

Motivation and Significance of Fan Practice in the New Media Environment

Zhang Meng^{1,a,*}

¹School of Journalism, Nanjing University of Finance & Economics, Nanjing, China

^azhmmm2021@163.com

*Corresponding author

Abstract: As one of the most famous cultural IP in the world, Harry Potter's business scope includes book publishing, film and television works, games, theme parks and other fields. Fan practice has brought great commercial value to Harry Potter to a certain extent. The form of fan practice is increasingly complex and diversified with the development of society, fans are producing texts in various virtual communities, text production conveys significant meanings for fans. The researcher has studied Harry Potter fans in Baidu post bar and found that fans generally engage in three types of text production in the virtual community, namely interpretation, appropriation (borrowing) and writing sequels to the original work, and each type has respective functions for fans. On the one hand, text production can help fans establish personal and social identities. On the other hand, through text production, fans can do re-imagination and parody, create a carnival atmosphere online, subvert routines and challenge authorities. Fan virtual communities are semi-closed sociological microcosms where fans can release emotional stress and get spiritual support. This article explicates fan text production from the perspective of communication, sociology and psychology, enhancing people's understanding of fan practice and culture effectively.

Keywords: Fan practice, Harry Potter fans, Text production

1. Research Background

With the advance of technologies and the popularity of new media, people cannot just consume the media cultural products, they also participate in the process of producing as people have already become "prosumers". The relationship between people and media becomes more and more complicated. Fandom is seen as the creative group who foremost takes advantage of new media^[1]. Thus, in order to comprehend the complicated relationship between people and media, it is important and meaningful to explore fan practice and culture.

The form of fan practice is increasingly complex and diversified with the development of society. For convenience, we temporarily regard it as two different categories, namely text practice and data practice. However, in reality, the boundary between these two types of practices is not clear, for example, fans watching videos of their idols is also the practice of producing playback data^[2]. Text practice, especially text production, conveys significant meanings for fans. A huge fan following is producing texts in various virtual communities, such as writing fan fiction, designing fan arts, making videos and the like. For the following reasons, this article will take Harry Potter fans in Baidu post bar as a case to study. Firstly, Harry Potter fandom is one of the most pervasive and long-standing fandoms in the world, Harry Potter fans have made tremendous economic contributions to creative industries, worldwide fandom has contributed to "Harry Potter economy"^[3]. Secondly, the Harry Potter series and its fandom are controversial topics in the society. On the one hand, some people praise the Harry Potter series because it can cultivate children's interest in reading, and enrich their knowledge. On the other hand, some people criticize the Harry Potter series for constructing a magical world that is detached from reality and can easily lead children to become addicted to the magical world. Some of the terrifying plots in the work may make minors feel uncomfortable. The image of Harry Potter adult fans in some media reports is usually crazy, childish, and stupid. This actually corresponds to Jenkins's view that "fans never fully escape connotations of false beliefs, orgiastic excess and madness in contemporary discourse"^[4]. Harry Potter Baidu post bar is one of the most popular Harry Potter virtual communities in the world, there are abundant research materials in it. Thus, this article will choose Baidu post bar as the research case study, and take advantage of three methods (online observation,

textual analysis, in-depth interview) to illustrate various forms of fans' text practice, explore the motivation and significance of fan text production in virtual communities.

2. Research and analysis

2.1. Forms of Fans' Text Practice

As one of the most famous cultural IP in the world, Harry Potter's business scope includes book publishing, film and television works, games, theme parks and other fields. The development of fan culture and fans' text practice are not only a sign of people's acceptance of Harry Potter's works, but also a sign of the concretization and interpretation of the works. Fan practice has brought great commercial value to Harry Potter to a certain extent. In order to facilitate the research, we primarily focus on text practice, especially fan text production and consumption. In Baidu post bar, there are many kinds of texts including words, pictures, videos and so on, this article will categorize fan text production into three types—interpretation, appropriation and writing sequels to the original works.

In regard to Interpretation, fans usually interpret the original works based on their knowledge and life experiences, express their understandings and attitudes by posting and commenting in virtual communities. Fans will interpret a wide range of topics related to original works, and discuss them in depth^[5], they will explore every chapter, even every sentence in the original books, for example, Harry Potter fans have deep discussion on “Why would Ron laugh”, which is a very detailed description in the original book.

