

# KNOWLEDGE ORGANIZATION IN TRANSMEDIA FICTIONAL WORLDS

A study of Harry Potter, Lord of the Rings, Marvel Universe, and Star Wars

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## RESEARCH QUESTIONS

- QUESTION 1:**  
HOW IS KNOWLEDGE CONTAINED WITHIN THE NARRATIVES OF TRANSMEDIA FICTIONAL WORLDS INHERENTLY STRUCTURED AS A DOMAIN?
- QUESTION 2:**  
HOW DO END-USERS NAVIGATE, ORGANIZE AND UNDERSTAND THE INFORMATION CONTAINED IN THE NARRATIVES OF TRANSMEDIA FICTIONAL WORLDS?



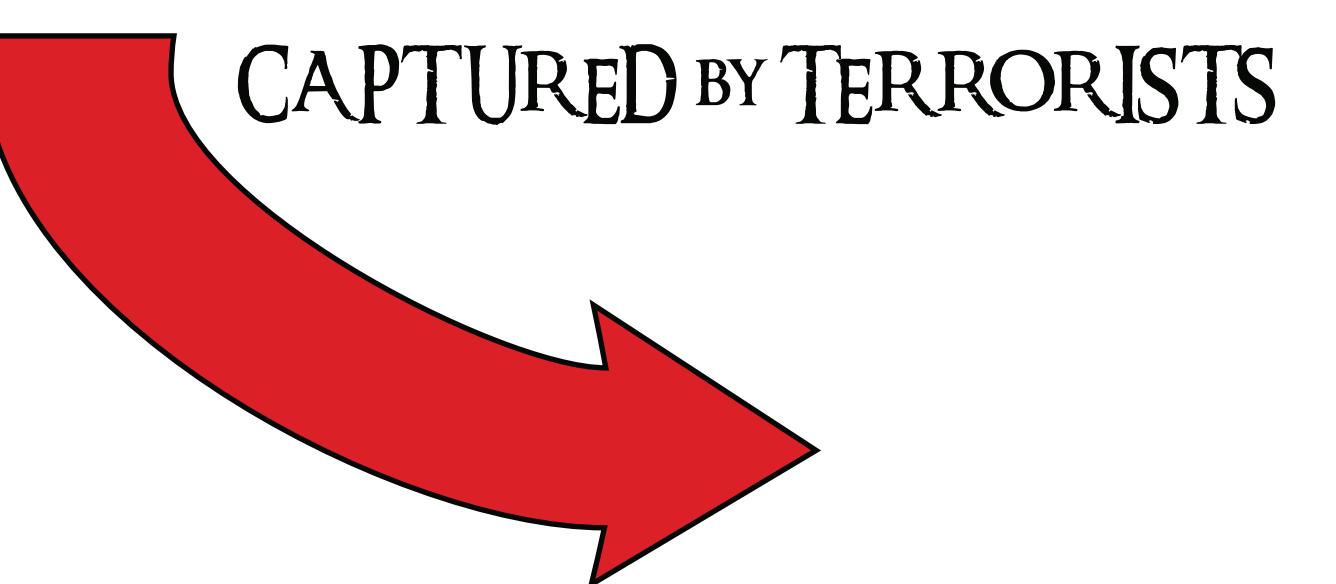
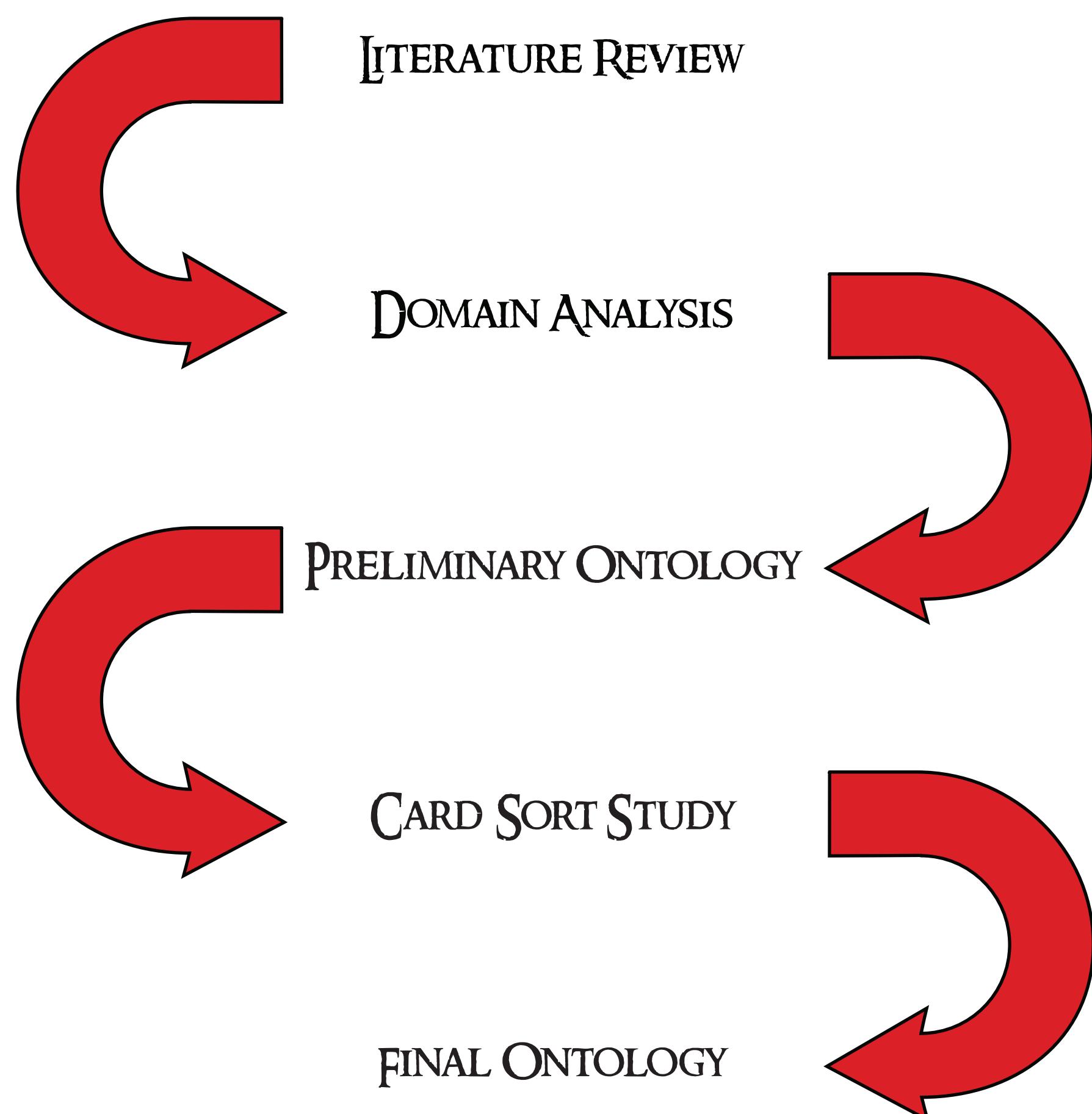
### TONY STARK

