

Contents

<i>List of Illustrations</i>	vii
<i>List of Tables</i>	ix
<i>Acknowledgements</i>	xi
<i>Introduction: Funding the Future? Contextualising Crowdfunding</i> LUCY BENNETT, BERTHA CHIN, AND BETHAN JONES	1
<i>Section One: Crowdfunding Platforms and Ethics</i>	
1. <i>Up Close and Personal: Exploring the Bonds Between Promoters and Backers in Audiovisual Crowdfunded Projects</i> TALIA LEIBOVITZ, ANTONI ROIG TELO, AND JORDI SÁNCHEZ-NAVARRO	15
2. <i>Crowdfunding the Narrative, or the High Cost of “Fan-ancing”</i> TANYA R. COCHRAN	31
3. <i>Exploiting Surplus Labours of Love: Narrating Ownership and Theft in Crowdfunding Controversies</i> ANNE KUSTRITZ	47
4. <i>On the Sale of Community in Crowdfunding: Questions of Power, Inclusion, and Value</i> DAVID GEHRING AND D. E. WITTKOWER	65
<i>Section Two: Social and Civic Crowdfunding</i>	
5. <i>Four Civic Roles for Crowdfunding</i> RODRIGO DAVIES	83

6.	<i>Crowdfunding and Pluralisation: Comparison Between the Coverage of the Participatory Website Spot.Us and the American Press</i>	99
	MARCELO TRÄSEL AND MARCELO FONTOURA	
7.	<i>Is It Fair to Monetise Microcelebrity? Mapping Reactions to a Crowdfunded Reporting Project Launched by an Italian Twitter-star</i>	117
	GIOVANNI BOCCIA ARTIERI AND AUGUSTO VALERIANI	
8.	<i>Because It Takes a Village to Fund the Answers: Crowdfunding University Research</i>	133
	DEB VERHOEVEN AND STUART PALMER	
<i>Section Three: Fandom and the Media Industries</i>		
9.	<i>Fixing Television by Funding a Movie: The Crowdfunding of Veronica Mars</i>	157
	ETHAN TUSSEY	
10.	<i>Public Service Announcements With Guitars: Rock 'n Roll as Crowdfunding Cause for Amanda Palmer and IAMX</i>	173
	LARISSA WODTKE	
11.	<i>The Role of Crowdfunding as a Business Model in Journalism: A Five-layered Model of Value Creation</i>	189
	TANJA AITAMURTO	
12.	<i>Crowdfunding and Transmedia Storytelling: A Tale of Two Spanish Projects</i>	207
	CARLOS A. SCOLARI AND ANTONI ROIG TELO	
13.	<i>Kickstarting Big Bang Press, Publishing Original Novels by Fanfic Authors</i>	227
	GAVIA BAKER-WHITELAW	
14.	<i>Building a Better Kickstarter: Crowdfunding My So-Called Secret Identity</i>	233
	WILL BROOKER	
	<i>Afterword: The Future of Crowdfunding</i>	239
	PAUL BOOTH	
	<i>Conclusion: Where Next for Crowdfunding?</i>	253
	LUCY BENNETT, BERTHA CHIN, AND BETHAN JONES	
	<i>Contributors</i>	261
	<i>Index</i>	269