Fans usually poach materials from the original texts to create their own new texts, this kind of text production can be called appropriation^[4]. In other words, fans usually borrow materials from original works, then remix them together, creating their own new meanings. When fans are producing fan works (especially fan arts), they tend to do appropriation, fans usually use photo-manipulation software to produce fan arts, remixing and combining magic factors to create new characters which are very similar with characters from the original film scenes. Appropriation will give fans an opportunity to rewrite original works, or even to subvert the authority of original works, thus achieving pleasure.

To some extent, fans are over-reactive/excessive readers, they will see many problems in original works, the ending of original fictions will inspire their imagination and encourage them to create new texts^[6]. Fans like writing sequels to complement the original works. In the virtual community, some fans write fan fictions on the marriage life of Harry and Ginny, Ron and Hermione, some fans play role games, having new dialogues, doing new things, creating new stories in the wizarding world. Writing sequels to original works can satisfy fans' spiritual creation desire, help them achieve respect and pride.

2.2. Motivation and Significance of Fan Text Production in Virtual Communities

2.2.1. Text Production Can Help Fans Establish Personal Identities

Fans are able to establish personal identities by text production, which is specifically displayed as creating fan works and playing roles. Identity is an individual's exploration of the meaning of their own existence and survival. The development of this theory roughly experienced three times, forming three models: First, the enlightenment identity with subject as the center from the subjectivity of René Descartes, highlighting the rationality and value of the self; The second is the society-centered social identity, emphasizing the role of society to the individual; The third is the post-modern de-centered identity, highlighting the change and flow of identity^[7].

(1) Fans establish personal identities by creating fan works.

Fans can establish personal identities by text production, which is displayed as creating fan works. When fans create and display their works in virtual communities, they are actually doing self-presentation^[8]. Fans devote their talent and emotion to creating fan works, and when they show the works they create, they are actually showing the ideas and spirits contained in the works. The popularity of fan works means that the talent of the fans is recognized, and fans will be satisfied with themselves. The construction of self-identity requires self-presentation, and positive evaluation and praise from others will bring positive feelings to fans, thus helping fans to establish a good self-identity^[9]. By observing Baidu post bar, it is easy to find that in order to do good self-presentation, fans try their best to create good fan works in the community. A fan uses drawing software to depict a magic girl vividly, many Harry Potter fans really like this picture, thus the fan has successfully

presented his/her talent for drawing and achieved praises from other fans. The talent for drawing is kind of cultural capital in the embodied state. Bourdieu claims that “This embodied cultural capital, external wealth converted into an integral part of the person, into a habitus, cannot be transmitted instantaneously (unlike money, property rights, or even titles of nobility) by gift or bequest, purchase or exchange”^[10]. People with painting talent often have strong aesthetic appreciation ability and high artistic literacy. Based on their own conditions and through repeated practice, they gradually reach the excellent level. Generally speaking, if bystanders want to possess the same talent, they need to put in tremendous effort and cannot cultivate it to a very excellent level in a short period of time. Therefore, fans generally admire and appreciate talented fans.

The personal identity is created in a continuous and integrated process of self’s narrative. The sense of pride and dignity is able to make people feel confident of their self’s narrative, protecting the self-identity^[11]. Praise from others can often affirm a person's charm and value, and make the person feel good about himself or herself. Positive feedback can often inspire people to create and display more excellent works, and establish a good self-identity in a continuous and complete self-narrative.

(2) Fans establish personal identities by playing roles.

Fans indeed establish their personal identities by text production, which is displayed as playing roles. There are many role-playing games on the market, some games are computer games which are based on advanced technology. Role-playing in virtual communities is more interactive and interpreted in the form of text, developing the plot in the set scene and promoting the development of the story.

