

Fandom and Social Media Marketing  
Looking at *Doctor Who* Tumblr Engagement Through the Lens of Participatory Culture

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### Abstract

In social media marketing, the most important aspect that brands and companies try to reach for is engagement with their audience. Today's audience is no longer filled with passive consumers, but active participants. Nowhere is this more obvious than with fans of entertainment television. When television fans go on social media, they look to actively discuss, share content, and engage with other fans of the show. In the realm of entertainment television and social media marketing, the *Doctor Who* Tumblr has both a strong presence and an engaged audience. In 2013, the Tumblr page won a Shorty Award for its coverage of the *Doctor Who* 50<sup>th</sup> Anniversary, which broke records for Tumblr engagement for a televised event, surpassing both the SuperBowl and MTV Video Music Awards. How was this possible? This paper endeavors to answer that question, using the idea of participatory culture as a lens for examining Tumblr engagement on the 50<sup>th</sup> Anniversary of *Doctor Who*. What did the social media managers do to engage their audience and why was it effective? This study includes both a survey measuring individuals' attitudes toward social media and entertainment television, and a quantitative and qualitative study of the *Doctor Who* Tumblr page on the day of the 50<sup>th</sup> anniversary.

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## Chapter 1: Introduction

When it comes to social media marketing, many brands and companies are unsure of where to begin. Many realize that social media can be a powerful tool in the marketing process, yet have been unsuccessful in implementing strategies that give them results. Much has been written about social media marketing, and there is one thing that researchers, scholars and social media professionals agree on: audience engagement and participation is important for building a successful social media campaign. To get people engaged online, brands need to give their audience something to care about, provide them with a reason to participate, and foster a community of like-minded individuals who also care and wish to participate. This type of engagement is especially notable within the context of entertainment television and fandom.

Entertainment television is a powerful medium. It has the ability to showcase fictional worlds, characters, and stories which can capture the imagination of its audience. Many determine the success of a television series by how many people watch it. If a show has a large audience and consistently high ratings, it is doing well. Still, others measure the success of a series not by the number of viewers it has, but the effect that it has those who watch it. This is how some shows achieve cult status; they are loved by dedicated, diehard fans who not only watch the show but actively engage with it. For these fans, it is no longer just a show; it is *their* show. It is a part of their identity. Some television series are lucky enough to have both high ratings and an engaged, active fan base. A perfect example of such a show is BBC's long-running science fiction series *Doctor Who*.

## What is *Doctor Who*?

### Brief Synopsis

*Doctor Who* is a 50 year old British science fiction show, which follows the story of a 900 year-old alien called The Doctor. He is part of an ancient race of aliens known as Time Lords. After being exiled from his home planet of Gallifrey, The Doctor stole a ship called the T.A.R.D.I.S. (Time and Relative Dimension in Space) from his fellow Time Lords. Disguised permanently as a blue police telephone box, the T.A.R.D.I.S. can take The Doctor anywhere in time and space. He uses this ability to whisk human beings away on countless grand adventures in which they save the universe from various alien threats.

As a Time Lord, The Doctor can regenerate after death, becoming a new person with a different face and body. Within the context of the show, this gives the opportunity for new actors to take the place of old ones, and allows several different people the chance to play the same character. This is part of how the show has been able to maintain its longevity.

### Brief History

The history of *Doctor Who* is just as intriguing as the show's premise. The show's creator Sydney Newman was hired as the head of BBC's Drama Department in 1962. He was tasked with creating a television show "that could meet the BBC's remit as a government-owned broadcasting service as well as its need to win viewers from ITV, a commercial rival that had begun broadcasting in 1955" (Lepore, 2013, para. 8). Newman believed the answer was to create a science fiction television show, because he believed the genre could be both entertaining and educational. Thus, *Doctor Who* was born.

The first episode "The Unearthly Child" aired on November 23, 1963, just one day after President Kennedy's assassination (Lepore, 2013). The first Doctor was portrayed by William

Hartnell, who continued in the role until 1966. During its run, the original series featured seven different actors who portrayed the Doctor, including the 4<sup>th</sup> Doctor Tom Baker, who held the role from 1974 to 1981, the longest of any actor who played the character (“Doctor Who,” 2015). After a 26 year run, the series was cancelled in 1989, due to decreased ratings and episode quality (Lepore, 2013).

Despite the cancellation of the original series, *Doctor Who*'s story was not over. After the premiere of a television movie featuring the 8<sup>th</sup> Doctor played by Paul McGann in 1996, the series returned in 2005, with Russell T. Davies as showrunner and Christopher Eccleston as the 9<sup>th</sup> Doctor (“Doctor Who,” 2015). The new series, or New Who as it is often called, is less of a reboot and more of a continuation of the original show. In 2005 series, the Doctor returns to Earth after a devastating war destroyed his home planet, making him the last of his kind. The rest of the show continued on as it had in the past, with new actors and updated special effects. The show was popular enough to spawn two spinoffs, including *Torchwood* and *The Sarah Jane Adventures*. In 2010, Davies stepped down as showrunner and was succeeded by Steven Moffat. On November 23, 2013, *Doctor Who* celebrated its 50<sup>th</sup> anniversary, with a special 75 minute episode “Day of the Doctor” which welcomed back previous actors David Tennant, Billie Piper, and Tom Baker. The episode was simulcast in over 94 countries and broke the Guinness World Record for “the world's largest ever simulcast of a TV drama” (Lombardi, 2013). Currently, the new series is its 8<sup>th</sup> season, with Peter Capaldi as the 12<sup>th</sup> incarnation of The Doctor.

### **The Beloved Audience**

#### **Public Reception**

As stated previously, *Doctor Who* is a show with a large audience and consistently high ratings. In the United Kingdom, the show is well-loved and considered a staple of British

entertainment. Series 8, the show's most recent season, averaged about 5.26 million for overnight viewing figures and about 7.34 million for final viewing figures, while their average Audience Appreciation Index, or AI, came in at about 83 out of 100 (Doctor Who TV, 2015).

*Doctor Who* has also become popular with American audiences as well. While the classic series had its share of fans, *Doctor Who* did not take off in America until the new series in 2005. Parker (2010) credited this to the series' "CGI, backchat, irony, long narrative arcs, and tighter-than-tight writing" (para. 7). *Doctor Who*'s ratings only continue to climb in America, with the debut of Series 8 pulling in 2.2 million viewers, compared to the 1.56 million that tuned in for the Series 7 premiere in 2012 (Tartaglione & Patten, 2014).

Probably the most notable example of *Doctor Who*'s success is the 50<sup>th</sup> anniversary episode. In the United Kingdom, the simulcast received over 10.2 million viewers (Lombardi, 2013). On BBC America, the simulcast pulled in 2.5 million viewers, a record for the network. Also, limited 3D theatrical screenings sold out in 11 U.S. markets (O'Connell, 2013).

### **Whovians, Social Media, and Tumblr**

Part of the reason to the show's success and longevity can be attributed to the Whovians, the dedicated *Doctor Who* fans who are actively engaged with the show and its community. They regularly keep up with the show, organize fan clubs or communities, attend conventions, and create their own content for the show. Whovians also tend to be active on social media, and use it to start discussions and share their own fan-created works.

One popular social media platform for Whovians is Tumblr. Though television shows and "geek culture" are typically a very prominent focus of Tumblr users (Wilson, 2013), *Doctor Who* is one of the most blogged about. Much of this can be attributed to BBC's official *Doctor Who* Tumblr page, which gained 82,000 followers just ten months after its launch in April 2011

(“Winner: Doctor Who Tumblr,” 2012). Currently, they have over 580,000 (“Winner: Doctor Who,” 2014).

*Doctor Who* fans were especially active on Tumblr during the 50<sup>th</sup> anniversary episode. The official *Doctor Who* Tumblr page was visited by 14.5 million users that day, which is the highest Tumblr activity for any televised event, surpassing even the Super Bowl and MTV’s Video Music Awards (BBC America, 2013). *Doctor Who*’s successful Tumblr presence has garnered some attention, specifically from the Shorty Awards, an annual awards event which honors the best in social media. The *Doctor Who* Tumblr page has currently won a 2012 and 2014 Shorty Award for Best Branded Tumblr Presence, due to their proactive engagement of fans and the promotion of the 50<sup>th</sup> anniversary (“Winner: Doctor Who Tumblr,” 2012; “Winner: Doctor Who,” 2014).

### **The Research Question**

A look at BBC’s official *Doctor Who* Tumblr page shows that the social media managers are fully aware of the impact the show has on fans and the culture surrounding the fan base. Clearly their strategies are working if they were able to garner such attention on Tumblr during the 50th anniversary. A possible answer to why this is can be found in Henry Jenkins’ studies on participatory culture, in which people actively engage and create their own content, as opposed to passively consuming content (Jenkins, Clinton, Purushotma, Robison, & Weigel, 2006). In the context of fan bases, this means that the fans of entertainment media are not just idle consumers but involved participants.

The research question is as follows: How did BBC’s *Doctor Who* Tumblr interaction encourage participatory culture and promote the show during the 50<sup>th</sup> anniversary? Specifically, what is the correlation between the *Doctor Who* Tumblr page and the audience response to the

50<sup>th</sup> anniversary simulcast? What is the relationship between the show and its fans and how is that manifested through Tumblr? These questions will be answered through a quantitative and qualitative study analyzing the *Doctor Who* Tumblr page to find out what they did that was effective and why.

### **Rationale**

There are three reasons why it is important to study the impact that participatory culture and fandom has on the marketing of entertainment media. First, it is important to know the power that fans can have over the reception of a creative work, brand, organization, etc. As stated previously, the success of a television show is often determined by not only its ratings, but the presence of an active and engaged fandom. With enough dedicated fans, a show can even be saved from possible cancellation. Such was the case with the 1960s series *Star Trek*; upon concerns that the show would not be renewed for a third season, the fans organized a letter-writing campaign to keep the show on the air (Baker-Whitelaw, 2014). Decades later, fans hold even more power over the reception and success of shows they love, especially through the use of social media. Now fans can easily form communities around the shows they love and even promote the series to those who have not yet seen it.

Secondly, it is also important to know why marketers should seek out the engaged audience and ways in which they can do so. Knowing how powerful fandom can be, smart advertisers, marketers and promoters now need to adjust their methods to foster active participation with their brand or product. Jenkins (2007) puts it best:

In the old days, the ideal consumer watched television, bought products, and didn't talk back. Today, the ideal consumer talks up the program and spreads word about the brand. The old ideal might have been the couch potato; the new ideal is almost certainly a fan

(p. 361).

With this in mind, it is important for marketers, especially those of entertainment media, to fully understand how fandom works. They need to truly understand their audience, not as passive consumers, but as active participants. Instead of focusing on what tactics will increase viewership or sales, perhaps they should be wondering what will get their audience talking and how they choose to express themselves in relation to the creative work, brand, or product in question. They need to think of ways to actively engage their audience, and provide avenues for their fans to participate in the discussion. The true essence of brand loyalty comes not from the marketing tactics themselves, but from the heartbeat of the consumer, and this is what fandom is all about.

