















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

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

	Protecting and Defending	protecting character protecting the brand
	Symbolism	"is a symbol" represents zeitgeist
Miscellaneous		intercharacter relationships narrative gaps