



## Digital Fandom (Digital Formations)

By Paul Booth

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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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### Editorial Review

#### Review

«In this web 2.0 world, where community and not content is king, the fan marks a new form of interactive subjectivity that deconstructs the usual categories of consumer and producer. Paul Booth's 'Digital Fandom' breaks new ground in the investigation of this subject, demonstrating how it reorganizes and reorients the field of new media studies.» (David J. Gunkel, Presidential Teaching Professor, Northern Illinois University, Author of 'Hacking Cyberspace and Thinking Otherwise')

«From blogs to ARGs, wikis to social networking sites, Paul Booth provides an in-depth tour of how fans straddle and traverse the boundary between television and digital media. With a theoretically rich analytic eye, 'Digital Fandom' breaks new ground for the next generation of media scholarship.» (Jason Mittell, Middlebury College, Author of 'Television & American Culture')

#### About the Author

**Paul Booth** is an assistant professor in communication at DePaul University. He studies the confluence of traditional and digital media, narrative, popular culture, television and film. He has published articles in *Critical Studies in Media Communication*, *Journal of Narrative Theory*, and *Narrative Inquiry*.

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