Lastly, this study is also vital in showing how to use Tumblr effectively, especially when it comes to actively engaging a fan base. While most marketers know the value of using Facebook or Twitter to promote their brand or connect with their audience, many are in the dark when it comes to using Tumblr. A brand's lack of a Tumblr presence often can be a missed opportunity for promoting and interacting with fans, especially when the brand in question is a television show or any other form of entertainment media. In a study by Hillman, Procyk, and Neustaedter (2014), it was found that Tumblr users often discovered the site by doing a search for their favorite show online; conversely, many of them were already Tumblr users and discovered a television show through posts from other users who were part of the fandom. This organic, digital word-of-mouth about television shows and other forms of entertainment happens frequently on Tumblr. Therefore, smart marketers need to be aware of the social media site's potential and learn how to effectively use it to build their brand presence. The *Doctor Who* official Tumblr page is a perfect example of a brand promotion via the site, and should be used

as a case study for other marketers of entertainment media.

## Chapter 2: Literature Review

### **Participatory Culture**

#### **Definition**

Before discussing the impact of participatory culture on consumers of media and fandoms themselves, it helps to define the term and know what it encompasses. In a whitepaper for the MacArthur Foundation, Jenkins, Clinton, Purushotma, Robison, and Weigel (2006) described participatory culture as “a culture with relatively low barriers to artistic expression and civic engagement, strong support for creating and sharing one’s creations, and some type of informal mentorship whereby what is known by the most experienced is passed along to novices” (p. 3). Members in this type of culture are not just passive consumers, but active participants. In addition, those in a participatory culture feel that the work they contribute to the group is significant, and they also tend to feel a social connection with the other members.

There are typically four forms of participatory culture: affiliations, expressions, collaborative problem-solving, and circulations. Affiliations involve both formal and informal memberships in either online communities, which can include a Facebook group, a message board, a gaming clan, or some other group. Expressions include user-generated creative content, which can take the form of YouTube videos, fanfiction, video game mods, etc. Collaborative problem-solving involves members who work together to complete tasks, such as in alternative reality gaming, or to index information, such as putting together a Wiki page. Lastly, circulations include activities that shape the flow of media, such as through podcasting or blogging (Jenkins, Clinton, Purushotma, Robison & Weigel, 2006).

#### **The Rise of Participatory Culture**

Over the years as technologies have developed and change the way people communicate with each other, there has been a move toward a more participatory culture. According to

Delwiche and Henderson (2013), this shift impacts virtually all areas of society, such as education, politics, journalism, activism, and entertainment. More and more, people are coming together to form communities, exchange ideas, cultivate knowledge, and create and share their own works directly with each other. “Functions once monopolized by a handful of hierarchical institutions (e.g. newspapers, television stations, and universities) have been usurped by independent publishers, video-sharing sites, collaboratively sustained knowledge tanks, and fan-generated entertainment” (p. 3).

Delwiche and Henderson (2013) suggested that participatory culture is divided up into four distinct phases, taking place from the mid-1980s to 2011. These phases showcase the progression of technology and the impact these changes have had on the shift toward participatory culture.

**Phase one: Emergence.** Delwiche and Henderson (2013) call the time from 1985 to 1993 the emergence phase of participatory culture. During this time, personal computers were becoming more common, and ARPANET, a precursor to the modern-day Internet, was allowing computer users to form connections and start discussion groups and communities with each other. This system became very popular on college campuses and military institutions. Also, with the development of the laser printer and page layout software, citizens could now create, print and share their own publications, “accelerating the growth of a vibrant zine subculture” (p.4). Although limited by the technology of the time, people could now exchange their ideas and creations with each other.

**Phase two: Waking up to the Web.** Between 1994 and 1998, the American public became acquainted with the Internet and its popular browsers, such as Netscape and Mosaic. These browsers allowed “for people to easily search the Internet and create their own web pages”

(Delwiche and Henderson, 2013, p. 5). During these years several popular sites were born: Yahoo and Amazon in 1994, Craigslist and eBay in 1995, and Google in 1996. Also, with the advent of web-based electronic mail, or e-mail, people could now send digital messages to each other quickly and easily (Delwiche and Henderson, 2013).

**Phase three: Push-button publishing.** While creating websites was possible between 1994 and 1998, it required a knowledge of HTML and computer programming, which was not always easy to learn. It was not until the era of “push-button publishing” between 1999 and 2004, that websites such as Blogger and LiveJournal made creating web pages simple, user-friendly, and fun. During this time, social networking was born with the advent of MySpace, Flickr, Yelp, and Facebook. All of these new tools allowed for people to publish text, pictures and other digital information online for all to view, no knowledge of HTML required (Delwiche and Henderson, 2013).

**Phase four: Ubiquitous connections.** Delwiche and Henderson (2013) call the years between 2005 and 2011 as the phase of “ubiquitous connections” (p. 6). With the increase of broadband internet, it was now possible for people to view, upload, and share larger files such as videos. In 2005, YouTube allowed the public to do just that. “Users immediately bent the platform to their own purposes, experimenting with new forms of citizen journalism, creating performance art projects, designing mash-up music videos, and sharing DIY tutorials on a wide range of topics” (p. 7). In addition, smartphones such as the iPhone and Android put powerful technology into the hands of the everyday citizen, allowing them to access the Internet, take pictures and videos, text message, and post to social media all from one device. (Delwiche and Henderson, 2013).

Though not mentioned by Delwiche and Henderson (2013), for the purpose of the study it

is important to discuss the rise of microblogging sites such as Twitter and Tumblr, founded in 2006 and 2007 respectively. According to Chang, Tang, Inagaki, and Liu (2014), microblogging services are the “in between of traditional blogging and online social networking services [and] have intermediate quality content and intermediate social interactions” (p. 21). These microblogging sites allow users to share text or images with their followers, fostering the social connections of site like Facebook with the ability to share higher quality content at least on par to that of a traditional blog. As the name implies, these posts are usually shorter than the average blog and are designed for getting messages spread quickly over a large social network. These microblogging sites are also increasing in popularity. As of 2014, “Tumblr contained 108.4 million blogs and reported 75.8 million posts were being created every day” (Hillman, Procyk, & Neustaedter, 2014, pp. 285-286).

It is easy to see how these shifts in technology have ushered in a new age of participatory culture. With more people connected to each other via the Internet and social media sites, ideas, knowledge, and creations can flow unhindered, and direct engagement is easier than ever.

### **Fandom and Participatory Culture**

#### **Fans as Active Participants**

Before discussing how fandom contributes to participatory culture, it is important to understand what it means to be a fan of something. The word “fan” is an abbreviated version of the word “fanatic” which comes from the Latin word “fanaticus.” Literally translated, this word means “of or belonging to the temple, a temple servant, a devotee;” however this word became attached to a more negative connotation, “of persons inspired by orgiastic rites and enthusiastic frenzy” (Jenkins, 1992, p. 12) According to Jenkins (1992), the term “fan” was first used in the 19th century to describe followers of specific sports teams. This term was soon used in reference

to any devoted spectator of sports or commercial entertainment. For this study, the word “fan” will be used in reference to fans of entertainment media, specifically television shows, movies, games, etc.

Before talking about fans as active participants, it is also important to note early perceptions of media fans, many of which were unfortunately based on negative stereotypes. This is best illustrated by William Shatner’s appearance on *Saturday Night Live* in 1986 which poked fun at *Star Trek* fans, or Trekkies, illustrating them as “infantile, emotionally and intellectually immature” and “unable to separate fantasy from reality” (Jenkins, 1992, p. 10). In the same year, an article from *Newsweek*, while not quite as exaggerated as the *Saturday Night Live* sketch, also portrayed Trekkies in a negative light, providing selective quotations and photographs to uphold the stereotype of the overly-obsessed television fan (Jenkins, 1992). In the academic world, other perceptions of fans included them as a type of religious-like zealot, as in Jewett and Lawrence’s (1977) account of “Trekkie Religion”, and the notion of the dangerously mal-adjusted and psychopathic fan, such as in Burchill’s (1986) account of celebrity fan culture.

In an effort to combat the negative fan stereotypes, media scholar Henry Jenkins (1992) in *Textual Poachers* suggested fans be viewed “as spectators who transform the experience of watching television into a rich and complex participatory culture” (p. 23). He proposed that fandoms are complex and work on several levels to foster participation and engagement within their culture. According to Jenkins (1992), what makes fans active participants is the way in which they respond to the original material, “not simply [with] fascination or adoration but also frustration and antagonism” (p.23). Fans enjoy taking the works they love and making them their own. This can take place through the simple reinterpretation of the textual meaning of a work to suit their own desires, or through user-generated content such as fan fiction or fan-videos. This is

how fans move from being simple audience members to active participants, and this is the essence of participatory culture.

### **Fans as Community Members**

As stated previously, one aspect of participatory culture is the idea that its members feel a sense of belonging, believing that their contributions matter and that they are a valuable part of the community to which they belong. This is precisely what happens within a fandom. Groups of people come together to share their love for their favorite work (e.g. a book series, a video game, a television show, or a movie), hold discussions about it, exchange ideas, and share their creations.

**First fan communities and conventions.** As Jenkins (2006) states, fan communities may have first originated in the science-fiction fandom with Hugo Gernsbeck, “the pulp magazine editor who has been credited with helping to define science fiction as a distinctive genre in the 1920s and 1930s” (p. 137). In his magazine *Astounding Stories*, Gernsbeck provided a letter column where readers could share their input and exchange information about scientific theories and new technologies. By publishing the addresses of the writers, Gernsbeck allowed for fans of science-fiction to create their own letter-writing community. Through this simple act, one of the first fan communities was born.

Fan conventions are another communal aspect of fandom and its participatory culture. According to Coppa (2006), science-fiction writer Frederik Pohl claims the first fan convention was an informal trip he took with seven other science fiction fans from New York to meet another group of fans in Philadelphia in 1936. Just a year later, a more organized event took place with science fiction fans in Britain on January 3<sup>rd</sup>. Two years later, “the first World Science Fiction Convention was held over the July 4, 1939, weekend in New York City, and aside from a

few breaks during the war, that convention – now called Worldcon – has been held annually ever since” (Coppa, 2006, p. 43). Today, fan conventions have increased in both popularity and attendance size. One of the most famous is San Diego Comic-Con International, which in recent years has seen over 130,000 attendees (Weisburg, 2010). During this four-day event, fans of entertainment media come together to attend panels and question-and-answer sessions with media creators, showrunners, and actors; buy merchandise; and otherwise interact with fellow fans, some of whom will come dressed as their favorite characters in a phenomenon known as cosplaying. The sheer size and scope of these events are staggering, and this is clear evidence of the participatory nature of fandom.

