

Comic book fandom: An exploratory study into the world of comic book fan social identity through parasocial theory

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Comic Book Fandom: An Exploratory Study Into The World Of Comic Book Fan Social Identity Through Parasocial Theory

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Abstract

Comic books and their extensive lineup of characters have invaded all types of media forms, making comics a global media phenomenon that are having a wider profile in media and popular culture. The community of comic book fans has grown as well. The purpose of this study is to investigate how these fans identify with their favorite comic book character(s) through the application of parasocial theory, in order to discover if and how various identification levels lead to the fan's level of fandom or attachment. Various fans of comic books are interviewed, in order to investigate attachment levels and level of fandom regarding their favorite character.

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"Shazam!" Other characters published by Fawcett include Captain Video, Hopalong Cassidy, Ibis the Invincible, Bulletman and Bulleteer, Spy Smasher, Captain Midnight, Phantom The field of fan studies has seen exponential growth in recent years and this companion brings together an internationally and interdisciplinarily diverse group. Fan Curators and Gateways into Fandom. Derek Kompare. From Model Building to 3D Printing: Star Trek and Build Code Across the Analog/Digital Divide. Bob Rehak. "We're not There": Fans, Fan Studies and the Participatory Continuum. Rhiannon Bury. "You're Terrible, Don't Ever Change!" Her current book project examines the gendered tensions underpinning the media industry's embrace of fans within convergence culture. Book Series This book is included in the following series: Routledge Media and Cultural Studies Companions. Related Subjects. Studying social interaction, and by extension parasocial interaction (PSI), follows a social cognitive approach to defining individual cognitive activity. Accordingly, there are similar psychological processes at work in both parasocial relationships and face-to-face interactions. However, the parasocial relationship does not follow the process of the typical long-term relationship. Many parasocial relationships fulfill the needs of typical social interaction, but potentially reward insecurity. Further studies have looked into parasocial relationships and more specifically at the impacts on violent and aggressive behavior. A study done by Keren Eyal and Alan M. Rubin examined aggressive and violent television characters and the potential negative impacts they may have on viewers.