





the importance of knowing

what participants said!





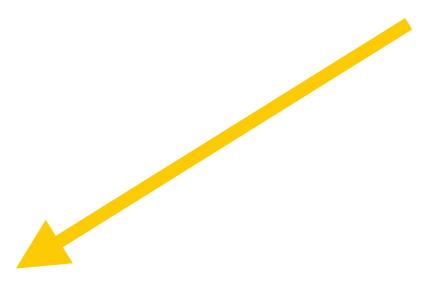
























the importance of knowing

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

knowledge of characters inner lives

what participants said!



the importance of knowing

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