**Fan communities in the digital era.** With the different phases of participatory culture and the increase in technological advancements comes different forms of fan community. During the emergence era of participatory culture, ARPANET allowed users of networked computers to participate in discussion groups via digital bulletin boards. According to Jenkins (2006), “fans were early adopters of digital technologies” and it was not long before these networked groups began discussing their favorite forms of entertainment, especially television shows (p. 138). With the rise of the Internet, these online fan communities became more common. In Baym’s (2000) work regarding the social structure on online newsgroups, she recalls the time she spent in graduate school logging onto rec.arts.tv.soaps, or r.a.t.s., to discuss her favorite soap operas with fellow fans. Baym (2000) said of her experience:

The more time I spent reading and posting to r.a.t.s., the less the collection of written messages seemed like lines of glowing green text. I saw in them instead a dynamic community of people with unique voices, distinctive traditions, and enjoyable relationships. Reading r.a.t.s. began to influence me as I viewed the soap opera. I began

to think of how those others would react, the types of discussion each episode would provoke, and what I might have to add (p. 1).

These early forms of online communities continued to evolve as technology progressed. Fan sites and message boards sprang up around several different shows, where users could post their thoughts and reactions, discuss the nature of the show and characters, and even share their own content, usually in the form of fan fiction. With the creation of social media sites, this online interaction increased ten-fold, particularly with the introduction of Facebook, Twitter, and Tumblr.

The impact of social media on fandom and participatory culture has become a more prominent area of study and research in recent years. In a study by Zhivov, Scheepers, and Stockdale (2011), the Facebook fan pages of three television shows - *Doctor Who*, *Glee* and *The Big Bang Theory* – were analyzed over six weeks to determine how these communities fulfilled various needs for the members. They discovered that these pages provided information for fans, enabled them to affiliate and identify as a fan of their particular show, gave the fans enjoyment, and provided opportunities for fans to socialize with each other. Another study by Wood and Baughman (2012) analyzed how fans of the television series *Glee* used Twitter to role-play the characters in the show and discovered that those fans that participated “were all part of a highly interconnected network linked by the ways in which they interacted with one another, and the ways they meticulously crafted a world outside of the television narrative utilizing a new medium” (p. 334).

For the purposes of this study, it is also important to look at how fan culture is fostered through Tumblr. As stated previously, Tumblr users see the site as a way that they can connect with other people who share their passions, and many of them report discovering a television

show through interactions with the fandom on the site (Hillman, Procyk, & Neustaedter, 2014). In addition, Tumblr has become a place where site-specific jargon is used, especially in reference to the relationships between fictional characters. This includes the phrase “One True Pairing”, or OTP, and “ship(s)”, both of which refer to two characters whom fandom members wish to see in romantic relationship (p. 228). Lastly, when users were asked what their motivations were for engaging with fandom on Tumblr, some of the reasons they listed were: “strong feels around OTPs, recognition by peers and show officials, being able to be more ‘real’ because of the anonymity, and the ability to participate in social justice” (p. 288). All these reasons for Tumblr fandom interaction relate to the idea of participatory culture.

### **Fans as Content Creators**

As stated previously, fans enjoy taking the works that they love and making them their own. This often takes the form of fan-generated content, such as fan fiction, fan videos, or fan art. As technology has evolved, so has the method in which fans have created and shared their own content with fellow fans.

**Early fan works.** Perhaps unsurprisingly, the first fan-created works originated with the *Star Trek* fandom in the late 1960s. Fans came together to create unofficial fan magazines, or zines, which were filled with “fan art, poems, songs, stories, drawings, [and] teleplays”; popular *Star Trek* zines included “*Spockanalia*, *ST-Phile*, *T-Negative*, and *Warp-Nine: A Star Trek Chronicle*” (Coppa, 2006, p. 45). For the most part, the *Star Trek* creators did not acknowledge the existence of these zines, although this lack of recognition did not stop the fans from creating and distributing them.

According to Jenkins (1992), zines varied in length from small newsletters to “full-length novels, comic books, songbooks, cookbooks, program guides, and collections of essays” (p.

157). Typically, series or franchises associated with big fandoms such as *Star Trek*, *Star Wars*, and of course *Doctor Who*, although there were smaller fandoms that also had their own zines; the one thing they had in common was that they were “amateur, not-for-profit publication[s]” (Jenkins, 1992, pg. 158). Zines also played a very crucial role in the success and continuation of *Doctor Who*, which will be discussed later.

Fan fiction was also a very prominent form of fan expression, especially in the early days of media fandom. Jenkins (1992) discussed ten forms of fan writing: recontextualization, where fans fill in the gaps of the source material and provide context for a character’s actions; expanding the series timeline, in which fans provide backstories for characters that are not part of the show itself; refocalization, where fans write about secondary characters not featured prominently on the show; genre shifting, where fans write stories about the show in a genre other than what is depicted in the source material; cross overs, where fans combine two or more television shows and have characters or plotlines interact with each other; character dislocation, otherwise known as creating alternate universes with the characters from the show; personalization, where the writers put themselves, or their own character, into the established story world; emotional intensification, where writers explore the inner feelings and emotions of given characters; and eroticization, where fans write erotic stories about the characters from the show. All of these types of writing styles could be seen within early fan fiction from various fandoms, and most of these still exist in fan fiction today.

**Fan creations in the digital age.** As technology has evolved and participatory culture has become more of the trend, fan creations have also become more common and more easily spread. According to Tushnet (2007), the Internet has made it very easy for fans to create their own content and share it with their fan community. “Someone who enjoys watching a show may

thus slide easily into the world of fan-generated content, without any prior screening and without much effort” (p. 62) Remember that the part of the definition of participatory culture includes “relatively low barriers to artistic expression” and it is easy to see how this relates to fan-generated content distributed through the Internet (Jenkins, Clinton, Purushotma, Robison & Weigel, 2006, p. 3).

Today, fan fiction is more accessible than ever before, thanks to personal computers with word-processing software and the creation of Fanfiction.net in 1998 (Coppa, 2006). Fan art can also be created and shared more easily thanks to programs such as Adobe Photoshop and Illustrator, and websites such as DeviantArt. Also, another form of fan-generated content was popularized by the digital age: the fan video.

Some fan videos existed before and during the early days of the Internet, when fans used videotape recorders and copy-cords to extract footage and re-edit it according to their own desires, usually putting in either fan-created or copyrighted music and creating their own MTV-style music videos (Jenkins, 1992). Although these videos existed, there was no real way to share them with a mass audience until the creation of YouTube in 2005. Video editing software also made it easier for fans to edit the clips as they saw fit. Some of these programs were, and still are, free and often came pre-installed on computers, such as Windows Movie Maker for the PC and iMovie for the Mac. Other programs, such as Sony Vegas and Adobe Premiere are more costly. However, for the dedicated “fan vidder,” these programs are often worth the extra cost.

No matter what fan-created content is, there is always a way to share it on the internet. Fans use websites such as ones mentioned previously, as well as social media and community forums to share their creations with other fans. As the study will hopefully show, Tumblr is a great platform for doing this, and several fans use it for this purpose.

### **Evolution of the *Doctor Who* Fandom**

Since the purpose of this study is to evaluate how BBC's *Doctor Who* Tumblr page helps foster participatory culture, it only makes sense to look at the *Doctor Who* fandom, its long history, and how it has evolved over time to where it is today. In the foreword for the book *Fan Phenomena: Doctor Who*, Hills (2013) cleverly divided the *Doctor Who* fandom's history into eleven eras, one for each of the (at the time) eleven incarnations of the Doctor. He discussed how each of the technologies of the time periods impacted the fandom culture, and how, like the Doctor himself, it evolved over time. For the purpose of this review, it would help to simply divide these into three groups: the early fans, the hiatus fans, and the modern-day New Who fans.

#### **Early Fans (1963-1989)**

According to Booth (2013), though *Doctor Who* was a popular show first aired in 1963, it did not immediately start out with the engaged, active fandom that we see today. "A strong base of British *Doctor Who* fans developed in the early 1970s, and the introduction of the show to America in the late 1970s and early 1980s brought in a strong American fan audience" (p. 12). During this time, fans formed *Doctor Who* clubs, actively seeking out people who also enjoyed the show. (Hills, 2013). The *Doctor Who* Appreciation Society, which began in 1976, is the longest running *Doctor Who* fan club in the world, and still exists today (Doctor Who Appreciation Society, 2015). The society also organized the first *Doctor Who* convention, which took place on August 6, 1977 in a church hall in London, which was unlike the more glamorous locations that *Star Trek* fan conventions were held in (Bentham, 2004). Despite its humble beginnings, the *Doctor Who* fandom would soon increase in size and popularity, even with the show's hiatus looming.

**The Hiatus Fans (1990-2004)**

Despite the cancellation of the classic series in 1989, the *Doctor Who* fandom did not die; in fact, it continued to grow. According to Jones (2013), people discovered the show in several ways during the hiatus: through repeat broadcasts, documentaries which aired during the 30<sup>th</sup> anniversary in 1993, new novels and audio dramas, the 1996 *Doctor Who* movie, and online content found during the early years of the Internet. According to Feeney (2013), hundreds of fanzines circulated during the hiatus, which kept interest in the show alive, and was made possible by the new technologies of the time: desktop publishing, which allowed the zines to be made, and the VCR, which allowed fans to re-watch episodes with ease and prompted in-depth fan discussion. “Once the BBC closed the book on *Doctor Who*, it also prompted more fans to take up fan fiction and articles that playfully tackled the ‘what-ifs’ they might have refrained from if the show had continued” (para. 7). Ironically, fan interest seemed to peak the most when the show was no longer on the air. The fandom would only continue to grow once the show returned in 2005.

**The Modern Whovian (2005-Present Day)**

When the new series began in 2005, it quickly acquired a sizable fan base in both Britain and America. Specifically, in the U.S. the show appealed to and became associated with “young nerd” culture; this demographic consists of those in their late teens and early twenties, who are often intellectual and academically-inclined (Morris, 2013). If this is the primary demographic of the show in America, it would follow that these fans would also be technology savvy, and this is definitely the case. Hills (2013) said that start of New Who marked the beginning of a digital fandom, marked by blogs, forums and wikis. Fans could now discuss episodes as soon as they aired, and hold real-time conversations with other fans.

The new series also brought about more fan-created content, which could now be easily published and accessed online. One of the changes to the show in recent years is the increased focus on the characters' relationships, which is of particular interest to the fans. Hills (2013) describes the modern *Doctor Who* fandom as being focused on "playful shipping activities" (p. 6). This can be seen in the nature of the fan content as well. According to Freund (2013), with the advent of New Who and the direction that Russell T. Davies took the show in, fan vidders focused more on the relationships between the characters and expressed these in the way they crafted their videos. These vidders are predominantly female, media savvy, and "avid watchers of television and consumers of popular culture"; they typically share their creations on sites such as YouTube, Vimeo, Twitter, and Tumblr (p. 97).

As the study will show, modern *Doctor Who* fans tend to use Tumblr for connecting with other fans, discussing the show, and posting their fan-created content such as fan art, fan videos, and fan fiction. According to Perez (2013), from 2002 to 2007, LiveJournal was typically the spot where fans went to discuss the show and express their love for it; however, due to the change in site management, fans started looking for a new blogging platform, and "Tumblr soon became a hot spot for fandom" (p. 151). The BBC social media team realized that they needed to be where their fans were and developed their Tumblr presence. They also took notice of the trends of participatory culture when crafting their official Tumblr page, and their efforts soon paid off. As stated previously, the Tumblr page received 82,000 followers only ten months after its launch in April 2011, and it has received two Shorty Awards. The BBC marketing team clearly knows how to engage its audience, and this is what the following study will be focusing on.

