















one participant said:



i suppose i don't  
try to deconstruct it so much  
as you're making me do now (laughs).







| Category                       | Theme                        | Revised Codes  |
|--------------------------------|------------------------------|--|
| Feelings                       | Negative Feelings            | betrayal jealousy frustration<br>disappointment confliction<br>annoyance upset infuriation<br>offence grief fear hatred<br>dislike   |
|                                | Positive Feelings            | happiness safety comfort<br>hopefulness acceptance fun<br>excitement pride enjoyment<br>assurance  |
|                                | Uncategorised Feelings       | weird fluctuation anticipation<br>overwhelming content/at<br>ease acceptance   |
| Media Texts                    | Fandom and Fan Productivity  | fan-made audiovisual fanart<br>fanfiction canon headcanon<br>fanon embellishment cosplay<br>fan hierarchy  |
|                                | Media Forms                  | books comics<br>conventions/other events film<br>merchandise parks tv<br>videogames wider franchise<br>texts digital online media<br>crossover musicals upcoming<br>hypothetical media text<br>character meeting                   |
|                                | Stuff, Objects and Artefacts | collecting and accumulating<br>genuine merchandise<br>materiality nongenuine<br>merchandise surrounded<br>need   |
|                                | Engagement                   | since childhood remember<br>clearly don't remember as<br>profession as a child as an<br>adult rewatching permeance<br>first engagement obsession<br>play immediacy jumping<br>between texts obligation<br>fleeting F2F interaction |
| Response to Interview Scenario | Actions                      | showing possessions to<br>interviewer desire to do<br>something reference to<br>visible possessions  |

|                     |                                   |  |
|---------------------|-----------------------------------|--|
|                     | Thoughts, Feelings and Expression | laughter contradiction<br>certainty hesitancy<br>reminiscing   |
| Thoughts and Ideals | Authenticity and Appearance       | voice voice actor actor<br>character appearance<br>character personality<br>reconciliation of different<br>versions variation physical<br>(romantic) attraction physical<br>(platonic) attraction look like<br>them writers/directors fake<br>character actual character<br>language and dubbing |
|                     | Connection                        | connection to fandom<br>connection to character<br>sharing character with others<br>connect with family/friends<br>connect with production<br>company  |
|                     | Escapism                          | "spending time with"<br>loneliness nostalgia<br>immersion "in their head"<br>memories can't escape<br>commonplace  |
|                     | Fictional and Reality             | ignoring reality forgetting<br>reality blurring the boundary<br>"is real" "feels real" fictional<br>reality fictional normality<br>fictional and reality split<br>manufactured reality too far<br>from reality "is not<br>real"/fictional  |
|                     | Identity                          | identification mirroring<br>behaviour relatability similar<br>scenarios discord with<br>religious/spiritual<br>beliefs/practice "personal<br>brand"  |
|                     | Knowledge                         | curiosity "getting to know"<br>closure "don't know"/"can<br>never know" in the know<br>permission to know<br>gatekeeping broader<br>contextual knowledge "more"<br>knowledge hunting<br>knowledge acquisition  |

|               |                          |  |
|---------------|--------------------------|--|
|               | Protecting and Defending | protecting character<br>protecting the brand   |
|               | Symbolism                | "is a symbol" represents<br>zeitgeist          |
| Miscellaneous |                          | intercharacter relationships<br>narrative gaps |