







**what participants  
said!**



stuff, objects, and artefacts

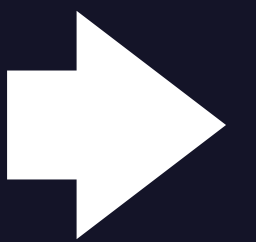






# stuff, objects, and artefacts

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