### Chapter 3: Methodology

What follows is a detailed explanation of the methodology that will be used for this study. This research will be broken up into two parts. The first part will be a quantitative study, and will include a survey and numerical analysis of the *Doctor Who* Tumblr posts and their responses. The second part will be a qualitative study, which will include a content analysis of the *Doctor Who* Tumblr posts and responses. These research methods will now be further explained.

#### **Quantitative Research**

##### **Survey**

Before analyzing the *Doctor Who* Tumblr posts themselves, it is important to first gain some insight into the habits of television show fans on social media. This was accomplished through an anonymous online survey of about 400 individuals. Participants were students at a private university in the mid-Atlantic region of the United States between the ages 18 and 30. They were asked 11 questions regarding their usage of social media in regard to their favorite television shows, their participatory behavior in regard to these social media interactions, their usage of Tumblr, and their involvement with the *Doctor Who* fandom on Tumblr. The questions were as follows:

Q1. What is your age?

Q2. What is your gender?

Q3. Do you use social media to post about or discuss your favorite television shows with friends or fellow fans?

Q4. Which social media platforms do you use to post content about your favorite television shows?

- Q5. How do you use social media in regards to your favorite television shows?
- Q6. Do you have an account on Tumblr?
- Q7. Do you use your Tumblr account to post about, discuss, reblog, or like content associated with your favorite television shows?
- Q8. Please rate how strongly you agree/disagree with the following statements.  
(Regarding Tumblr usage in regards to television shows).
- Q9. Are you a fan of the BBC television series *Doctor Who*?
- Q10. Do you use Tumblr reblog, like, post or discuss content related to *Doctor Who*?
- Q11. Please rate how strongly you agree/disagree with the following statements.  
(Regarding the *Doctor Who* fandom on Tumblr).

The survey was available for one week. At the end of that time, results were collected and the data was analyzed to show the correlation between social media and fan activity, especially in regards to Tumblr and *Doctor Who*. This provided a big-picture view of participatory culture and social media, and was helpful for showing trends in fan activities and attitudes.

### **Numerical Analysis of *Doctor Who* Tumblr Page**

The second part of the quantitative research was devoted to a numerical analysis of the *Doctor Who* Tumblr page. Using Tumblr's archive feature, the researcher viewed posts only from the day of the *Doctor Who* 50<sup>th</sup> anniversary: November 23, 2013. This day was chosen because of its significance, as the *Doctor Who* Tumblr managed to pull in 14.5 million users. The question is: what did the *Doctor Who* Tumblr page do to pull in such numbers? The only way to uncover this is to look at page activity itself.

When looking at the posts on the page, it is important to understand that not all of them are original posts by the page itself. On Tumblr, users can reblog content that was posted on

other blogs, spreading content that was created by other users. Sometimes those reblogging the content add comments, pictures, or hashtags to the original post, although this is not always the case. When looking at the *Doctor Who* Tumblr for the day of the 50<sup>th</sup> anniversary, the first thing to be discovered is how many times the blog posted original content, and how many times they reblogged content from other users, with or without comments. How many times did the *Doctor Who* Tumblr post on November 23<sup>rd</sup>, and of those posts, how many were original content and how many were reblogged from other users?

It is also important to note that aside from reblogging content, Tumblr also allows its users to like posts. This will add them to the user's liked posts, which they can access through their dashboard. Liked posts are not added to the user's Tumblr blog in the way that reblogs are, however. When analyzing posts on a particular page, the number of likes, reblogs, and comments will show up as "notes." This essentially shows how much activity a given post received.

Aside from discovering how many times the *Doctor Who* page posted and reblogged content, the following questions were also asked when analyzing the page's activity:

- Q1. How many times did the *Doctor Who* Tumblr page add comments, pictures, or hashtags to posts that were reblogged from other users?
- Q2. How many notes did the average post have?
- Q3. Of the reblogged posts, which one had the highest number of notes?
- Q4. Of the original posts by the page, which one had the highest number of notes?

The idea is to discover how active the *Doctor Who* Tumblr page was on the 50<sup>th</sup> anniversary and what they did to foster engagement through the page. By looking at the number of notes on both their original content and their reblogged content, we can tell whether fans respond better to direct posts from the page or to the page acknowledging content from other users.

### Qualitative Research

The second part of the study was a qualitative analysis of the posts on the *Doctor Who* Tumblr page during the day of the 50<sup>th</sup> anniversary. The researcher looked at all the posts, including those that originated on the page itself and those that were reblogged from other users. Specifically, the posts were analyzed for their content, in order to determine the role that participatory culture played in the success of the page on the day of the 50<sup>th</sup> anniversary.

Through this analysis, the following questions were answered:

- Q1. What types of content was the page creating and posting (text, images, GIFs, videos, links, etc.)?
- Q2. What types of content was the page reblogging (text, images, GIFs, videos, links, etc.)?
- Q3. What was the language used in the posts and responses by the page?
- Q4. What hashtags were commonly used by the page on their posts?
- Q5. How did the page respond to the fan-generated content that they reblogged?
- Q6. What types of posts got the most fan engagement?
- Q7. How did the fans respond to posts/reblogs from the page?

Here, the emphasis is on determining the way the page engages its fans, and in turn, how the fans respond. Did the *Doctor Who* fan page truly know their audience and invite them to participate by interacting with them? How did the audience respond to their attempts to do this? What was the language used in their interactions?

### **Hypothesis**

For this study, it was anticipated that the *Doctor Who* fan page's coverage of the 50<sup>th</sup> anniversary will follow a model of participatory culture. The researcher expected that during the 50<sup>th</sup> anniversary, the majority of the posts on the *Doctor Who* Tumblr page were reblogged from other users. It was also anticipated that the page encouraged conversation with its audience, responding to their posts in clever ways, using language that the fans are familiar with and can relate to. It is likely that they encouraged their fans to post their own work – pictures, fan videos, fan art, fan-made GIFs, etc. – and shared a few select fan creations to their own Tumblr. In addition, the researcher also expected to find the page fostering discussion amongst fans and motivating them to share their own reactions to the 50<sup>th</sup> anniversary episode through liveblogging. These were the most likely methods that the *Doctor Who* Tumblr page used to foster a participatory culture and garner their massive audience on Tumblr during the 50<sup>th</sup> anniversary.

## Chapter 4: Results

### Survey

#### Survey Overview and Demographics

An anonymous online survey entitled “Entertainment Television and Social Media Habits” was conducted through Qualtrics from February 18 to 26, 2016. Participants were students at a private university in the mid-Atlantic region of the United States who were enrolled in a freshman-level public speaking course. Four-hundred and thirty individuals ages 18 to 30 participated in the survey, with 386 of them being between the ages of 18 and 20. 42% of the respondents were male, and 58% were female. The survey included 11 questions and was designed to determine how participants used social media in relation to their favorite television shows, how they used Tumblr in relation to their favorite television shows or fandoms, and how they felt about *Doctor Who* and the fandom on Tumblr. The full list of survey questions and their results can be viewed in the Appendix. Additional graphical representations of data are available in the Appendix.

#### Social Media Usage

In Q3, 41% of participants indicated that they used social media to discuss their favorite television shows with their friends or fellow fans, while 59% said that they did not. In Q4, those who said yes were then asked in about which social media platforms they used to post content about their favorite television shows. Options for selection included Facebook, Twitter, YouTube, Pinterest, Tumblr, Instagram, and Google+, and Other. Respondents were allowed to select more than one answer, and fill in the “other” option with their own text. A graphical representation of the results can be viewed in Figure 1.

Facebook was clearly the most popular option in Q4, with 69% indicating they used it to post content related to their favorite television shows. Twitter and Instagram followed, with 51% and 40% respectively. The next three were Pinterest, with 23%; YouTube, with 18%; and Tumblr, with 16%. 7% of the respondents selected “other”, while the least popular option was Google+, with 2%. Of the 12 respondents who wrote in text for the “other” option, 7 of them indicated that they used Snapchat. Other responses included WeChat, BAND, Fanfiction.net, iFunny, and an additional mention of Twitter.

Breaking Q3 down by gender, females were only slightly more likely than men to post about and/or discuss television shows on social media, with about 45.5% of females responding yes in contrast to about 35% of males. When looking at specific social media channels in Q4, however, gender differences became more apparent. While Facebook usage for discussing television shows was fairly even (77% of males and 63% of females), 61% of men preferred tweeting about their favorite shows in contrast with about 46% percent of women. Men also seemed to prefer YouTube; about 27% of them indicated that they discussed their favorite television shows via YouTube in contrast to 12.6% of women. Women, on the other hand, were the only surveyed individuals who indicated they used Pinterest for posting about television shows. They also seem to prefer Tumblr, as 22.5% of women indicated they used it for this purpose as opposed to less than 5% of men.

Q5 asked participants about how they used social media in regards to their favorite television shows. More specifically, which activities do they engage in? Respondents were allowed to select more than one of the following:

1. Posting updates about the show (liveblogging)
2. Responding to comments and having discussions about the show

3. Sharing/commenting on or liking official content from the show's website or social media pages
4. Sharing/commenting on or liking fan-created content related to the show (fanfiction, fan art, fan videos, pictures, GIFs, etc.)
5. Creating and posting my own fan-created content
6. Joining/promoting online fan clubs, liking fan pages, etc.

According to the results, which can be viewed in Figure 2, the most prevalent response for Q5 was "sharing/commenting on or liking official content from the show's website or social media pages", which 77% of the respondents selected. Meanwhile, 62% of the respondents indicated that they shared, liked, or commented on fan-created content. 46% said they used social media to respond to comments and have show-related discussions; 26% said they used it for live-blogging, and 21% of respondents said they joined and promoted fan clubs and pages. Only 9% indicated that they used social media to share their own fan-created content.

Again, breaking the results down by gender, there was very little difference between the sexes. 58% of men indicated that they respond to comments and have discussions about a show via social media, while 39.6% of women said they do. Men also seemed slightly more likely to post their own fan-created content (15% of men versus 5.4% of women), while women seemed more likely to share fan-created content (63.9% of women versus 58.3% of men). Aside from those slight preferences, there were no other notable differences between genders in regards to social media usage and television shows.

### **Tumblr Usage**

In Q6, participants were asked if they had an account on Tumblr. Only 29% indicated that they did. This then narrowed the responses down to 50 people. In Q7, these individuals were

asked if they used their Tumblr to post about, discuss, reblog, or like content associated with their favorite television shows. 71% indicated that they did, while 29% indicated that they did not.

For Q8, the remaining 36 respondents were given the following statements and asked to rate how strongly they agreed with them, selecting either strongly disagree, disagree, neither agree nor disagree, agree, and strongly agree:

1. I often start watching a television show because I heard a lot about it through Tumblr.
2. I enjoy interacting with fellow fans on Tumblr.
3. I use Tumblr to share my own fan-created content.
4. I use Tumblr to reblog fan-created content created by others.
5. I use Tumblr to get updates about my favorite television shows.
6. I consider myself to be part of a fandom on Tumblr.
7. I wish my favorite actors and show creators were more active on Tumblr.
8. I enjoy reading/sharing fan theories on Tumblr.
9. Seeing fan-generated content has made me more interested in a particular show.
10. I have started or stopped watching a show due to the quality of the fandom that was associated with it.