[CHARACTER]  
PARENT: HOWARD STARK, JR  
HAS POWER: SUPER INTELLECT  
LIVES IN: MALIBU, CA  
LED: STARK INDUSTRIES  
CREATED: IRON MAN MARK I POWER SUIT  
ALIAS: ARC REACTOR  
MORALITY: THE MECHANIC  
BEHAVIORAL STYLE: THE CONSULTANT  
SOURCE OF NATURE: NEUTRAL  
CHOTIC  
PURCHASED  
TECHNOLOGICAL

Source: <http://author-quest.blogspot.com/2015/06/is-tony-stark-becoming-villain.html>

## KEY CONSIDERATIONS & METHODOLOGY

- HOW DO YOU REPRESENT MULTIPLE TRUTHS?  
HOW DO YOU REPRESENT THE TONE OF A RELATIONSHIP?  
HOW DO YOU REPRESENT CRITICAL CHANGES TO THINGS?



### IRON MAN

[CHARACTER]  
OTHER IDENTITY: TONY STARK  
HAS POWER: SUPER STRENGTH  
LIVES IN: REPULSER BEAMS  
MICRO MISSILES  
SUPER SENSES  
ARTIFICAL INTELLEGENCE  
POWER ARMOR  
STARK TOWER  
CREATED BY: TONY STARK  
MORALITY: GOOD  
BEHAVIORAL STYLE: LAWFUL  
SOURCE OF NATURE: TECHNOLOGICAL

LIVES IN:  
CREATED BY:  
MORALITY:  
BEHAVIORAL STYLE:  
SOURCE OF NATURE:

Source: <http://avengers.marvelkids.com/characters/iron-man>

## DEFINITIONS

### TRANSMEDIA:

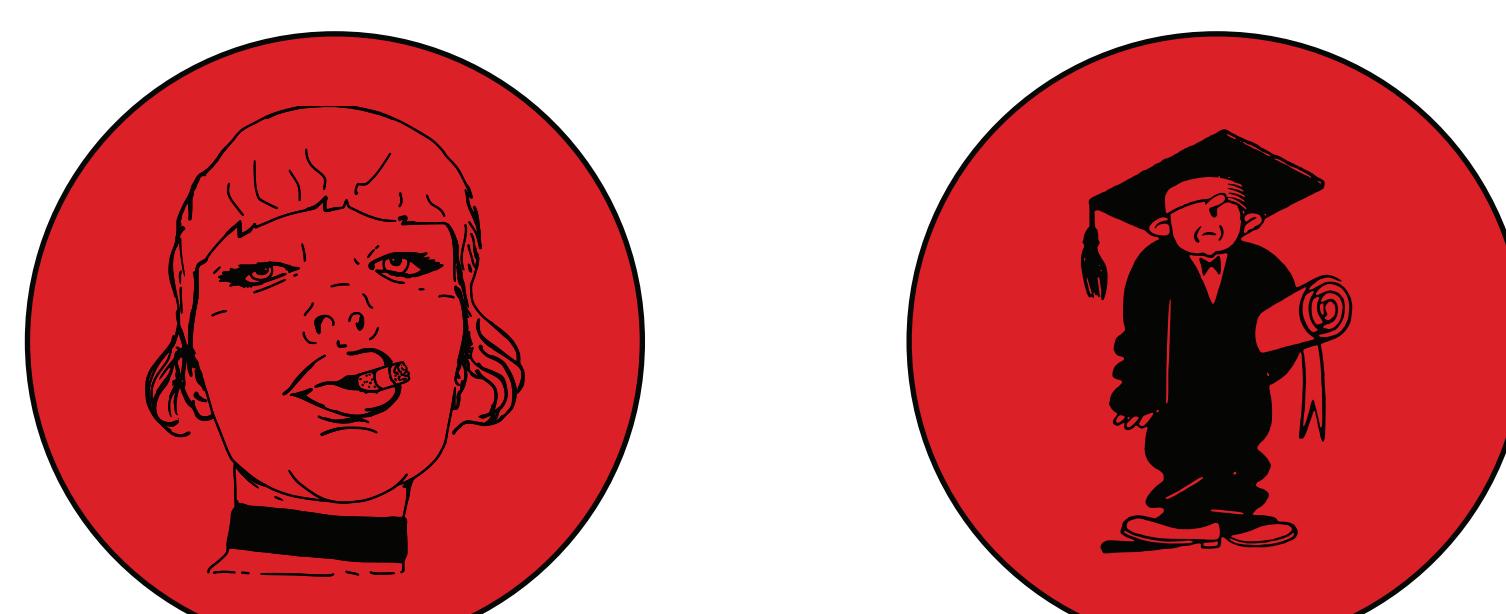
A STORY WORLD BUILDING TECHNIQUE THAT PRODUCES CO-ORDINATED, MULTI-PLATFORM STORIES WITH EACH PLATFORM PRODUCING ITS OWN STAND-ALONE NARRATIVE THAT CREATES NEW ENTRIES INTO THE WORLD

### FICTIONAL WORLD:

THE CHARACTERS, ASSOCIATIONS, FAMILY TREES, EVENTS, ORGANIZATIONS, LOCATIONS, SCIENCE, TECHNOLOGY, RELIGIONS, PHILOSOPHIES, TROPS, THEMES, NATURAL LAWS AND/OR OTHER COMPONENTS FOUND WITHIN THE NARRATIVE ELEMENTS OF A FICTIONAL TRANSMEDIA STORY AND THEIR CONNECTIONS TO THE REAL-WORLD



