

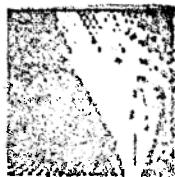
# Fan CULTure

*Essays on Participatory  
Fandom in the 21st Century*

*Edited by* KRISTIN M. BARTON *and*  
JONATHAN MALCOLM LAMPLEY

*Foreword by* Stephen J. Sansweet

Sondersammelgebiet  
Volks- & Völkerkunde  
in Zusammenarbeit mit der DFG



McFarland & Company, Inc., Publishers  
Jefferson, North Carolina, and London

# Table of Contents

## *Foreword*

- STEPHEN J. SANSWEET ..... 1

## *Introduction*

- KRISTIN M. BARTON ..... 5

### Section 1: Fan Productions

- Can't Stop the Sequel: How the *Serenity*-Inspired  
*Browncoats: Redemption* Is Changing the Future of Fan Films  
KRISTIN M. BARTON ..... 9
- Dark Shadows* Fandom, Then and Now (1966–2013)  
JEFF THOMPSON ..... 23
- Spellbound: An Analysis of Adult-Oriented Harry Potter  
Fanfiction  
DON TRESCA ..... 36
- Recut Film Trailers, Nostalgia and the Teen Film  
KATHLEEN WILLIAMS ..... 47

### Section 2: Social Media

- Bringing Piety Back: Tim Tebow, Sports and American Culture  
SUSAN ORENSTEIN ..... 61
- Fan-Made Time: *The Lord of the Rings* and *The Hobbit*  
OWAIN Gwynne ..... 76
- The Fandom Is Out There: Social Media and *The X-Files* Online  
BETHAN JONES ..... 92
- Alternate Reality Games, Narrative Disbursement and Canon:  
*The Lost Experience*  
KENT AARDSE ..... 106

**Section 3: Fan-Influenced Content**

<i>Block Party: A Look at Adult Fans of LEGO</i>	JENNIFER C. GARLEN .....	119
<i>A New Kind of Pandering: Supernatural and the World of Fanfiction</i>	ANISSA M. GRAHAM .....	131
<i>Desiring the Tangible: Disneyland, Fandom and Spatial Immersion</i>	MEYRAV KOREN-KUIK .....	146
<i>Chuck Versus the Advertiser: How Fan Activism and Footlong Subway Sandwiches Saved a Television Series</i>	KRISTIN M. BARTON .....	159
<i>"Guys, where are we?" Podcasts, Online Video and Lost's Participatory Culture</i>	MICHAEL GRAVES .....	173
<i>Afterword: The Past and Future of Fandom Studies</i>	JONATHAN MALCOLM LAMPLEY .....	191
<i>About the Contributors</i>	.....	197
<i>Index</i>	.....	199