

A Study on Fandom for Movies and Series

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Abstract- Fandom is not a recent trend. The concept of fandom dates back to 19th century during which fans of Sherlock Holmes considered as first modern fans. Up till now fandom has become a major part of social life of people. This research is to find the factors of influence that creates the fandom. Fandom may be due to various factors depending on the area of interest. The factors include- the character of a series or a movie, action sequence, cinematography, script etc. This research concentrates on those factors of influence which has an impact on viewer's life. The study is descriptive in nature. The study employs 255 respondents sourced from convenience sampling technique. Structured questionnaire is used to collect the data from the respondents. The data is analysed using SPSS 25.0 version package. Bar graph, pie charts and simple percentage analysis is used for data representation. Factor analysis is used to determine the predominant factor that influence the viewer to select a particular movie or a series. The study found that social status plays a significant role in selection of a program.

Indexed Terms- Fandom, Movies, Series, Choice, Script, Fans

I. INTRODUCTION

In recent years fandom has been a major aspect of social life of people. Fandom can develop on any area of interest. Fandom has brought fans around the world together. There are few series and movies which has created a huge fan base for itself, for example Game of thrones, Dragon Ball Z, Pokémon, Arrow, Sacred games etc. There are few elements which attract the young generation and make them follow the series.

Fandom is sometimes seen as a religious faith. Fandom is not only for characters or series or movies even franchises like Pirates of Caribbean, Harry Potter, Marvel Universe, Lord of Rings, DC others

also has a huge fan base who form their own fan organizations and organize fan forums.

Fans are emotionally connected to their favorite series and movies. They implement the values of their favorite character in real life. Particular genre of movies or series will have an impact on social status of fans. There are so many events like fan forums, role playing, cosplay etc., where fans take part and represent their favorite character from their favorite series or movies.

Fans have their own YouTube channel, blog and social media pages which helps them to connect with fans of their favorite series and movies around the world. Fans usually market or promote the series and movies which they follow without expecting anything back.

II. REVIEW OF LITERATURE

Jonathan Gray [2007], in his article makes an effort to study about identities and communities created by fandom in this world. The public recognition and evaluation of fandom has changed over the past decades. The representation of fandom in the media is still an indicator of social and cultural recognition. Some decades ago fandom had stereotypical image that fans are not very prominent and respectful but in the present generation fans have gained main streamed appreciation of fandom

Boris Vazquez Calvo [2019], this study is about fan translations of games, anime and fan fiction. Fan practices involving translation open up opportunities to explore language learning practices due to fandom. The author examine how three fans capitalize on fan translation and language learning results indicate that the fans opened face for agency, creativity, identity building and reinforcement through fan translation as fan translators they learned language in multiple ways such as peer to peer feedback auto didacticism and creative use of Google translate. This article also explains the fan literacy practices online and how

young people prioritize to learn language in more or less conscious manner.

Nissim Otmazgin [2019], this article is about Hallyu the Korean wave which refers to global popularity of South Korea's cultural economy exporting pop culture entertainment, music, TV dramas and movies. It explains the way fans consume Korean popular culture and how it influences their identity. This paper focuses on the way these fans serve as effective agents for marketing Hallyu and their fandom empowers them to explore new business and social opportunities. Fan entrepreneurship in this paper examines the evolution of fan communities and their role as cultural agents going beyond the way in different cultural and social contexts. More specifically, its analysis their role as promoters, distributors and entrepreneurs of Hallyu to examine fan entrepreneurship in action it focuses on three cases of Israeli Hallyu fans who have ventured in fields of business, education and social activism to conceptualize the relation between fandom, agency and translational marketing of Hallyu.

Abby waysdorf eon Stijn Reijnders [2018], this article is about analyzing the role of place in long term fandom of The Prisoner a popular TV series. It explains about the potential role and use of place in long term fandom. The prisoners have main filming location Portmeirion in North Wales. The fans of the prisoner have been visiting and revisiting Portmeirion in the past 50 years regularly and have developed a different sort of relation with them. Based on many interviews with 16 fans of The Prisoner it was observed that they have developed a new concept called "Fan Homecoming", a regular visit to a familiar fandom related place. This place is shown to have an integral role by providing a safe vault for fandom and its memories.

Jake Kleinman [2019], this article speaks about psychologists have given a new way to address mental issues and help their patients pursue happiness. It is important to put the fandom in historical context as for many years being a fan was not considered chill, fan is a slang for fanatic which means a temple servant or a devotee it was also a gentle way of implying that they were possessed by a demon

Tatiana galaktionova, Yulyi mokshina [2017], this article analyses the educational and entertainment space online communities' impact of media literacy among modern students. The authors used theoretical method, including analysis of scientific literature, dissertation research etc. as well as empirical methods, questionnaire. This was based on scientific work formed by all- Russian project "territory of creativity. Fan fiction - writing for those who do not want to part with the literacy heroes". This was implemented in 2016-17. The overall objective of this study is to know about the media literacy among modern students. The pedagogical experiment on fan fiction, fandom, and media literacy introduced the students to modern science.

