

Booth

Digital Fandom

New Media Studies

This book re-evaluates the way we examine today's digital media environment. By looking at how popular culture uses different digital technologies, *Digital Fandom* bolsters contemporary media theory by introducing new methods of analysis. Using the exemplars of alternate reality gaming and fan studies, this book takes into account a particular «philosophy of playfulness» in today's media in order to establish a «new media studies». *Digital Fandom* augments traditional studies of popular media fandom with descriptions of the contemporary fan in a converged media environment. The book shows how changes in the study of fandom can be applied in a larger scale to the study of new media in general, and formulates new conceptions of traditional media theories.



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