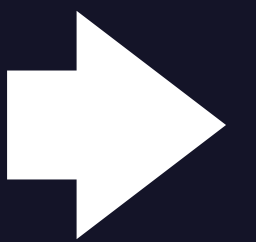


**what participants
said!**

stuff, objects, and artefacts

stuff, objects, and artefacts

merchandising was a popular consumption practice among participants. these tangible elements of transmedia storytelling reflects the characters' permanence in their lives.



what participants
said!



1. the importance of knowing

2. stuff, objects, and artefacts

**3. variations in character
representation**

4. fiction, reality, and fictional reality

5. fan productivity and world building

stuff, objects, and artefacts