Goffman emphasizes that people usually engage in social interaction through role-playing or theatrical performances, they usually actively express themselves in the front region and relax in the back region during social interactions^[12]. To some extent, a lot of fans indeed take the world of Harry Potter as the back stage where they can relax and be themselves. Many fans have admitted that they love the world of Harry Potter because they can escape their real lives by being involved in the wizarding world. The evaluation standards for people in real society are relatively high, social attribute such as age, gender, academic performance, salary level, position may all become the criteria for judges. The cruel competitive environment often makes people feel stressful, and some people who cannot play their social roles well may be eliminated from the competition. Fortunately, role play games in virtual communities give people another chance to play roles again. Fans can play their own roles that they are good at, and on the basis of adapting to the overall environment, fully utilize their strengths and advantages to achieve established goals. According to Higgins, there are three aspects of self’s perception: actual self, ideal self and ought self. The gap between actual self and ideal self is self-discrepancy, which can render people unconfident and prevent them from establishing stable personal identities.^[13] Many fans have trouble in playing good roles in the real society because of various objective and subjective reasons, they cannot realize ideal selves, thus they transfer to the virtual world and make great efforts to play good roles there, achieving a sense of accomplishment and pride. Some fans in Baidu post bar are young students in reality. In role play games, they are members in magic ministry and Hogwarts School, having the privilege and being in a high position in the magic world. Playing important roles in the magic world makes fans feel proud of themselves and realize their “ideal self”, thus minimizing self-discrepancy and establishing the stable personal identity.

Before role-playing games, it is important to design and determine the character you are going to play. People can create characters according to their own conditions and characteristics, and they can also choose characters with unique personalities to play. A person often has multiple personality traits. In real life, people usually hide their unpleasant traits in public places and try to act as normal and reasonable as possible. It is possible that “Too much stress on personality will cause dissociative identity disorder”^[14]. Role play games in virtual communities give people chances to show their real personalities. Fans are anonymous in games, thus they do not have much stress to show their hidden personalities. Playing roles can keep multiple personalities in our bodies balanced and integrated, people will feel satisfied with themselves in role play games, establishing stable personal identities in a good way.

2.2.2. Text Production Can Help Fans Establish Social Identities

Social identity is highly significant because it constitutes individuals’ perception of themselves based on their group affiliations. It endows people with a sense of pride, self-esteem, and a sense of belonging to the social realm^[15]. Compared with the personal identity, the social identity emphasizes the similarity among people in a group. Harry Potter fans have two types of social identities, one is the identity of Harry Potter fandom, the other is the identity of Baidu post bar community members. Fans establish social identities by text production, that is because text production can awaken fans’ collective

memory and maintain pure relationship among fans in virtual communities.

(1)Text production can awaken fans' collective memory, and establish the social identity.

Many fans read the Harry Potter series during their childhood or adolescence, which brings them joy and support, accompanying them in their growth. A fan's question "When and how did you become a fan" has awakened the collective memory of fans. A fan shares an interesting childhood story of waiting for Hogwarts letters, and many other fans reply that they have the same experience. This can fully prove that Harry Potter is an important part of fans' childhood or adolescent memories, and fans therefore have collective memories. Just as is noted in Halbwachs's work, social groups always awaken personal memory by stimulating the individual, and personal memory cannot be separated from social groups. Individuals maintain and preserve their personal memory through social interaction, similar personal memory combines into collective memory in the process of interaction^[16]. In this case, fans have similar personal memory related to Harry Potter, they share their collective childhood memory online pleasantly, and this behavior belongs to social representation. Social representation is the collective elaboration of social objects which enables people to share values, ideas and practices. Social representation encourages people to establish social identities to some extent, that is because only by identifying with the Harry Potter fan group can online users understand/ resonate with posts above in Baidu post bar^[17].

Furthermore, collective memory plays an important role in establishing social identities, when fans are sharing collective memory of their childhood, they are actually sharing a common emotional attachment to Harry Potter series, the shared emotion towards the Harry Potter series has made them resonate in spiritual communication. Jacques Lacan proposes the "mirror stage", which refers to the process in which infants go from being unable to recognize to recognizing and becoming obsessed with their own image in the mirror. He believes that identification is the transformation that occurs when the subject recognizes the image. The subject forms self-awareness, determines identity, and completes identification by observing the "other" in the mirror^[18]. In the virtual community, Harry Potter fans who share the same interests gather together, they break through spatial limitations and meet people who are similar to themselves, just like seeing themselves, they form emotional connections and identity through interaction. Fans are proud of their fandom identity and call themselves as "us", "HP fans" and the like. The affection of fans for the Harry Potter series is very strong, and the appearance of other magical works does not affect the loyalty of fans, that is because Harry Potter series carries their childhood collective memory which is cherished.

(2)Text production can maintain pure relationship among fans in virtual communities, and establish the social identity.

