The concept of 'celebrity,' and - perhaps by extension - 'fan', entail power differential. Some of the musicians I spoke with valued that differential, not because it made them feel important, but because they believed their music's effect depends on it. Others thought it great that the internet lessened power differences by increasing accessibility. In between were those who wanted both equality and distance. In short, public figures have differing attitudes toward power and closeness with their audiences online. They are in uncharted and ever-changing waters, making it up as they go along.

   —Baym, p.312

- Do you have experience of this as an artist? If so, how did you respond?

- Do you agree that the line between 'fan' and 'friend' is as blurred as Baym suggests?

Using de Certeau's definitions, I describe a 'strategy' as something 'proper' in that it can 'serve as the basis for generating relations with an exterior distinct from it,' (1984, xix). For the purposes of this work, I am using a strategy to describe an official activity, much like the ones taken by recording labels, that occurs as 'a victory of space over time' such that it is a long-term activity (xix). In defining the counterpoint, I look to de Certeau's definition of a tactic as 'a calculus which cannot count on a "proper" (a spatial or institutional localization)' (xix). Tactics are activities done by the 'weak' in a place that 'belongs to the other.' In her study on R.E.M. and their fans, Bennett (2011) found that the band deployed strategies while the fans responded with tactics; there, it is clearly a case of hierarchy and power...Specifically, I am examining various strategies and tactics of each, arguing that Palmer deploys tactics when she is trying to interact with fans to accomplish minor projects and deploys strategies when trying to work on projects that are more robust. Such robust projects include supporting record production, while more minor projects include t-shirt sales and video production.

　—Potts, p.363

- What makes a strategy and what makes a tactic?
- What makes a project more or less 'robust'?