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Participatory Culture by Lord of the Rings Fans: Defining and Perceiving New Zealand in LotR Movie Trilogy

Abstract

This research investigates how Lord of the Rings fans play significant role in participatory culture. The writer identifies a range of active audience’s perceptions which are seen as fans’ experiences, perspectives and common concerns towards NZ in LotR movie trilogy by using qualitative method. The data are collected from 29 respondents gained from five LotR Facebook groups, who are willing to do in-depth interview to answer on how they define and perceive NZ in LotR movie trilogy before and after watching the trilogy. The writer argues that NZ has both shaped, and been re-shaped by fans’ involvement in perceiving and defining NZ in present days after watching LotR movie trilogy. Two cycle of coding are applied in order to gain better interpretation from the 29 responses of qualitative data set. Fans prove that they have refine views after watching LotR movies trilogy; there is a transformation process. The writer hopes that participatory culture of LotR fans can open up new views for redesigning participating environments in new media age, and this study would be of much relevance to those interested in significance of participatory culture theories to contemporary media studies, and readers may learn and get better knowledge on the development of media and culture based on fans initiatives and participation in sustaining and maintaining its fans culture.

Keyword : audience, research, fandom, lord, of, the, rings, movie, trilogy, participatory, culture, virtual, communities,