

INTRODUCTION

- Fan cultures
- Early fan cultures
- The internet and changing fandoms
- Including role plays, games, blogs, wikis and others
- Digital media, digital fandom
- Learning Outcome 2: Critically apply theoretical considerations to their own use of social media (in relation to Fandom)
- Assignment 2: Fandom in an online world – focus on something specific

FAN CULTURES AND DIGITAL MEDIA

- Ethnographic tradition of research – observations of media users
- Morley, Fiske, Ang, Radway, Hermes
- Willis – productive social activities of audiences



FAN CULTURES



- Engagement of particular consumers
- Jenkins (1992) – ethnographic study of sci-fi films and TV fan shows
- Developed their own texts, stories, videos
- Internet – enables connections, conversations, ideas to be shared
- Transforming fan cultures

EARLY FAN CULTURES

Abercrombie and Longhurst (1998):-

- Consumers - media use is generalised and unfocused
- Fans- heavy general media users may develop attachments/interests in widely circulated genres, stars, text, General
- Cultists – concentrated specialist attachment to genres/texts. Communicate with other fans, consume and circulate fan creations
- Enthusiast- Intensively consume, produce, share small scale media in networks of intensive fans
- Petty producers - Professional/semi-professional forms of cultural production

FAN CULTURES ONLINE

- Internet – fan online spaces
- Enhances the participation in fan communities
- Makes perceptions/fandom more visible
- Fandom and the internet (7.22 mins)

I'm that part of the fandom that
can't gif, make edits, write
fanfiction or draw I'm just kind of
here like

hey

DIGITAL FANDOM

- Audience continuum needs updating for digital media environment
- But it does bring together consumption and production
- Alternative Reality Games useful for fandom analysis
- Stories/universe dispersed over several media platforms

INTERNET FANDOM

PRESENTED BY CHEEZBURGER

FACEBOOK LIKES
 FANFICTION.NET SUBMISSIONS
 DEVIANTART SUBMISSIONS
 BY THE NUMBERS
 MEMBER COUNT OF LARGEST BBS
 ENTRIES IN FAN WIKI
 EBAY LISTINGS



