Considering the question: **"Are fans' views of the industries dramatically different from professionals?"**

I put "professionals" into three groups of people (although, there may be more) because I believe that each one has a slightly different relationship with their fans.

The first group are individuals who make ridiculous amounts of money for being the best in their field "naturally" - not to say that they don't work hard, but not as hard as less talented individuals. Many of them get paid very well for their mad skills, but that does mean that they always act professionally. I put movie stars, football players, musicians and and some polititians into this group.

The second group of professionals are women and men who dress and act the part a professional. They receive a paycheck for exhibiting responsible, ethical and mature behaviors in and outside of their core job responsibilities. They lead by example. These may include clergy, doctors, lawyers, politicians, public service, military, etc.

The third group of professionals are simply individual who get paid for a service inside of an industry. Many of these "professionals" are simply performing a task in a professional environment. These individuals usually come from service oriented business such as hotels, restaurants, travel, banks, etc.

Fans

I brainstormed with the team to create the Concept Map Summary, then I pulled the team's group summary statement and map into a info graphic for the team. Everyone participated and contributed to its success. I also emailed you the online software tool Piktochart.com to share with you classes. Several teams, including ours took advantage of this software.