

- Exploring the furry fandom
 - I'm Matthew Scott, or Makyo
 - Write for [adjective][species] along with Klisoura the collie, Zik the otter, Rabbit, and the awesome JM, an Australian horse in the UK.
 - Want to talk about exploring furry through data
- Why?
- Furry is interesting
 - Growing fast
 - No membership requirements
 - Spans boundaries
- There's a lot to explore
 - Understanding individual aspects
 - Understanding change over time
 - Making sense of the fandom as a whole
- So what is exploring?
- Collection
 - First we need to collect information
 - Two main resources
 - Surveys and spelunking for outside data
 - Introspection for inside data
- Understanding
 - Looking through data
 - Searching for stories
 - Verifying against other sources
 - Deciding on interesting points
- Giving back
 - Data presentation
 - Data visualization
 - Data accessibility
 - Data description

- Dialog
 - Sharing - social currency
 - Commenting
 - Differing opinions
 - What's missing
- Explore cycle
 - Exploration is really a cycle
 - Collect data
 - Piece it together into a story
 - Pull it into a presentable format
 - Start a dialog
 - Learn what/where/how to collect next time
- For example
 - Here's a small example of a story told through data
 - JM wanted to explore how furry might help one re-evaluate their sexual preference
 - Collected pertinent data to work with - years in the fandom correlated with sexual orientation
 - Trend was visible
 - Pulled into a vis (slide)
 - Started dialog with article (slide)
 - Learn where to go next
- What do we have to work with?
 - Gerbasi et al.
 - Anthropomorphic research project
 - Klisoura
 - [a][s]
 - Some others
 - Introspection, but will get into that later
- What have we learned so far?
 - Quite a bit, really
 - Diverse fandom in some ways, not others

- Growing fandom
- Problems with our own definition
- But that’s okay, leads to looser membership “requirements”
- Before I continue. . .
 - Want everyone to pay attention to something
 - I am going to talk about the following things:
 - * sex and gender
 - * sexual orientation
 - * importance of sex
 - * age
 - Pay attention to your own reaction
 - What is surprising and new?
 - What did you already expect was the case?
 - Will explain why this is important after.
- Sex and Gender
 - Wide gap here
 - The 80-20 numbers are telling
 - Ties in with the next slide
- Orientation
 - Kind of heartening
 - Oft-quoted 10%
 - More even spread along kinsey scale
 - Tie in with last slide: large number of same-sex relationships due to the skewed gender numbers (i.e.: many who identify as bi wind up in same-sex relationships)
- The importance of sex
 - Perhaps a little surprising?
 - Explain numbers:
 - * Blue: importance to respondent. Not terribly important
 - * Green: perceived importance to rest of fandom. More important than self
 - * Red: perceived importance to fandom by public. Big difference
 - What does this say?

- Are we really crazy sexual, or are we just defensive about sexuality?
- Age
 - Not too surprising that furry is young
 - Still a long tail
 - Does this also imply that there's a drop-out age?
- Population distribution - US
 - This is one way to correct for population density
 - California in the lead, not too surprising, maybe
 - Doing pretty well in Colorado!
- Doxa and Introspection
 - What is doxa?
 - What we accept as truth without needing proof, common belief and judgement
 - What is the doxa within the fandom?
 - Look at the data:
 - What is intuitive?
 - What is surprising?
- Letting go of doxa
 - Sometimes necessary to let go of an idea
 - Can be difficult to do, but necessary
 - For example, wanted to explore average charity donation per con attendee
 - Expected donation/attendee to increase as attendance increased due to social aspect of giving
 - Reality is more complicated (slide)
 - Total donations have increased, but donations aren't just from attendees (slide)
 - Have to let go of a concept in order to get down to the truth of things
- Where do we go from here?
 - This was part of our dialog
 - There's a lot of data (slide)
 - Needs to be sorted, stories need to be found (slide)

- What do we need to collect? (slide)
 - Where can studies be improved?
 - Where can we gain more information?
- (Open for questions)