

Research Anthology on Fandoms, Online Social Communities, and Pop Culture

Information Resources Management Association
USA

**FIS SOZIAL- UND
KULTURANTHROPOLOGIE**
in Zusammensetzung mit der Reihe



Table of Contents

Preface.....	x
Section 1	
Motivations, Benefits, and Issues of Engagement	
Chapter 1	
Brands, Fans, and Exchanges: Differentiating Between Fandoms, Transactional and Social Brand Communities, and Brand Publics.....	1
<i>Breanna M. Todd, Western Washington University, USA</i>	
<i>Catherine Anne Armstrong Soule, Western Washington University, USA</i>	
Chapter 2	
An Investigation of the Factors That Motivate Users to Participate in Online Communities	20
<i>Mohammad Al Khasawneh, Princess Sumaya University for Technology, Jordan</i>	
<i>Ola A. Al Hadeed, Princess Sumaya University for Technology, Jordan</i>	
<i>Tariq Abdrabbo, Princess Sumaya University for Technology, Jordan</i>	
<i>Mohammad Yousef Abu Hashesh, Princess Sumaya University for Technology, Jordan</i>	
<i>Muhammad Al-Abdullah, University of Tampa, USA</i>	
Chapter 3	
Online Communities. Benefits and Risks: A Literature Review.....	37
<i>Elena Graziani, Università degli Studi di Firenze, Florence, Italy</i>	
<i>Fausto Petrini, Università degli Studi di Firenze Dipartimento di Psicologia, Florence, Italy</i>	
Chapter 4	
Development of a Game Communities of Inquiry Scale (GCoIS)	52
<i>Ilker Soyturk, Kent State University, USA</i>	
<i>Enrico Gandolfi, Kent State University, USA</i>	
<i>Richard E. Ferdig, Kent State University, USA</i>	
Chapter 5	
Esports Fandom and the Collegiate Student-Athlete Experience: Active Audiences and Spectatorship.....	70
<i>Kelley Stuetz, West Chester University, USA</i>	
<i>Julia Crouse Waddell, West Chester University, USA</i>	

Section 2

Overview, Perceptions, and the Role of Social Media

Chapter 6

Who's Who: Setting a Standard Nomenclature Using a Fan Folksonomy	84
<i>Nathalie Collins, Edith Cowan University, Australia</i>	
<i>Jeff Volkheimer, Duke Health, USA</i>	
<i>Jamie Murphy, University of Eastern Finland, Finland</i>	

Chapter 7

Living in a Virtual Reality: Anime and Manga Fandom	101
<i>Chengyan Zeng, University of New Haven, USA</i>	

Chapter 8

Comic Con Communion: Gender, Cosplay, and Media Fandom.....	111
<i>Robert Andrew Dunn, East Tennessee State University, USA</i>	
<i>Andrew F. Herrmann, East Tennessee State University, USA</i>	

Chapter 9

Sci-Fi Fandoms in the Digital Age: Star Trek, Star Wars, and Doctor Who Fandoms and Social Media	127
<i>Gabrielle T Loehr, Fielding Graduate University, USA</i>	
<i>Lee Shackleford, University of Alabama at Birmingham, USA</i>	
<i>Karen Elizabeth Dill-Shackleford, Fielding Graduate University, USA</i>	
<i>Melody Metcalf, Fielding Graduate University, USA</i>	

Chapter 10

Living Myths in a Living World: Mythological Studies and Green Studies Implications of Fandom	145
<i>Amber Lehning, Pacifica Graduate Institute, USA</i>	

Chapter 11

When Science Fiction Meets Reality: The History, Fandoms, and Logistics of Atlanta's Dragon Con™	164
<i>Tyra Anne Mitchell Burton, Kennesaw State University, USA</i>	

Chapter 12

Foreign but Familiar: Genre and the Global Korean Drama Fandom	189
<i>Kathryn Hartzell, Georgetown University, USA</i>	

Chapter 13

Return of Fandom in the Digital Age With the Rise of Social Media	216
<i>Shuoja Guo, College of Staten Island (CUNY), USA</i>	

Chapter 14

- The Futurians, Gamergate, and Fandom: The Construction of Social Identities Through Competition and Technology 234
Julia Crouse Waddell, West Chester University, USA

Chapter 15

- Social Media Translational Action: Translation Activities by K-Pop Fans in Twitter 250
Aznur Aisyah, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia, Bangi, Malaysia
Intan Safinaz Zainudin, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia, Bangi, Malaysia
Rou Seung Yoan, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia, Bangi, Malaysia

Section 3
Uses for Education and Development

Chapter 16

- The Integration of Popular Culture in K-12 and Higher Education English Language Curricula: Enhancing ELLs' Literacy Development Through Popular Culture 276
Brittany Ann Garling, Buena Vista University, USA
Ashley Steele Heiberger, Divine Word College, USA

Chapter 17

- Embracing Video Games for Strategic Thinking, Collaboration, and Communication Skills Practice 296
Katherine Joan Evelyn Hewett, Richard King High School, USA

Chapter 18

- How Pop Culture Increases Student Engagement and Reading Comprehension 315
Kathryn C. Starke, Creative Minds Publications, LLC, USA

Chapter 19

- Using Fan Fiction to Bridge Students' Understanding of Science 335
LaShay Jennings, East Tennessee State University, USA
Renee M. Moran, East Tennessee State University, USA
Blake Pierce, East Tennessee State University, USA

Chapter 20

- Forecast of Transmedia Language Learning With a Chance of Meatballs 355
Yun Joon Jason Lee, Daegu National University of Education, South Korea
Jiyoung Seo, Kookmin University, South Korea

Chapter 21

- Pokémon GO as a Cognitive and Societal Development Tool for Personalised Learning 381
Robert Costello, Newcastle College University Centre, UK
Murray Lambert, Newcastle College University Centre, UK

Chapter 22

Developing the Leadership Potential of African Youth Through Online Communities..... 408

Lanoi Maloiy, University of Nairobi, Kenya

Jocelyn Cranefield, Victoria University of New Zealand, New Zealand

Chapter 23

Employee Online Communities: A Tool for Employee Engagement and Retention..... 425

Shirin Alavi, Jaypee Institute of Information Technology, India

Index

441