STAR WARS

HARRY POTTER



POKEMON

TWILIGHT



DOCTOR WHO

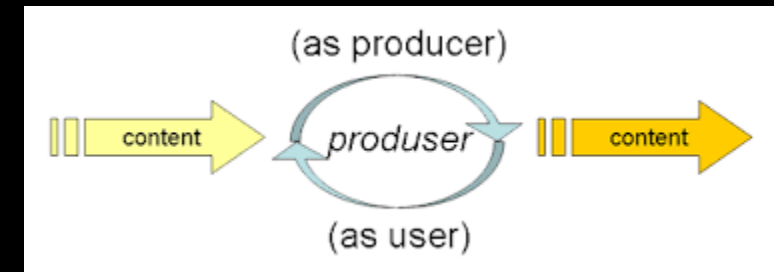
STAR TREK



COUNTRY POPULATIONS VIA WIKIPEDIA
NUMBERS CURRENT AS OF 12/16/11

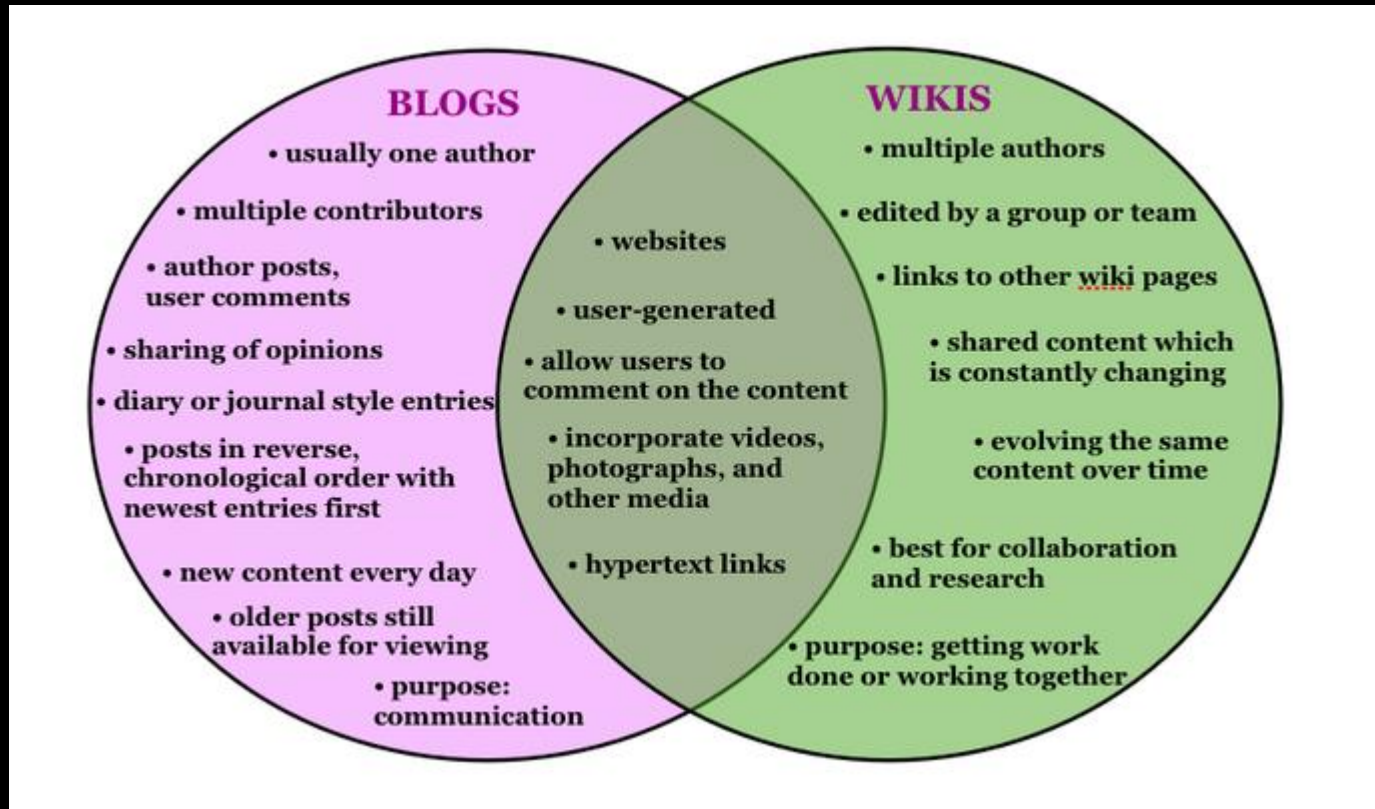
PRODUSERS

- Producer and reader of media content = produser
- Fan fiction blogs – intertextual and intratextual
- A mash up of media text and whole community takes part
- Examples <https://ebookfriendly.com/fan-fiction-websites/>



WEB COMMONS

- Web commons – uses internet as resource/source for community
- Collective action, self-governance, social capital e.g. Wikis



ROLE PLAY ARGs

- Fans can take over characters, create fictitious profiles
- Engage with conversations
- Created by production teams on social networks
- Part of transmedia extension
- Fans construct and perform identities
- ARGs interactive, immersed, participative, collaborative communities of players
- [What are ARGs](#) (7.15 mins)
- Multiple player online games and fandom
- Antifandom



SUMMARY

- Theories of fandom need to take into account the online world
- Including Alternative Reality Games
- Blogs, social media, wikis, online games etc.
- Which change fandom in the online world.
- Learning Outcome 2: Critically apply theoretical considerations to their own use of social media (in relation to Fandom)
- Assignment 2: Fandom in an online world – focus on something specific

REFERENCES

- Abercrombie, N. and Longhurst, B.J. (1998) *Audiences. A Sociological Theory of Performance and Imagination*. London, Sage.
- Barker, C. and Jane, E. A. (2016) *Cultural Studies, Theory and Practice*. London, Sage.
- Booth, P. (2010) What is fan culture. *Digital Fandom*. Oxford, Peter Lang.
- Fuchs, C. (2017) *Social Media. A Critical Introduction*. London, Sage.
- Hodgkinson, P. (2017) *Media, Culture and Society, An Introduction*, London, Sage.