In the fast-paced modern life, people seek to solve problems efficiently by rational consideration and accurate calculation. In order to achieve goals, some individuals even make friends with privileged or rich people on purpose. This kind of utilitarianism undoubtedly makes people's relationship cold, fluid and loose tied. In this situation, many people desire to have intimate relationships without purpose and interest, this kind of new intimate relationship can be called "pure relationship". Giddens uses "pure relationship" to describe the new heterosexual relationship after modern transformation. In the past, women were restricted by marriage contract. After modern transformation, women become freer and pay more attention to their own feelings in the new heterosexual relationship, namely, "pure relationship". Giddens has claimed that pure relationship can also be applied to families and friends, pure relationship will "last only for as long as it continues to offer personal fulfillment to both partners", and it is based on negotiation and have many features, including openness, happiness and mutual trust. Trust does not mean disclosing everything to each other, it refers to uncovering real feelings and also stresses protecting personal privacy^[11]. Openness, happiness and mutual trust are key factors constituting pure relationship. By doing research, we can find that these factors exist in the relationship among Baidu post bar members.

Harry Potter fans gather together due to shared interests and they don't have a strong sense of utilitarianism, they hope to make like-minded friends, follow and discuss topics related to Harry Potter, enjoy the atmosphere of happy chatting and the pure relationship. Most members are willing to express their true feelings and opinions in the virtual community, although they sometimes hold different views, they are willing to respect others, communicate friendly, abide by community rules, and protect their common home. Many topics and activities in Baidu post bar encourage members to introduce themselves, and some offline activities help fans keep in touch, making them become close friends through interaction. The researcher actually has interviewed an active and experienced member of Baidu post bar, who can to some extent represent other members. Regarding the topic of trust and

openness among members, the interviewee replies, “We are usually very open... most of us are happy to let others know our age... many online members are young people who are interested in Harry Potter, and we respect the privacy of other members”. The relationship among Baidu post bar members does include these key factors—openness, happiness, and trust, Harry Potter fans have pure relationships in the virtual community.

Interviewees have expressed their satisfaction with Baidu post bar members’ relationships for many times. For instance, an interviewee says that “people in Baidu post bar are very friendly and peaceful, although we have different opinions on characters in Harry Potter series, we usually respect others and can chat with each other in good way”. The Baidu Post Bar of Harry Potter claims to be one of the most popular places for fans to gather in China. The number of fans in the post bar is huge and the types of posts are diverse, many fans voluntarily join the community and regard it as their spiritual home. Fans often log into the Baidu Post Bar, reading and posting posts has become an important part of their daily lives, and various topics and resources in Baidu Post Bar make their lives full of fun. Many interviewees are willing to continuously shares their happiness and sorrow with other members, they rely on pure relationship in the virtual community. Unconsciously, fans have already categorized themselves as Baidu post bar community members. According to Tajfel and Turner, there are three mental processes affecting the formation of social identities, namely social categorization, social identification and social comparison^[19]. Harry Potter fans actually have finished the process of social categorization.

Although the interviewee claims that the Baidu post bar has peaceful and tolerant members, some troublemakers will be present in the community. Interviewees hope that community moderators will prohibit troublemakers, which reflects their willingness to abide by community rules and act as normal community members. This attitude actually helps them complete the process of social identification. In addition, interviewees often unconsciously compare Baidu post bar with other virtual communities in a specific way. Some fans believe that the websites Douban and Baidu post bar have different community atmosphere, bringing different experiences and feelings to fans. Some interviewees dislike Douban’s monotonous atmosphere and are satisfied with friendly and harmonious relationship in Baidu post bar.

Baidu post bar members have finished three mental processes of forming social identities—social categorization, social identification and social comparison, they have established the community identity successfully, they are proud of being community members and call themselves as “ba you(吧友)”. To some degree, it is pure relationship that makes members committed to the virtual community, pure relationship actually runs through the three processes of forming social identity and make members establish the social identity naturally.

2.2.3. Text Production Allows Fans to Re-imagine and Parody Characters in Original Works, to Create a Carnival Atmosphere Online, Subverting Routines and Challenging Authorities

According to Oldenburg, an individual navigates through three fundamental environments: the place where he works, the place where he resides, and the place where he congregates with others for conviviality^[20]. People have basic need for conviviality, which refers to bantering with acquaintances and friends in communities, they always do horseplay with each other and laugh recklessly in carnival activities, easily achieving conviviality in a carnival atmosphere. In modern society, the fast-paced lifestyle, fierce competitive environment, and cumbersome social norms often bring great pressure to people. People long for physical and mental relaxation, and want to get rid of negative emotions. Carnival provides people with the opportunity to occasionally violate conventions and release stress.