Results can be seen on the table in Figure 3. About 52% of respondents either agreed or strongly agreed to watching a television show because they heard about it through Tumblr. Almost 64% agreed that they enjoyed interacting with fellow fans on Tumblr. When it comes to fan activity on Tumblr, only 8% agreed to using the social network to share their own fan-created content, while 83% indicated that they used it to reblog fan-created content created by others. Almost 67% of the respondents acknowledged using Tumblr to get updates about television shows. 54%

indicated they considered themselves to be a part of fandom on Tumblr. 61% wanted their favorite actors and show creators to be more active on the site. 77% expressed their enjoyment in reading fan-theories on Tumblr, and nearly 89% indicated that fan-generated content has made them more interested in a particular show. For the last question regarding how the quality of a fandom affected the respondent's viewing behavior, the results were a little more mixed. 33% of the respondents agreed that the quality of the fandom affected their viewing behavior, while 36% indicated that it did not. About 30.5% neither agreed nor disagreed with the statement.

### ***Doctor Who* Fans on Tumblr**

For Q9, the remaining respondents were asked whether or not they were a fan of the television series *Doctor Who*. 28% indicated that they were, 14% indicated that they watched the show occasionally, and 58% said they were not. Of those that watched *Doctor Who* and had an account on Tumblr, 80% of them said in Q10 that they used their account to reblog, like, post, or discuss content related to the show.

For Q11, the remaining respondents (those who indicated that they use Tumblr in relation to *Doctor Who* related content) were given the following statements and asked to rate how strongly they agreed with them, selecting either strongly disagree, disagree, neither agree nor disagree, agree, strongly agree, or not sure:

1. I am active with the *Doctor Who* fandom on Tumblr.
2. Tumblr is where I get a majority of my *Doctor Who* news and updates.
3. I enjoy seeing fan-created content for *Doctor Who* on Tumblr.
4. The official *Doctor Who* Tumblr does a good job engaging its fans.
5. I've written or responded to posts on Tumblr with *Doctor Who* related images or GIFs.
6. Tumblr is a good place to interact with fellow *Doctor Who* fans.

Results with exact numbers and percentages can be seen in the Appendix. Overall, the majority of the surveyed *Doctor Who* fans on Tumblr either agreed or strongly agreed that they enjoyed seeing fan-created content (91.6%), believe the *Doctor Who* Tumblr does a good job engaging its fans (75%), and believe that Tumblr is a good place to interact with fellow *Doctor Who* fans (66.6%). At this point in the survey, there was a limited number of respondents left. Therefore data for the other statements remains somewhat inconclusive. This will be discussed further in the Limitations of Study section.

### ***Doctor Who* Tumblr Study**

After gaining an overall view of the entertainment television and social media habits of college students using the survey, the next step was to review the official *Doctor Who* Tumblr page itself, specifically looking at posts from November 23, 2013, the 50<sup>th</sup> anniversary of *Doctor Who*. As stated previously, the goal is to find out why the official *Doctor Who* Tumblr page was able to attract so much attention online, bringing in 14.5 million visitors. What types of content were they posting or reblogging? Taking into consideration the idea of participatory culture, did the *Doctor Who* Tumblr follow this model when engaging with their audience online?

The following study will be broken up into two sections. First, the quantitative research will be reviewed. This was a numerical analysis of the *Doctor Who* Tumblr activity on November 23, 2013. This included finding out the number of posts added, and determining how many were original posts and how many were reblogs from other Tumblr users. The following questions were also answered:

- Q1. How many times did the *Doctor Who* Tumblr page add comments, pictures, or hashtags to posts that were reblogged from other users?
- Q2. How many notes did the average post have?

Q3. Of the reblogged posts, which one had the highest number of notes?

Q4. Of the original posts by the page, which one had the highest number of notes?

The second part of the study will be a qualitative analysis of the posts from the *Doctor Who* Tumblr page. The posts were analyzed for their content, in order to determine the role that participatory culture played in the success of the page during the 50<sup>th</sup> anniversary. The following questions were answered:

Q1. What types of content was the page creating and posting (text, images, GIFs, videos, links, etc.)?

Q2. What types of content was the page reblogging (text, images, GIFs, videos, links, etc.)?

Q3. What was the language used in the posts and responses by the page?

Q4. What hashtags were commonly used by the page on their posts?

Q5. How did the page respond to the fan-generated content that they reblogged?

Q6. What types of posts got the most fan engagement?

Q7. How did the fans respond to posts/reblogs from the page?

### **Quantitative Research**

**Research gathering.** In order to find out the numerical data of the *Doctor Who* Tumblr page, the researcher used Tumblr's archive feature to jump back to posts from November 23, 2013. Data from each of these posts was collected and stored in an Excel document. This data included the time that the post went live, the type of post (original content vs. reblogged content), the type of content (text, photo, asked questions or "ask", or video), the amount of notes received, the content added to the post (if it was reblogged and if applicable), and a brief description of the nature of the content. Data was recovered from every single unique post.

Anything that was a repeat of earlier content was not included in the analysis. After collection, the data was turned into a table so it could easily be sorted alphabetically and numerically. This table can be referred to in the Appendix section, with posts being listed in chronological order from 1 a.m to 11:45 p.m. EST on November 23, 2013.

**Research overview.** According to the retrieved data, the official *Doctor Who* Tumblr page posted content 178 times on the day of the 50<sup>th</sup> anniversary. Seventy-three of these posts were original content added by the page itself, while the remaining 105 posts were content that was reblogged from another Tumblr user. In other words, about 41.1% of the posts were original and about 58.9% were reblogged from other accounts. Out of the 178 overall posts, 116 of them were posts that included photos, images, artwork, GIFS or any other type of graphic; 47 of the posts were predominantly text-based (with a small GIF, image, or link occasionally added); 10 of the posts were responses to “asks” from fans; and 5 of the posts were videos. The most posted type of content for both original and reblogged posts was photos.

**Content added to reblogged posts.** Q1 asks about what type of content was added to these reblogged posts (hashtags, GIFs, text, links, etc.). Every time the *Doctor Who* Tumblr reblogged posts from other users, they added a few hashtags to the post - usually three or four, but sometimes more, depending on the nature of the content. These hashtags will be discussed further in the qualitative analysis. Additionally, 23 of these reblogged posts included additional text added by the *Doctor Who* Tumblr page. Nineteen out of these 23 text additions also included a link. These links typically forwarded the user to a page that included a list of screenings and broadcast times for the 50<sup>th</sup> anniversary. GIFs, on the other hand, were in much shorter supply. Out of the 105 reblogged posts on the *Doctor Who* Tumblr page, only two of them contained GIFs that were added by the page.

**Number of notes received.** Q2, Q3 and Q4 all ask about the number of notes that posts from the *Doctor Who* Tumblr page had acquired. As stated previously, notes are a measurement for Tumblr engagement that includes both likes and reblogs that a particular post gets. Q2 asks how many notes, on average, did the *Doctor Who* Tumblr posts receive. The average number of notes for all posts on November 23, 2013 was 21,347. Breaking it down further, original posts received an average of 16,162 notes, while reblogged posts received an average of 24,695 notes.

Q3 asks which of the reblogged posts had the highest number of notes. This was post #172, which was reblogged by the *Doctor Who* Tumblr page at 9:31 p.m. EST. The post originally came from Tumblr user brucebaener and was reblogged from Tumblr user spaceomos. The post featured the following text: “w ow i just realised that some of us will be alive for the 100th anniversary in 2063.” When reblogged by the *Doctor Who* Tumblr, a GIF of David Tennant dancing around in age makeup and a bald cap was added to the post, adding another level of humor to the original statement. Overall, this post received 201,685 notes.

Q4 asks which of the original posts had the highest number of notes. This was post #100, which was added to the page at 4:05 p.m. EST. The post included a series of three GIFs, presumably created by those running the *Doctor Who* Tumblr page, which showcased the final shot from the 50<sup>th</sup> anniversary episode – all twelve doctors standing side by side before the final fade to black. This post garnered 145,790 notes.

### **Qualitative Research**

During the numerical analysis of the *Doctor Who* Tumblr activity during the 50<sup>th</sup> anniversary, certain observations were made about the page’s activity on a qualitative level. This included observations about the nature of content posted and reblogged, the common language and popular hashtags used for posts, the page’s responses to fan-generated content, and the fan’s

responses to original content. This observations will now be discussed at length.

**Content posted.** Q1 asks about the type of content that the page was creating and sharing during the 50<sup>th</sup> anniversary. As stated previously, the most posted type of original content was photos. This included not only photographs, but GIFs, artwork, graphics, and any other form of content that was predominantly image-based. Most interestingly, the nature of the content depended on the time of day. To make it simple, these posts can be broken down into three categories sorted by the time they were published online: before the simulcast, during the simulcast, and after the simulcast.

**Before the simulcast.** Original content shared before the simulcast seemed geared at promoting excitement for 50<sup>th</sup> anniversary episode and providing general information that followers would want to know. For instance, at 8 a.m. EST the page published a post which contained links to information about the screenings and show times of the 50<sup>th</sup> anniversary episode, so their audience would know where and when they could be watching it. The page also posted original photos of fans, presumably taken by official social media managers for *Doctor Who*. There were photos of fans celebrating the 50<sup>th</sup> anniversary in Times Square, New York, as well as fans at the *Doctor Who* Celebration event in London. This implies that the social media managers for the *Doctor Who* Tumblr were tasked with covering the event from different parts of the world. One particular Tumblr post showcased photos of fans saying hello from the United States, Belgium, Germany, France, Thailand, Russia, and Poland. This post also encouraged fans to take their selfie with a sign saying what country they were watching from.

Lastly, the page used original content to engage their followers directly before the episode aired. They specifically asked their followers on Tumblr and other social media sites to tag their *Doctor Who* related postings with #doctorwho50thlive. If they did, there was a chance

that their content could show up on the 50<sup>th</sup> anniversary YouTube Pre-Show, which aired online right before the 50<sup>th</sup> episode began. Additionally, at 2:06 p.m. EST, about 40 minutes before the episode aired, the page also published a text post which encouraged their followers to join them in “livetumblring” the broadcast. In other words, they were specifically encouraging their audience to join them in posting GIFs, photos, fan art, and overall reactions on Tumblr as they were watching the episode. In doing so, they also asked their followers to tag their spoilers as a way of being respectful to fans who may be watching the broadcast at a later time. They gave specific instruction on how to do so, creating a universal spoiler tag that their followers could use and directing followers on how to block unwanted spoiler-filled posts from showing up on their dashboard.