#### THE FAN



#### THE SCHOLAR



#### THE CREATOR



#### THE BRAND MANAGER

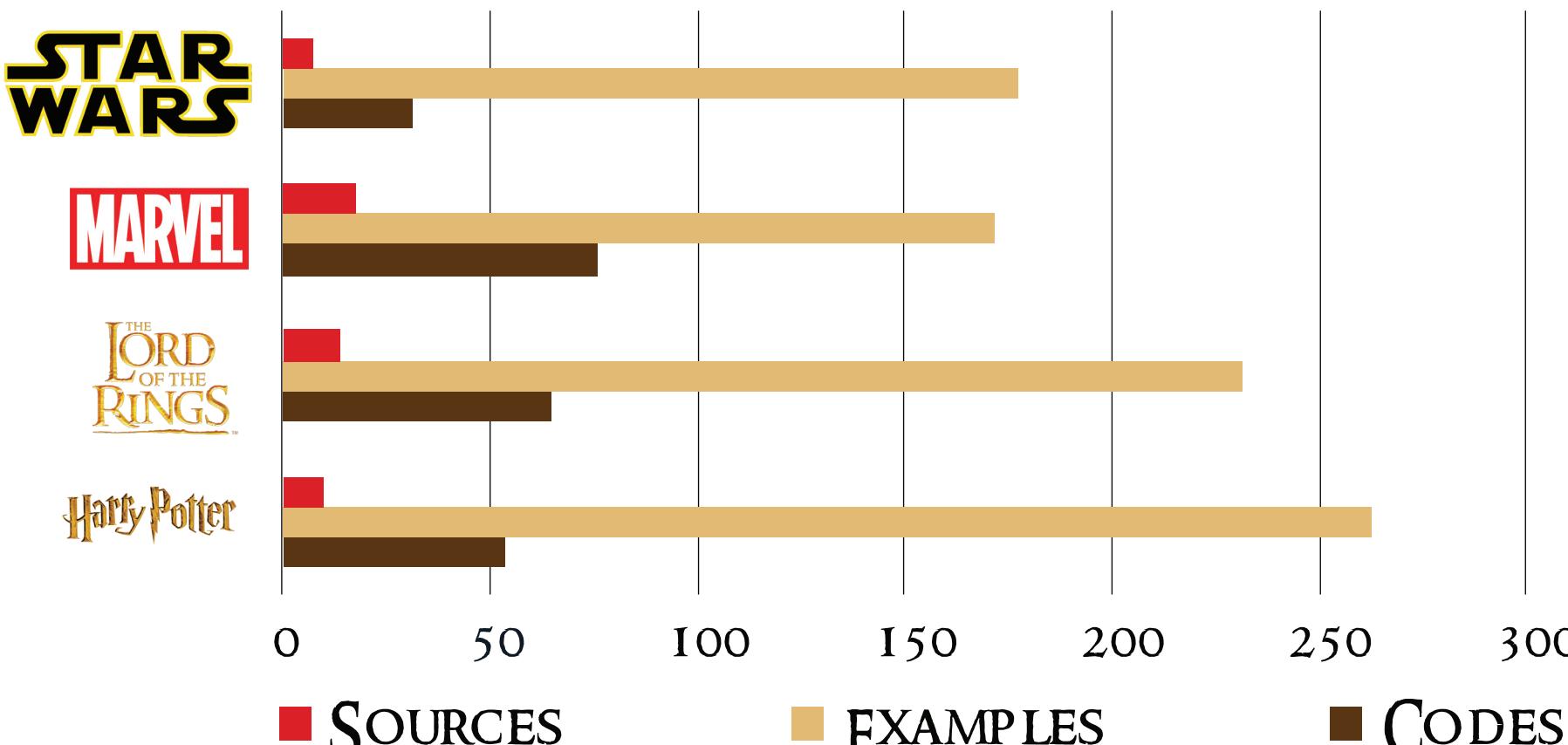
OBSSESSED WITH THE TRANSMEDIA PROPERTY

STUDIES THE TRANSMEDIA PROPERTY

MAKES THE TRANSMEDIA PROPERTY

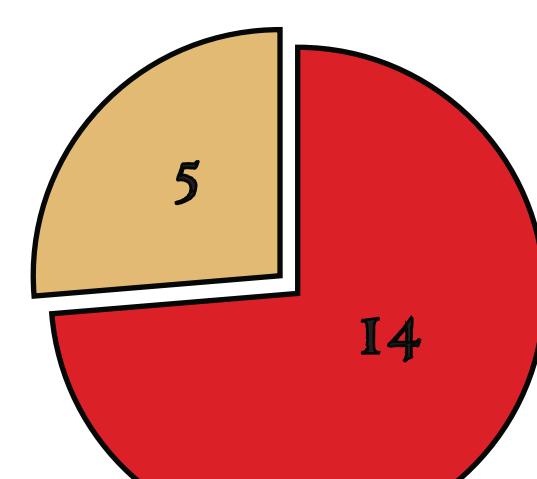
MANAGES THE TRANSMEDIA PROPERTY

## DOMAIN ANALYSIS



## CARD SORT STUDY

N = 19



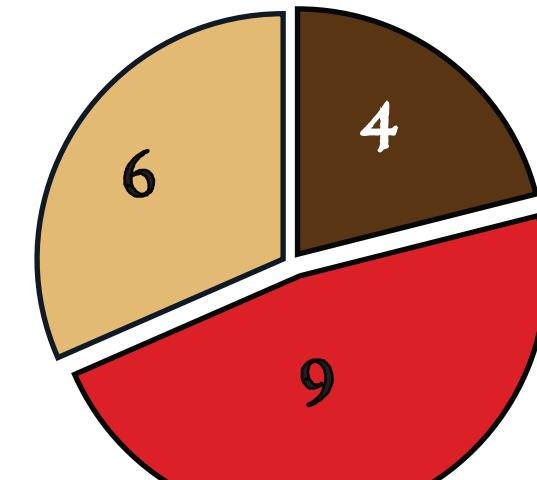
■ MALES

■ FEMALES

■ AGE 26-35

■ AGE 35-40

■ AGE 18-25

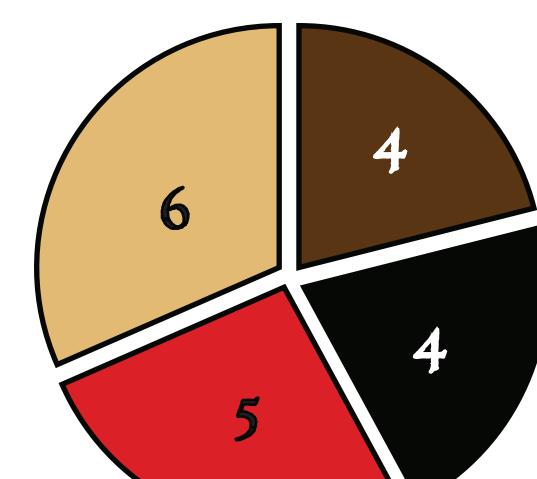


■ Lord of the Rings

■ STAR WARS

■ MARVEL

■ Harry Potter



## SUMMARY & FUTURE RESEARCH

### OWL BASED ONTOLOGICAL MODEL:

- ~ 72 CLASSES
- ~ 239 PROPERTIES EMPHASIZING RELATIONSHIPS
- ~ 13 DIFFERENT CONTROLLED VOCABULARIES WITH 100 TERMS & EXPANSION RULES

### FUTURE RESEARCH OPPORTUNITIES:

- ~ FUTURE USER STUDIES (I.E. PERSONAS OTHER THAN FAN)
- ~ EXPANDING PROPERTIES AND RELATIONSHIPS EVEN MORE
- ~ RELATIONSHIP BETWEEN WORLD SIZE & MODEL USABILITY
- ~ DEVELOP INTERACTIVE, INPUT, & COMPARISON UIs
- ~ DEVELOP MORE EXPLORATORY LINKS BETWEEN CLASSES & NEW TERMS FOR THE CONTROLLED VOCABULARIES