Bakhtin has put forward the theory of carnival. In the period of medieval times and Renaissance, people celebrate carnivals in the public square in various ways, such as dancing, drinking, playing the role of fool, clown and liar. In the role performances, fools, clowns and liars usually impersonate the king and other authorities in an amusing way, implicitly criticizing authorities and subverting social class system^[21]. The imitation/impersonation above refers to parody, which means people imitate things in a humorous and ridiculous way. Challenging authorities and breaking conventions during the carnival are allowed to some extent, and parody has become a way for people to create dramatic effects and carnival atmosphere. As the scholars say, the ritual of the carnival provides a free space where ordinary people can mock their rulers, satirize official ceremony, and subvert the world with their laughter^[22]. By observing on Baidu post bar, the researcher has found that creating and enjoying a carnival atmosphere is an important motivation of fan text production. Fans write fan-fictions to re-imagine and parody characters in the original works, to create a carnival atmosphere online, challenging authorities and subverting routines. Specifically, on the one hand, many female fans write slash fictions to do re-imagination and to create a carnival atmosphere online, challenging the routine

of relationship as well as the authority of the male. On the other hand, fans write, publish and evaluate fan-fictions in their own way, do re-imagination or parody, create a carnival atmosphere online, subverting the traditional writing system, challenging the authority of original authors and official culture.

(1) Fans write slash fictions to create a carnival atmosphere online.

There are a large number of Harry Potter fanfictions in China. According to the content and theme, they can be roughly summarized into the following categories: sequel to the original, prequel to the original, plot or character rewriting, and mixed fanfiction^[23]. The term “slash” refers to “a same-sex relationship between two characters and a genre of fan stories positing homoerotic affairs between series protagonists”^[4]. Many slash fictions are popular among fans on the internet, and male/male relationship fiction is the largest category in slash. Generally, in male/male slash fictions, two male protagonists are reluctant to admit that they love each other at the beginning. As time goes by, they fall in love with each other and have various sexual interactions, such as hug, kiss, touching body and so on. Every move in their sexual interactions is described as a beautiful picture without any disgusting feeling. In the traditional model of female/male relationship, female characters are often portrayed as timid, boring, and under the control of men. With the improvement of women's self-awareness, they pay more attention to their own feelings and needs, hoping to be respected and valued in the relationship. Respectful and loving male/male relationships have broken the norms of heterosexual relationships to some extent and show a relatively balanced way of getting along. Just as it is argued by Joan Martin, male/male slash fictions give detailed and loving descriptions of beautiful men lovingly making love. It expresses love as mutual respect, which only equals can achieve; sex is mutual commitment, free choice, completely conscious interaction; love and sex together become a source of great joy for the main characters^[4]. Many female fans like reading and writing male/male slash fictions because they may feel and appreciate the spirit of fairness in the relationship.

In the descriptions of slash sexual interaction, two male protagonists will show some feminine features, their faces are beautiful, their skin are soft and smooth, when they whisper lovers' words to each others, they are gentle, shy and sensitive just like women. For example, a slash fan-fiction centres on the love between two male characters—Harry Potter and Dacro Malfoy who are strong wizarding boys and are enemies to each other in J. K. Rowling's work. However, this slash fan-fiction re-imagines them as two beautiful and vulnerable lovers. The strong contrast between slash and original works generates an upside-down and dramatic effect, creating a carnival atmosphere. The carnival in online communities is mainly manifested in the carnival nature of language form and language content. Many phrases in this slash have made the two male characters have feminine features, the authority and masculinity of male characters have been challenged and threatened. When fans read slash, they are overwhelmed by carnivalized joy and surprise, and will take delight in the feminine transformation of Harry and Malfoy.

When fans write slash, they can break the conventions of interpersonal relationships, pairing any two protagonists, gender and other characteristics and conditions will not be obstacles to the establishment and development of relationships. One boy's crush may be another boy, and this free and bold design can reconstruct character relationships in a reversed way, which to some extent conforms to the spirit of carnival—overturning rules. Game theory is gradually becoming the mainstream paradigm of media communication, its obvious feature is that fans voluntarily participate in the process of text practice and communication in virtual space, and give rich meaning to cultural products while obtaining pleasant experience. Fans take Harry Potter as an opportunity to carry out cultural carnival, make full use of multi-text practice to express emotions in the atmosphere of the game.