*During the simulcast.* During this period, the *Doctor Who* Tumblr was very active in posting original content, as part of their “livetumblring” efforts. GIF posts were the most recurring type of content posted during this time. These GIFs showcased specific moments from the 50<sup>th</sup> anniversary episode, including poignant lines, humorous dialogue exchanges between characters, or dramatic scenes. The posting of the GIFs corresponded with the running time of the episode. In other words, GIFs of a particular scene were published right after that scene had aired. Original GIFs were posted almost every minute during the airing of the episode, from 2:51 to 4:05 p.m. EST. In addition to GIFs, the page also posted quotes from the episode, as well as publishing and responding to “asks” that were posted on their page. These “asks” were mostly written by fans who were commenting on their enjoyment of the episode thus far.

*After the simulcast.* When the simulcast ended, the *Doctor Who* Tumblr posted to announce the 50<sup>th</sup> anniversary YouTube post-show and the encore presentation of the episode. The page continued “livetumblring” throughout the post-show and encore presentation; most of

their posts, however, were reblogged from other users. The original content that was posted after the show included “asks” from fans, videos of additional *Doctor Who* related content (including special video announcements from actor Matt Smith), and a text post announcing the end of their “livetumblring” and thanking their followers for joining them in the 50<sup>th</sup> anniversary celebration.

**Content reblogged.** Q2 asks about the types of content that the page was reblogging on the 50<sup>th</sup> anniversary. As stated previously, the *Doctor Who* Tumblr published more reblogged posts than original posts on November 23, 2013, and the majority of these posts were image-based. The *Doctor Who* Tumblr seemed to reblog the most content before and after the event, as they were busy with “livetumblring” during the actual simulcast.

Before the simulcast began, the majority of the reblogged posts included photos from fans. Specifically, the page reblogged photos of fan-created *Doctor Who* DIY projects and recipes, fans dressed up as their favorite *Doctor Who* characters, and fans sitting in theatres or in front of their televisions getting ready for the episode to air. These photos were reblogged from *Doctor Who* fans in various countries around the world. Another interesting aspect to these reblogged posts is the number of notes received. It seems that the *Doctor Who* Tumblr reblogged a number of photos from fans that did not have a particular high number of notes. In other words, the social media managers were not simply choosing to reblog only the most popular posts, but posts that came from any fan, regardless of follower count.

As stated previously, the page did not reblog much during the actual simulcast, aside from a few fan-created GIFs here and there. After the simulcast, the page reblogged quite a bit of content from other users. This included fan-created GIFs which were mostly shared during the encore presentation of the 50<sup>th</sup> anniversary episode, humorous or excited reactions from fans regarding the episode, and fan art and photos.

**Language and hashtags used.** Q3 asks about the language used most often throughout the posts by the page. A few trends were noticed during the analysis of specific posts. First of all, before the simulcast began, the page used very enthusiastic language in their posts. Phrases like “Today’s the day” and “The moment is here” were very common in posts regarding the airing of the episode. Secondly, when reblogging content or responding to fans, the page used language that suggested shared excitement for the event. For instance, when fans expressed anticipation or excitement about getting ready to watch the episode, the page would respond with phrases such as “We’re ready too!” or “Us too!” Lastly, on an informational level, the page made sure to keep its audience informed by using certain key phrases over and over. For example, they used the phrase “global simulcast” numerous times throughout their postings, and when the simulcast was over, they highlighted the phrase “encore presentation” by mentioning it again and again.

Q4 asks about the types of hashtags that were used on the Tumblr page. Overall, there were 11 hashtags that were commonly used throughout the posts, depending on the nature of the content. All posts were generally tagged “#Doctor Who”, “#Doctor Who 50<sup>th</sup>”, “#doctorwho50thlive”, “#save the day”, and “dw celebration.” The posts that were specifically referencing *Doctor Who* fans were tagged with “#Whovians”, while posts that were referring specifically to the 50<sup>th</sup> anniversary episode were tagged with “#The Day of the Doctor”. In addition, any post that contained fan-created artwork was tagged with “#fanart”. Posts related to the “livetumblring” of the 50<sup>th</sup> anniversary simulcast were tagged with “#livetumblring.” Lastly, any posts that contained episode spoilers were tagged with “#dw spoilers” and “#spoilers sweetie”; the latter of which is a reference to a *Doctor Who* character’s catchphrase. Hashtags were also used to respond to particular reblogged posts, which will be mentioned more in the next section.

**Responses to fan-generated content.** Q5 asks about how the page responded to fan-generated content that it had reblogged. In other words, aside from reblogging the content, how did the page respond to the posts? Did they leave comments? What did these comments look like? How did they acknowledge fan activity? Overall, the page frequently responded to fan-generated content in ways beyond simply reblogging it. Also, the majority of their interactions with fans was positive and even humorous at times.

First of all, as stated earlier, the page reblogged much of their fan-generated content before the simulcast even aired. For these posts, the page would add additional text to the post, which read: “Today’s the day! Global simulcast begins at 7:50 GMT/2:50 EST!” This phrase was added to almost all of the fan-created content that was reblogged before the simulcast. It also included a link to the list of television and cinema screenings for the 50<sup>th</sup> anniversary episode.

Secondly, throughout the entire day, the page often used hashtags as a means of responding to fan-created content. For instance, if a fan included a thank you in their post, the *Doctor Who* Tumblr team would respond by using the hashtag #you’re welcome. If a fan talked about how excited they were about the 50<sup>th</sup> anniversary, the page would respond with the hashtag #us too, or another similar phrase. They also would tag all fan-created content with relevant hashtags such as #fanart for fan art, so the posts could be categorized and found more easily.

Lastly, the page also tended to use reaction GIFs as a means for responding directly to fans. For almost every single “ask” that was posted to their page, the *Doctor Who* Tumblr used an appropriate *Doctor Who* related GIF in response. For example, when a fan expressed their enjoyment of the episode and their plan to watch it a second time, the social media team responded with a GIF of the 10<sup>th</sup> Doctor saying “Allons-y!”, and agreed that they were watching the episode a second time as well. Almost every “ask” posted to the page received a reaction GIF

in response. Even some posts that were reblogged by the page received reaction GIFs from the *Doctor Who* Tumblr team.

**Fan responses to original content.** Overall, fans seemed to respond positively to original content on the *Doctor Who* Tumblr. Aside from the obvious likes and reblogs that the posts received, fans also communicated directly with the page in the form of comments. Many of these comments were in the form of thanks. There were a few that wished the team a happy anniversary. Some fans even recognized themselves in some of the photos that were posted by the page, and commented to point that out. Aside from comments, fans also seemed to respond positively to the GIFs posted by the page. The notes section on these GIF posts show that many of the fans started using these original GIFs in their own posts.

This ends the qualitative research for the *Doctor Who* Tumblr page on the day of the 50<sup>th</sup> anniversary. These results, along with those from the survey and quantitative research section, will be analyzed in the following chapter. Overall, these results helped to shed more light on the nature of and link between participatory culture, fandom, and social media marketing.

## Chapter 5: Discussion

### **Evaluating the Survey Results**

Overall, the survey ended up being an invaluable tool for performing the initial research into the subject matter. In some areas, many preconceived notions were challenged, and in some cases proven wrong, while in other areas, the research backed up what was previously hypothesized.

#### **Social Media Usage**

First of all, the number of individuals that posted about their favorite television shows on social media was high, but not as high as anticipated. In Q3, a little less than half of those surveyed indicated that they used social media to post about or discuss their favorite television shows with friends or fellow fans. Perhaps this could be due to respondents misunderstanding the question, as sharing, liking, commenting and other social media jargon was not explicitly mentioned. If not, then the respondents were simply not as willing to discuss television shows on social media as was anticipated.

For Q4, many of the outcomes had been anticipated. Unsurprisingly, Facebook was the most popular social media site used for posting about or discussing television shows. Twitter followed closely after, which again, is unsurprising. It was also anticipated that Pinterest and Tumblr would clearly be more female-dominated, and the survey results definitely indicated this.

On the other hand, there were two aspects that were particularly surprising. First of all, Tumblr was not as popular as was anticipated. This could be due to the participant sample being predominantly 18-20 year olds. Perhaps those on the older end of the 18-30 year old spectrum would be more apt to use Tumblr in posting about television shows. Secondly, Instagram was the

third most popular option, coming in at 40%. This was especially surprising, as Instagram had been added as an option to the survey almost as an afterthought. This raises the potential for future research on the benefits of Instagram, as will be discussed in the Areas for Future Research section.

Looking specifically at how the participants used social media in relation to their favorite television shows in Q5, some interesting trends emerged. First of all, the most popular of these activities was sharing, commenting on and/or liking official content from the show's website or social media pages. This shows that fans are actively following their favorite television shows on social media and enjoy interacting with the content that is put out by the social media managers for each of these shows. This also implies that they use social media to hear news and updates directly from the show's website and pages, which makes sense. They want news and information to be verified by the official source.

Secondly, the survey made it clear that fan-created content on social media can often be just as popular as content from an official source. The second highest social media activity listed on the survey was "sharing/commenting on or liking fan-created content related to the show." This shows that the participants enjoy using their social media to spread and respond to other fan's creations. This points to participatory culture. Fans are not only reading, watching, listening, and responding to the content that the show itself puts out online, they are also doing the same for content created by fans themselves. This feeds right into the definition of participatory culture as discussed earlier: "a culture with relatively low barriers to artistic expression and civic engagement, strong support for creating and sharing one's creations, and some type of informal mentorship whereby what is known by the most experienced is passed along to novices" (Jenkins, Clinton, Purushotma, Robison, & Weigel, 2006, p. 3).

Another notable outcome was the difference between the creating and sharing of fan-content. Only about 9% of respondents indicated that they shared their own fan-created content via the social media that they used. This is in stark contrast with the nearly 62% who indicated that they shared fan-created content created by others. What this shows is that fans on social media are more apt to share things created by others than create things themselves. This was a bit surprising at first, given the apparent wealth of fan-created content that exists on the internet. However, this should not in any way diminish the role of those that help spread the content along. Even if they never create a single piece of content, they are still very active in the process of participatory culture. Without individuals sharing, liking, and commenting on fan-created content, this content would not be spread along to other social media users. By sharing fan-created content, social media users are enriching the fan community, whether they realize it or not.

### **Tumblr Usage**

When looking specifically at Tumblr, a few interesting trends emerged. First, of the 50 individuals who indicated that they had an account on Tumblr in Q6, about 70.5% percent of them indicated that they used Tumblr to post about, discuss, reblog or like content related to their favorite television shows in Q7. This high percentage correlates with the popular idea of Tumblr being predominantly a place for people to promote their favorite entertainment media, which goes along with what Perez (2013) states about Tumblr being “a hot spot for fandom” (p. 151).

For Q8, a majority of respondents indicated that they use Tumblr to get updates and news about their favorite television shows, that they have often started watching a television show because they heard about it through Tumblr, and that they became more interested in a particular show after seeing fan-generated content related to it. These numbers are especially encouraging,

because it gives credibility to the idea of marketing through participatory culture. In other words, smart marketers of entertainment media should seek to foster communities that form around their brand and encourage their fans to create their own content to help spread interest.

