

# CONTENTS

<i>List of Figures</i>	ix
<i>Notes on Contributors</i>	x
<b>Introduction</b>	1
MELISSA A. CLICK AND SUZANNE SCOTT	
<b>PART I</b>	
<b>Methods and Ethics: Introduction</b>	7
<b>1 The Ethics of Studying Online Fandom</b>	9
KRISTINA BUSSE	
<b>2 Always-On Fandom, Waiting and Bingeing: Psychoanalysis as an Engagement with Fans' "Infra-Ordinary" Experiences</b>	18
MATT HILLS	
<b>3 Archaeologies of Fandom: Using Historical Methods to Explore Fan Cultures of the Past</b>	27
KATHRYN FULLER-SEELEY	
<b>4 Surveying Fandom: The Ethics, Design, and Use of Surveys in Fan Studies</b>	36
LUCY BENNETT	
<b>5 Approaches to Understanding Identity: Gamers, Fans, and Research Methods</b>	45
LIBBY HEMPHILL, CARLY A. KOCUREK, AND XI RAO	
<b>6 Vidding and/as Pedagogy</b>	55
KATHERINE E. MORRISSEY	
<b>7 Fannish Identities and Scholarly Responsibilities: A Conversation</b>	63
WILL BROOKER, MARK DUFFETT, AND KAREN HELLEKSON	

CONTENTS

**PART II**

<b>Technologies and Practices: Introduction</b>	75
8 <b>The Fan Fiction Gold Rush, Generational Turnover, and the Battle for Fandom’s Soul</b> MEL STANFILL	77
9 <b>Tumblr Fan Aesthetics</b> LOUISA ELLEN STEIN	86
10 <b>Fan Tourism and Pilgrimage</b> REBECCA WILLIAMS	98
11 <b>Fan Curators and the Gateways into Fandom</b> DEREK KOMPARE	107
12 <b>From Model Building to 3D printing: <i>Star Trek</i> and Build Code across the Analog/Digital Divide</b> BOB REHAK	114
13 <b>“We’re Not There”: Fans, Fan Studies, and the Participatory Continuum</b> RHIANNON BURY	123
14 <b>“You’re Terrible, Don’t Ever Change!”: How Identity, Rule Following, and Research Roadblocks Lend Meaning to Ambivalent Fan Engagement</b> WHITNEY PHILLIPS	132
15 <b>Music fandom in the Digital Age: A Conversation</b> NANCY BAYM, DANIEL CAVICCHI, AND NORMA COATES	141

**PART III**

<b>Identities: Introduction</b>	153
16 <b>The Queer Politics of Femslash</b> JULIE LEVIN RUSSO	155
17 <b>(Un)Covering Masculinities in Cover Song Videos</b> FREDERIK DHAENENS	165
18 <b>“He’s a Real Man’s Man”: Pro Wrestling and Negotiations of Contemporary Masculinity</b> SAM FORD	174
19 <b>Everyday Costume: Feminized Fandom, Retail, and Beauty Culture</b> ELIZABETH AFFUSO	184
20 <b>The Invasion of Loki’s Army? Understanding Comic Culture’s Increasing Awareness of Female Fans</b> MATTHEW A. CICCI	193

## CONTENTS

21	<b>Accessing Fan Cultures: Disability, Digital Media, and Dreamwidth</b> ELIZABETH ELLCESSOR	202
22	<b>Class, Capital, and Collecting in Media Fandom</b> LINCOLN GERAGHTY	212
23	<b>“Just to <i>Pique</i> Them”: Takings Sides, Social Identity, and Sport Audiences</b> VIVI THEODOROPOULOU	221
24	<b>Vidding and Identity: A Conversation</b> FRANCESCA COPPA, ALEXIS LOTHIAN, AND TISHA TURK	230
<b>PART IV</b>		
<b>Race and Transcultural Fandom: Introduction</b>		241
25	<b>The Invisible Bag of Holding: Whiteness and Media Fandom</b> BENJAMIN WOO	245
26	<b>(Black Female) Fans Strike Back: The Emergence of the Iris West Defense Squad</b> KRISTEN J. WARNER	253
27	<b>Filipinos’ Forced Fandom of US Media: Protests against <i>The Daily Show</i> and <i>Desperate Housewives</i> as Bids for Cultural Citizenship</b> ABIGAIL DE KOSNIK	262
28	<b>Charting Latinx Fandom</b> JILLIAN M. BÁEZ	271
29	<b>Transnational Media Fan Studies</b> LORI MORIMOTO	280
30	<b>Exploring Local Fandom: Celebrities’ Fans in the Global–Local Nexus</b> HILDE VAN DEN BULCK	289
31	<b>Advancing Transcultural Fandom: A Conversation</b> BERTHA CHIN, ASWIN PUNATHAMBEKAR, AND SANGITA SHRESTHOVA	298
<b>PART V</b>		
<b>Industry: Introduction</b>		307
32	<b>The Bigger Picture: Drawing Intersections between Comics, Fan, and Industry Studies</b> ALISA PERREN AND LAURA E. FELSCHOW	309

CONTENTS

33	<b>Conspicuous Convention: Industry Interpellation and Fan Consumption at San Diego Comic-Con</b> ANNE GILBERT	319
34	<b>Fans and Merchandise</b> AVI SANTO	329
35	<b>Fannish Affect, “Quality” Fandom, and Transmedia Storytelling Campaigns</b> MELANIE E. S. KOHNEN	337
36	<b>“Are You Ready for This?” “I Don’t Know if There’s a Choice”: Cult Reboots, <i>The X-Files</i> Revival, and Fannish Expectations</b> BETHAN JONES	347
37	<b>Platform Fandom</b> JEREMY WADE MORRIS	356
38	<b>Industry/Fan Relations: A Conversation</b> IVAN ASKWITH, BRITTA LUNDIN, AND AJA ROMANO	365
<b>PART VI</b>		
	<b>Futures: Introduction</b>	381
39	<b>Negotiating Fandom: The Politics of Racebending</b> HENRY JENKINS	383
40	<b>Fantagonism, Franchising, and Industry Management of Fan Privilege</b> DEREK JOHNSON	395
41	<b>Aging, Fans, and Fandom</b> C. LEE HARRINGTON AND DENISE D. BIELBY	406
42	<b>Class “Then” and Class “Now” in <i>Hotel Cerise</i></b> JOHN TULLOCH	416
43	<b>Board Gamers as Fans</b> PAUL BOOTH	428
44	<b>Futures of Fan Studies: A Conversation</b> MELISSA A. CLICK, JONATHAN GRAY, JASON MITTELL, AND SUZANNE SCOTT	437
	<i>Index</i>	451