Bjorn-Ole Kamm [2013], This article reviews about the fandom of Boy's Love [BL] a Japanese fiction. This show is about the relationship between the two male leads. This study considers various gratifications of the BL fans including Physiological, social, cognitive and aesthetic. This study also considers the interview conducted by Japan and Germany on BL. Author finds that there are various reasons for fans to like BL genre. This article mainly focuses on the media preferences and also global trends of media consumption.

Bertha Chin [2014], This study concentrates about the relationship between the media industry professionals and their fans. It focuses on how social media is changing the traditional approach of fan-celebrity relationship. Information is shared directly by celebrities to their fans through social media. Fans promote their celebrities for free without expecting anything, this results in exploitation of their labor. But fans necessarily do not think that they are exploited but they think that it is the contribution or tribute to their favorite celebrities. In this article author has considered two popular fan sites, Sherlock ology and Galactia.tv, to examine the fan labor, which fans thing it as a gift. Fandom has changed with the new approach.

III. OBJECTIVES OF THE STUDY

1. To study the factors of influence which creates fandom.

2. To identify which factor (character, cinematography, action sequence, social status) have more impact on viewers

IV. RESEARCH DESIGN

- 1) Type of Research: Descriptive Research
- 2) Sampling Technique: Convenience Sampling
- 3) Sampling Unit: TV viewers in Bangalore city.
- 4) Sample size: 255
- 5) Data collection tools: Structured Questionnaire through Google forms.
- 6) Sources of Data: Primary and Secondary
- 7) Statistical tools employed: Bar graph, pie chart, Factor analysis and percentage analysis

V. RESULTS AND DISCUSSIONS

- KMO analysis

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.566
Bartlett's Test of Sphericity	Approx. Chi-Square	71.227
	Df	10
	Sig.	.000

Since KMO value is 0.566 which is above the threshold value 0.5, the reliability of the scale is confirmed.

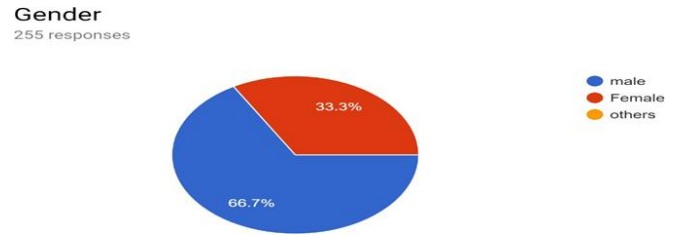
- Factor analysis

From the principal component analysis, it can be inferred that one among five component (i.e., character, favoritism, cinematography, action sequence, and social status) is extracted, and the factor which is the reason for creation of fandom for the movie and web series is social status.

	Initial	Extraction
CHARACTER	1.000	.329
FAVORITISM	1.000	.617
CINEMATOGROPHY	1.000	.480
ACTIONSEQUENCE	1.000	.636
SOCIALSTATUS	1.000	.699

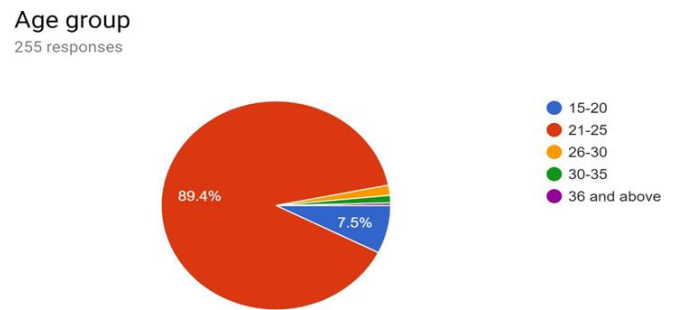
Extraction Method: Principal Component Analysis

- Gender classification of respondents



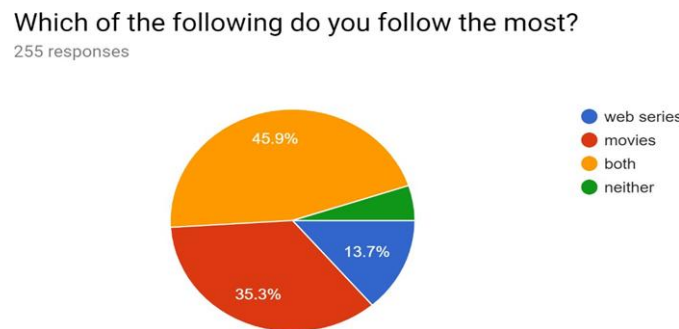
Amongst 255 respondents, 66.7% of viewers are male and rest of the viewers are female.

- Age wise classification of viewers



Amongst 255 respondents, 89.4% of viewers belongs to the age group of 21-25, by this it can be concluded that most of young people like to see movie or web series in their free time.

