





## the importance of knowing

## what participants said!





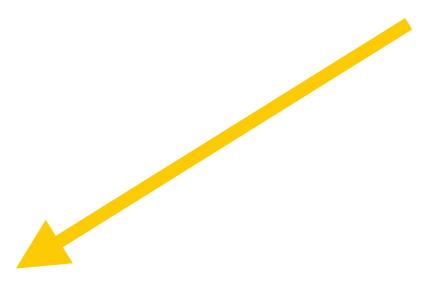






















## the importance of knowing

what participants said!



## the importance of knowing

knowledge of being known transmedia worlds knowledge is contextual important knowledge knowledge of the 'real' world

knowledge of characters inner 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