When looking at attitudes toward fandom in Q8, the majority of respondents either agreed or strongly agreed that they were part of a fandom, that they enjoyed interacting with fellow fans, that they enjoyed reading or sharing fan theories, and that they wished their favorite actors and show creators would be more active with the fandom on Tumblr. All of these favorable responses suggest a strong and active fandom presence on Tumblr. It can be inferred that a sense of community is very important among Tumblr fandoms. These fans interact and engage with each other, working together to share information and ideas.

The only somewhat surprising response in Q8 was for response 10. Respondents seemed split over whether or not the quality of the fandom impacted their viewing habits of a particular show. Specifically, 33% agreed that the quality of the fandom affected their viewing behavior, while 36% indicated that it did not, and about 30.5% did not seem to have an opinion either way. This could reflect the different views and attitudes that respondents have towards fandom and the affinity that they feel toward it. However, it is still important for television show marketers to be aware of the quality of the fandom and realize its potential, however small, to impact the viewing habits of its members.

Overall, the responses to Q8 point toward the model of participatory culture, particularly the forms of participatory culture as defined by Jenkins, Clinton, Purushotma, Robison, and Weigel (2006). Television fans on Tumblr tend to identify and associate strongly with their particular fandom, and these interactions are suggested to be enjoyable. This is part of the *affiliations* aspect of participatory culture. Fans also participate in *collaborative-problem solving*

on Tumblr, through the reading and sharing of fan theories. They are interested in trying to make sense of the show that they are watching and actively seek to spread new viewpoints along to fellow fans. Through their willingness to share fan-created content, they are also involved in both the *expressions* aspect of participatory culture, because of their promotion of user-generated content, and *circulations*, because through their reblogging and sharing, they help shape the flow of media.

### ***Doctor Who* Fans on Tumblr**

When narrowing respondents down to only those who watched *Doctor Who* and had a Tumblr, results become even more interesting. According to the results from Q10, of those who watched *Doctor Who* and had an account of Tumblr, 80% said that they used their Tumblr to reblog, like, post or discuss content related to *Doctor Who*. This is incredibly significant because it suggests a strong tie between the show and the social networking site. This helps lend credence to the idea that *Doctor Who* has a very strong presence on Tumblr. This also helps to explain why the official *Doctor Who* Tumblr page saw as much activity as it did on the day of the 50<sup>th</sup> anniversary telecast. Granted, at this point in the survey, only 15 respondents were left. Therefore, this may not be a wide enough sample to come to such a conclusion. This will be discussed further in the Limitations of the Study section.

The responses to Q11 give even greater insight into the behavior and attitudes of *Doctor Who* fans on Tumblr. A majority of the *Doctor Who* fans who used Tumblr agreed that they enjoyed seeing fan-content related to the show on Tumblr, thought the official Tumblr page did a good job engaging fans, and thought Tumblr was a good place to engage with fellow fans of the show. A majority of fans also seemed to agreed or strongly agreed with the other statements, however as stated previously, the sample size was too small and the numbers were too split to be

able to reach any sort of viable conclusion. Again, this will be discussed further in the Limitations section.

### **Evaluating the *Doctor Who* Tumblr Study Results**

Reviewing the *Doctor Who* Tumblr posts from the day of the 50<sup>th</sup> anniversary definitely gave more insight into the link between participatory culture, fandom and social media marketing. In looking at these results, some conclusions can be drawn about how the *Doctor Who* Tumblr was able to draw in such high numbers of engagement and interaction on November 23, 2013. The following analysis can be especially helpful for companies or brands, especially those in entertainment media, who wish to run their own social media campaign to engage their fans. First, the quantitative research will be analyzed, then the qualitative research will be evaluated. Results will be discussed and evaluated within the context of participatory culture.

#### **Quantitative Research Results**

**Original vs. reblogged content.** As stated previously, 41.1% of the posts on the *Doctor Who* Tumblr were original and 58.9% were reblogged from other accounts. So it is evident that the page shared other users' content more often than they posted their own. Overall, this result was expected and hypothesized. This hypothesis was easy to reach, based on the researcher's own knowledge of the *Doctor Who* Tumblr, which suggested that they reblogged content more often than posting their own.

In addition, these numbers can be compared to what most social media marketers and researchers say is the correct ratio for posting on social media. Some marketers suggest that 80% of social media posts should be curated, or shared, content and 20% should be original or promotional posts; others suggest that there is no hard and fast rule and divisions can be more along like lines of 70% and 30%, or 60% and 40% (Halpern, n.d.; Morin, 2014). Regardless of

the exact percentage, most social media marketers and researchers agree that companies and brands should post more curated content over original or promotional content. This seems to line up with the results found here. Overall, the *Doctor Who* Tumblr page reblogged more content than they created.

The reason for curation over creation is out of consideration of the audience. If a page comes across as overly self-promotional, this can negatively affect the amount of followers or follower interaction that the page receives. Curating content helps develop a brand and build a community. This can be tied into participatory culture. From what was discovered in the analysis, the *Doctor Who* Tumblr reblogged almost all of their posts from fellow *Doctor Who* fans. A majority of these posts were photos, including cosplay photos, photos of DIY projects or recipes, fan-made GIFs, and fan art. By reblogging this content, the *Doctor Who* Tumblr is showing that it recognizes and even celebrates fan expressions, an aspect of participatory culture. Therefore, the page is engaging their audience by sharing their creations and participating in the distribution of fan-created content.

**The prevalence of image-based posts.** As stated previously, the majority of the posts on the page fell into the photo category. This includes animated GIFs, fan art, fan photos, and other miscellaneous images. This, again, comes as no surprise, given that Tumblr is predominantly an image-based social network. It makes sense the social media managers for *Doctor Who* chose to make the majority of their posts images, and it shows a clear understanding of the medium that they are using. Also, this allows for their fans to showcase their own visual creations – from costumes to nail art. This enhances the participatory nature of the social media campaign.

**Analyzing the most popular posts.** The most popular posts from the *Doctor Who* Tumblr can also show a lot about the nature of participatory culture and social media marketing.

Recall that the most popular reblogged post was post #172, and the most popular original post was post number #100. Refer to both the Results section to see the contents of both of these posts, which will now be discussed.

***Most popular reblogged post.*** As previously stated, the most popular reblogged post involved a fan's realization that he and many others would be alive to see *Doctor Who*'s potential 100<sup>th</sup> anniversary in 2063. What started as a simple text post became so much more when the *Doctor Who* Tumblr added a GIF of David Tennant dancing around in age makeup and a bald cap. This made the post more humorous than originally intended. This simple act of adding a funny GIF to a reblogged post demonstrates so much about the *Doctor Who* Tumblr social media strategy and their understanding of their audience.

First of all, this small gesture shows that the social media managers understand how Tumblr works and how they can use it to build upon posts and communicate different messages. They also understand the common practice of using GIFs to visually convey a reaction, or in this case, the punchline of a joke. Sometimes simply understanding the rules and expectations of a medium can determine the success or effectiveness of a message or even an entire campaign. Secondly, adding to the message showed that they valued what their fans had to say and wanted to keep the conversation flowing by adding to it in a meaningful, albeit humorous way. In this way, the social media managers show that they understand participatory culture, and the need to engage their audience on terms that they understand. Lastly, by adding the GIF, the *Doctor Who* Tumblr may have contributed to the popularity of the post, consequently resulting in the large number of notes it received. This means the audience truly connected with this addition. It worked because it made people laugh. The fact that the social media managers knew this suggests that they are highly attuned to what their audience wants.

***Most popular original post.*** The most popular original post, as previously stated, was a series of GIFs which showcased the last shot of the 50<sup>th</sup> anniversary episode of *Doctor Who*. This powerful shot was created as a series of three GIFs which were then uploaded on the Tumblr page during their “livetumblring” of the episode. There are two reasons why this post garnered so many notes. First of all, because the Tumblr page was posting their own original GIFs during the time the episode aired, this means that they were the first ones to post this moment in GIF form. In other words, they were the first to bring this new content to Tumblr, and therefore the audience spread it around. Secondly, and perhaps more importantly, this post represented a powerful scene: all 12 Doctors lined up, side by side, as the camera zoomed out and the screen faded to black. This was a fitting ending for the 50<sup>th</sup> anniversary episode, and one that apparently resonated with audiences. Therefore, it makes sense that they would want to share this moment via social media. By creating and sharing the GIF on Tumblr, the *Doctor Who* social media managers allowed their audience to share this powerful moment with their own followers, which they did. Once again, this shows that the *Doctor Who* social media managers not only understand their audience but also the nature of participatory culture and spreadable media.

### **Qualitative Research Results**

**Content posted.** The types and nature of the content shared on the *Doctor Who* Tumblr gave insight into the link between participatory culture and the fandom on social media. As stated previously, the social media managers posted different types of content before, during, and after the simulcast.

Before the simulcast, the original posts were informative and enthusiastic. They linked their followers to the list of show times and screenings, promoted the hashtag #doctorwho50thlive and asked followers to share how they were celebrating the 50<sup>th</sup>. They also

linked their audience to their live YouTube pre-show, where they continued to generate excitement, ask and answer fan questions, have discussions, and share fan-created content and posts. They also told their followers to “livetumblr” the 50<sup>th</sup> anniversary with them, by posting their own reactions, GIFs, photos and artwork during the airing of the episode. All of these tactics exhibit an awareness of the audience. Throughout all of these actions – sharing information, showcasing fan creations, and encouraging discussion – the *Doctor Who* Tumblr tapped into the existing excitement of the fan base and gave them an outlet to participate, even while the 50<sup>th</sup> anniversary episode was being aired.

During the simulcast, the *Doctor Who* Tumblr posted their own original GIFs, which were liked and reblogged by their followers. Spending time on Tumblr, it is clear to see that GIF-making is a very popular fan expression. Fans on Tumblr then share fan-made GIFs with other followers, and they can spread quickly through a large network of users. Knowing this, the social media managers of *Doctor Who* made sure to post their own GIFs so they could be used for this purpose. These GIFs would have had to be made a few days in advance, so the social media managers likely had the GIFs created and organized so they could easily post them during the airing of the 50<sup>th</sup> anniversary episode. Since the managers had access to the episode, they could make the GIFs ahead of time, and they would also be the first to post the new graphics online. Therefore, as fans were watching the episode and “livetumblring”, they would see the GIFs show up on their dashboard at roughly the same time they saw the moment on screen. Followers could easily reblog and like these GIFs as they saw them. If they reblogged or liked the GIFs, they could easily go back and view them later. Therefore, they could choose to reblog or like GIFs that represented their favorite parts of the 50<sup>th</sup> anniversary episode, and review them later when the simulcast ended. This kept the conversation and interest going long after the episode ends,

and is a very smart strategy overall.

Although not as much original content was posted after the simulcast, the *Doctor Who* Tumblr still remained actively engaged with their fan base. They responded to “asks”, gave out information regarding the post-show and encore presentations, and thanked their followers for celebrating and “livetumblring” with them. As stated previously, all of these activities create a very fan-centered environment and put the emphasis on participatory culture. Addressing their followers directly and thanking them for making the celebration great was an especially nice touch. It shows that the *Doctor Who* Tumblr social media managers really cared about the fans and the participation they received from their audience. This keeps the focus where it belongs – not on the episode or the *Doctor Who* brand itself, but on the community of people who made it all happen.