- Classification of viewers on the basis of what they follow

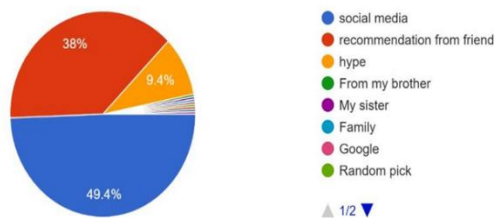


Percentage of viewers who follow both movies and web series are more that is 45.9% of viewers follow both, and 35.3% of viewers watch movies and 13.7% viewers watch web series, this data tells that less people have knowledge about web series when compared to movies. Marketing of movies or web series plays an important role its success.

- Source from which viewers got to know about the movie or series

How did you get to know about series/movie?

255 responses

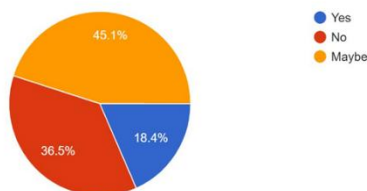


Most of the viewers got to know about the movies or web series through social media, the data tells that 49.9% of viewers got to know about the movie or web series through social media which is followed by recommendations from friend and hype, by this it can be inferred that promoting through the social media is more effective.

- Viewers' inclination towards purchase of merchandise due to fandom

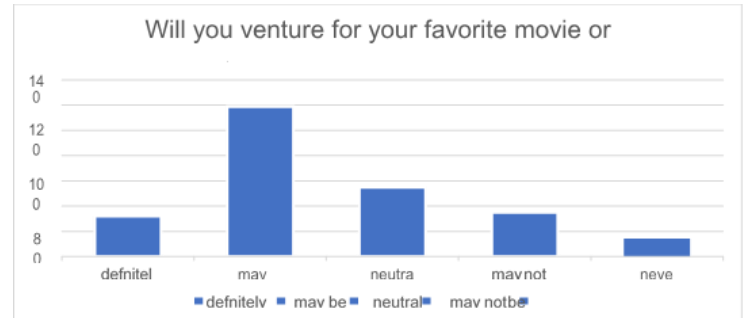
Will you purchase the merchandise of your favorite movie or series?

255 responses



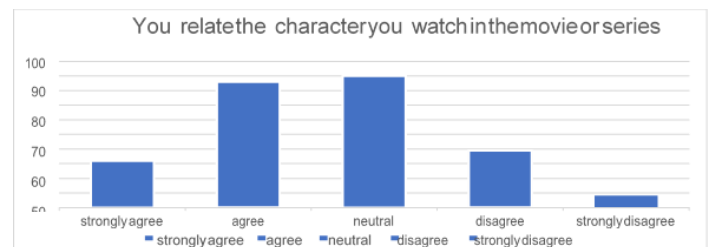
Above data interprets that there are good number of viewers who wants purchase the merchandise of their favorite franchise, by this it is concluded that in present time people are not only watching movies and web series as a part of entertainment but also converting it as business and life style.

- Viewers' inclination towards venturing their favorite franchise



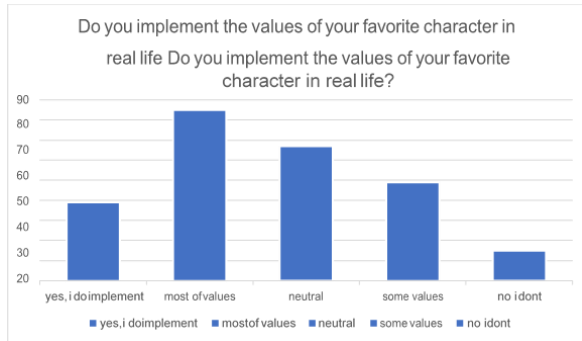
As per the above data, there are some people who wants to start venturing for their favorite franchise, around 11.8% of viewers are willing to venture, it concludes that the impact of entertainment sector on people is increasing day by day.

- Viewers relating the character with real life.



45% of viewers agree that they relate the character to real life, they feel that some of the character they watch screen could be related to them in a certain way, they might relate to certain values or actions of the character description of life, 38% viewers stayed neutral and rest disagree with this statement they feel there should be clear boundary between fictional character and real life.

- Implementation of values of the favorite character in real life



A fiction based movie will have a certain set of character like heroism, humor, self-sacrifice, fearless that will appeal to general mass, around 65% of respondents try to implement some of the values of their favorite characters in real life, some of respondents stayed neutral and some clearly disagreed to this.

CONCLUSION

As per the research it is visible to what extent movies and t v shows has influenced a person. Movies, t v shows, music, and other forms of entertainment have a certain and distinctive influence over the economy and culture in the society. In the present day context, we observe a lot of fan following for movies and t v shows over social media certain of them spawn of franchise that is worth billions they create a brand of their own. Hence people get inclined to follow franchise on social media and also interacts with them. They end up buying merchandise relating to franchise and expand it in terms of business. The present study successfully demonstrated what attracts the audience to the franchise and it gave a majority result of social status as a reason. The audience are emotionally invested in it and believe in the characters present in them and would be interested to invest in it. They derive a certain level of self-satisfaction from it.

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