The Internet, music and Fandom** <https://learningonscreen.ac.uk/ondemand/index.php/clip/134980> 16 mins)

### Questions:

1. The video highlights the role that fans themselves played in gaining publicity for the Arctic Monkeys. Is this comparable to fans getting programmes such as *Star Trek* being brought back? Why/Why not?
2. The video suggests that there is now a spectrum of artists blending with fans. Do you agree/disagree?
3. Some of the reasons given for being fans of musicians include expressing identities and escaping surroundings. Can you be a fan without doing these things?
4. The programme suggests that we are 'pop partners' because of the digital revolution. Do you agree?
5. Do you think that 'true fandom' as suggested in the video, could become a thing of the past? Why/why not?

**Questions relating to Wallerstein, A. (2016) Q Scores Faceoff, *Variety*, Los Angeles, Vol. 332, Iss. 15:58, June 21<sup>st</sup>.**

The article suggests that ‘...the level of fan engagement around influencers is stronger than in most sectors of the celebrity universe.’ How often do you look at things on Twitter, Facebook, Instagram or other social media because someone famous has tweeted or posted something? Why (or why not) might engagement be stronger in social media than in traditional media?

Do you agree that ‘... for all the progress YouTube celebrities have made, they are still very much niche talent.’ Give examples to support your opinion.

Are there internet celebrities that appeal to a wide variety of audiences or do they tend to be more niche?

Do you agree with how the celebrities are ranked in this article – are the traditional and digital ones comparable? Is it more confusing than this picture presents with cross-over into different media of both digital and traditional stars?

Does the internet challenge conventional notions of celebrity? Give reasons for your answers.

**Extract from Barton, K.M. (2014) Introduction IN K.M. Barton and J.M. Lampley (Eds.) *Fan CULTure*. North Carolina: McFarland and Co.**

**Questions:**

1. What is the original term of ‘fan’ (p.5)
2. What role does social media play in relation to fandom?
3. Why do you think producers integrate fan input into their products?
4. Are there different types of fandom?
5. Are sports fans different from music fans etc.

Watch the clip <https://youtu.be/9tshM92TWYE> (13.50 mins) China's Internet stars (Wang Hong famous for posting online videos).

**Questions:**

1. Why are people interested in watching celebrities on the Internet?
2. What kinds of internet celebrities are you familiar with? Compare with others – are these different or similar? Why might this be?
3. Do you feel you know the celebrity? Is this a parasocial relationship? Why/why not?
4. Do you think that internet celebrity is sustainable? Why/Why not?
5. How might the notion of authenticity relate to spontaneity?
6. Are microcelebrities important to you?
7. The video suggests that movie stars want to look more natural compared with the internet celebrities. Do you agree/disagree?