(2) Fans write, publish and evaluate fan-fictions in their own way to create a carnival atmosphere online.

As is stated above, fans like creating slash and other kinds of fan-fiction, they usually rewrite or add sequels to original stories. Compared with professional writers, fans have a more creative and casual writing style, and the sentences in fan novels are easier to understand. Baidu post bar has relaxed restrictions on posts about the male/male relationship, to protect fans who are too young, it is necessary for creators to indicate "the male/male relationship", "classification" in the title or the first floor when publishing special fan works. Special fan works that are not labeled according to regulations will be deleted after being reminded. Fans generally write fictions for fun, not for money, they can achieve respect, praises from peers and accumulate popular cultural capital by sharing works online. Acquiring popular cultural capital will not enhance a person's career, nor will it generate upward investment returns. Its advantage lies in gaining the happiness and respect of your peers in a tasteful group^[6]. Fans

will evaluate the detailed descriptions, characters, plot, and other aspects of fan fictions, good works will become popular and be recommended to community members by the bar owner.

Through comparison, we will find that the protagonists in fan fiction often have personalities that are different from those in the original work, and even their temperament has changed greatly, their behavior and actions are more novel, breaking the original image in the original work and developing humorous, attractive, and unexpected plots, giving people a sense of inversion and creating a carnival atmosphere. To some extent, the fan fiction is challenging the authority of J. K. Rowling and has also cultivated a kind of new culture—fan culture, which is challenging the official culture (the original work represents official culture). For example, some fans are extremely angry that J. K. Rowling pairs Hermione with Ron, and they write fan fictions to develop the relationship between Hermione and Harry, strongly demonstrating that they are made for each other. In order to reply to fans' rage, Rowling even has admitted that "She made a mistake by pairing off Hermione with Ron rather than with Harry Potter"^[24]. Fans have cultivated fan culture where Hermione and Harry are a couple, challenging the authority of official culture (which has been created by Rowling). Fans express different voices in carnivalized literary texts, depriving the authoritative voice of the hegemony by blending "high/official culture" with secular culture^[25].

3. Discussions and conclusions

The above analysis is about the motivation and significance of fan text production, we cannot ignore that the platform for text production is virtual community. What is the role of virtual communities for fans? Based on the research, the article argues that fan virtual communities work as semi-closed sociological microcosms where fans can release emotional stress and get spiritual support. Fan virtual communities welcome fans from all over the world, but they are not open to everyone like other communities. Online owners and moderators always set various rules to protect virtual communities from "dangerous" people, Harry Potter fans usually need to go through several procedures to join in some fan virtual communities. Fans always use special abbreviations and terms in virtual communities, thus cultivate private community culture to protect themselves, only community members can understand these abbreviations and terms. As is noted in Bourdieu's work, people who share the same culture and taste will form into a group distinct from others^[26]. This distinction naturally keeps the group pure and stable instead of being disturbed by others. Harry Potter fans indeed have the same interest, similar cultural taste, thus form into fan virtual communities distinct from others. This cultural distinction keeps virtual communities of Harry Potter fans be open to real fans, closed to fake fans, working as semi-closed sociological microcosms.

All in all, this article devotes to exploring motivation and significance of fan practice in the new media environment. Firstly, the researcher has online observed on Harry Potter Baidu post bar, and found the answer to the research question—what types of text production exist in fan virtual communities. Generally, fans make three types of text production, namely interpretation, appropriation (borrowing) and writing sequels to original works, and each type of text production has respective functions for fans. Secondly, in order to explore motivation and significance of fan text production in the virtual community, the researcher has online observed fans' behaviors, interviewed typical fans and analysed fan texts. Text production conveys significant meanings for fans. On the one hand, fans can establish personal identities and social identities through text production. On the other hand, through text production, fans can re-imagine and parody characters in original works, create a carnival atmosphere, subverting routines and challenging authorities. In fact, fans have many online and offline practices, text production is a major type of them. It is necessary to explore fan text production and fan culture from the perspective of communication, sociology and psychology. At present, fan culture is increasingly diversified, media technology is constantly developing, and fan groups continue to enrich cultural content through text production. The study of fan culture can help us deeply understand its cultural symptom and social influence, explore its relationship with social political and economic structure, and mass culture, appropriately guide the development of fan culture, and jointly create a healthy cyberspace and cultural environment.

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