**Content shared.** As stated earlier, the *Doctor Who* Tumblr posted more reblogged content than original content. Almost all of this content was reblogged from fellow *Doctor Who* fans. The reblogged content included fan photos, fan-made GIFs, fan art, fan reactions, etc. In other words, they shared specific fan expressions, an aspect of participatory culture.

Another interesting observation mentioned previously was how the page often reblogged fan content that did not have a particularly high number of notes. The implication is that the *Doctor Who* social media managers did not simply choose to reblog only the most popular posts in order to gain more traffic or make sure they were seen. Instead, they chose to seek out content from fans and reblogged posts regardless of the number of notes they had. In other words, they wanted to showcase fan content that had not been seen by as many people, instead of hopping on the bandwagon to promote things that were already popular on Tumblr to begin with. They wanted to show genuine reactions from fans and make the 50<sup>th</sup> anniversary celebration all about

them.

**Link between fans and page managers.** In studying social media marketing and participatory culture, it is important to observe the link between the page managers and the fans themselves. How did the *Doctor Who* Tumblr page respond to fan-created content, and how did the fans respond to posts by the page? Overall, it was observed that the *Doctor Who* Tumblr page responded positively to fan reactions and creations, and the social media managers spoke to fans using their language. In turn, the fans responded back with enthusiasm, were eager to share their creations, and were excited when they found content that resonated with them.

**Page's response to fans.** First of all, the social media managers responded positively to fan posts. Simply by reblogging fan content, they showed that they cared about what their fans contributed to the celebration. They did not stop there however. They also often added text, comments, hashtags, or GIFs to fan posts when it was appropriate to do so. A great example of this is the most popular reblogged post mentioned previously, where the social media managers added a humorous GIF of David Tennant dancing to a simple text post from a fan. This was a great way of acknowledging their fans' contributions and adding to the conversation in a meaningful way. The language in their hashtags and comments were also positive, and they even worked to create a sense of community. For instance, using phrases such as "Us too!", "We're ready too!", and "Join us in livetumblring" send the message that the followers and social media managers are all celebrating the 50<sup>th</sup> anniversary together as fans. This language appears to be very effective in creating that sense of community, which is another aspect of participatory culture. It is clear that the *Doctor Who* Tumblr does not treat its followers as passive consumers, but as active participants, especially during the 50<sup>th</sup> anniversary celebration.

Secondly, the social media managers for the page spoke to fans in their language. They

responded to audience reactions or “asks” using GIFs, which is a common tactic on Tumblr. They made allusions to the show in some of their text posts and hashtags. For example, using the hashtag #spoilers sweetie is a clever way to connect to fans, who all recognize it as a reference to catchphrase from a popular *Doctor Who* character. Before the episode aired, they also briefly explained what hashtags they would be using and gave their users a brief explanation of how to avoid seeing spoilers. They did not need to go very in-depth with this explanation however, as many Tumblr users are already very familiar with tactics for avoiding spoilers. In the process, they also did not seem to talk down to their audience. They had a pretty clear understanding of what content their fans were looking for and what language they would respond to, which is in line with good social media marketing practices.

*Fans response to page.* The fans also seemed to respond positively to the page. First of all, posts about the 50<sup>th</sup> anniversary itself were very excited and enthusiastic. Many of these reactions were reblogged by the *Doctor Who* Tumblr team as a way of showcasing some of their favorite responses. Fans also seemed eager to share their content. This is made evident by the sheer number of quality posts that the *Doctor Who* Tumblr reblogged as well as additional evidence of fan activity from Tumblr being showcased in the YouTube post-show. Lastly, fans responded well to content that resonated with them. Again, the most popular original post from the page was the powerful ending scene from the 50<sup>th</sup> anniversary. It makes sense that this post received the most engagement, due to its emotional impact. Another example of positive fan reactions to content are the fans that commented on the page’s collection of photos from both Times Square and London. Many of these fans pointed out themselves in these pictures and seemed to be excited that they were being featured on the *Doctor Who* Tumblr.

Taking everything into account – from the content posted and reblogged to the fan

reactions and responses – it makes sense that the *Doctor Who* Tumblr received such high numbers on November 23, 2013. More importantly however, these results point to a model of participatory culture that social media managers of other brands or companies should consider following, especially if they intent to market to an audience that is on Tumblr.

## Chapter 6: Limitations of the Study

While both parts of the study were very helpful in answering the research questions posed earlier, there were still a few limitations to the research. These limitations need to be recognized and discussed when evaluating the results and drawing conclusions based on the research. First, the limitations of the survey will be examined, followed by the limitations of the Tumblr study.

### Survey Limitations

#### Sample Size

While the survey was helpful in showcasing specific trends in relation to entertainment television and social media use, it was not as helpful in showcasing clear attitudes and behaviors of *Doctor Who* fans on Tumblr. This is not due to how the questions were stated, but rather due to the small sample size of respondents. The survey was set up so that specific questions would narrow down the number of respondents. This was done so that respondents were not asked a question that did not apply to them. The unfortunate drawback is that this narrowed the pool of respondents considerably as they progressed through the survey. While the survey started out with over 400 respondents, by the time it reached Q10, there were only 15 respondents remaining.

Due to this small sample size, the data collected for questions Q10 and Q11 cannot reasonably showcase any real pattern. This is especially true for Q11, in which responses were split up across 6 different areas for each statement. For example, with Q10's statement "I am active with the *Doctor Who* fandom on Tumblr", 5 respondents either agreed or strongly agreed, 2 disagreed or strongly disagreed, 3 respondents said they neither agreed nor disagreed, and 2 said they were not sure. While the 5 respondents are technically in the majority, the sample size

is too small and the results are too split to be able to reach any conclusion about the data or use it to show any sort of clear trends. For a breakdown of the response count for each question, see the full survey results in the Appendix.

### **Wording of Questions**

Another possible limitation of the survey is the wording of the questions. Although the questions seem very clear throughout the survey, there are a few instances where the questions, or in some cases the responses, may not have been worded as specifically as possible. This could potentially lead to misinterpretation by the respondents. Although this is not anticipated as a major problem area, certainly not one large enough to discredit the results of the survey, it is still a reality that must be explored and taken into account.

An example of a question that may have been worded more specifically is Q3, which reads: “Do you use social media to post about or discuss your favorite television shows with friends or fellow fans?” This asks specifically about using social media to post or discuss television shows, while the question is really meant to ask about any and all forms of social media behavior, including liking, sharing, retweeting, favoriting, following, etc. Perhaps a better way to have worded this question is as follows: “Do you engage/interact with content on social media that is related to your favorite television show?” By wording the question this way, all of these other social media behaviors would be included under the terms “engage” and “interact.” Perhaps more responses could have been collected with a broader definition for this question. Again, the impact to the survey is most likely a minimal one. Overall, the questions were still worded well and substantial, meaningful data was collected in the end.

### ***Doctor Who* Tumblr Study**

#### **No Specific Analytics**

One possible limitation to the *Doctor Who* Tumblr study portion of the research is the lack of specific Tumblr analytics from the day of the 50<sup>th</sup> anniversary. Although data such as number of notes and general observations about the types of interaction and content posted was able to be collected, the researcher did not have access to a specific analytic program to measure the types of Tumblr interaction per post. In other words, there was no way to ascertain how many likes, reblogs or comments each post received, outside of counting each one of these manually for each post. The researcher was able to tell how many notes each post received, which is a collective total of the likes, reblogs, and comments; however, there was no method available to break the notes down by likes, reblogs, and comments so each number could be examined individually.

Once again, this is a relatively minor limitation to the study. Likes, reblogs, and comments are all types of social media interaction; measuring the number of notes is, in essence, measuring the number of interactions. This was the most important aspect of the study, and it was not hindered in any way by the data collection and analyzation methods.

#### **Limited to Tumblr**

Since the study was limited to Tumblr engagement, there were many aspects of the *Doctor Who* social media campaign that were not examined in detail. This includes Facebook, Twitter, and Instagram interaction. Additionally, this means that the 50<sup>th</sup> Anniversary YouTube Pre-Show and Post-Show were not researched and covered as a part of this study. This is unfortunate, because the show embodied quite a number of aspects in relation to participatory

culture that would have added great detail to the study. This will be explored further in the Areas for Further Research section.

## Chapter 7: Areas for Further Research

### **Instagram and Entertainment Television**

As stated previously, perhaps one of the most surprising results from the survey found in the answer to Q4, which asks respondents which social media networks they used to post content related to their favorite television show. According to the results, 40% of respondents selected Instagram. This was also the third most popular option, right behind Facebook and Twitter. These results are especially surprising, as Instagram is not often associated with entertainment television or fandoms in general.

This would definitely be a great area for further study. A researcher could examine the link between Instagram and entertainment television, or simply fandom and participatory culture in general. What types of content are shared via Instagram, and how do they relate to a specific television show? How do fans discuss and promote their favorite shows via Instagram? What activities do they engage in? Perhaps one could also examine how marketing is done via Instagram and develop strategies and tactics that marketers could use when targeting an audience on that particular social network.

### **Studies of Fan-Created Content**

Additional studies could be done on fan-created content alone. This would include fan videos, fan art, fanfiction, fan DIY projects, and other fan expressions. This would also include sites such as Fanfiction.net, YouTube and DeviantArt, where the creation and distribution of fan created content is the main purpose. A researcher could look at the prevalence of fan created content in relation to the popularity of a particular show. They could also study the show creator's receptiveness to fan created content. What happens when show runners and creators

encourage their audience to create content related to the show? Should the marketers of television shows use fan created content as a means of promoting the show? In answering these questions, more would be discovered about the link between participatory culture and marketing.

An additional element that could be looked into is the relationship between fan content and copyright law. Should fans be allowed to create content related to a show? Are they violating copyright laws by doing so, or are they covered by the grounds of fair use? Is the prohibition of fan created content helping or hurting the show and its marketing? This could be specifically looked at in the realm of fan videos on YouTube. Should fans be prohibited from creating videos using clips from the show or copyrighted music? If not, what guidelines should be in place to prevent abuses to the system? How should YouTube change its laws to effectively flag copyrighted content, overlooking those cases that fall within the grounds of fair use? These are several questions that could be asked if one decided to research fan content and copyright.

### ***Doctor Who* 50<sup>th</sup> Anniversary YouTube Show**

One element that was not able to be covered in this study was the relation between participatory culture and the *Doctor Who* 50<sup>th</sup> Anniversary YouTube show. This included a pre and post show that was streamed live on YouTube before and after the 50<sup>th</sup> anniversary episode of *Doctor Who*. The show was filmed in Los Angeles and was hosted by Veronica Belmont. Other guests included popular YouTube personality Phil DeFranco, *LA Times* writer Noelene Clark, and *Mythbusters* star Grant Imahara. During the pre-show, they discussed what they were looking forward to most in the 50<sup>th</sup> anniversary episode, talked about some of their favorite moments from the past 50 years, and took some questions from the audience. During the post-show, they discussed what they loved about the episode, got fan reactions from the crowd, and showcased some of their favorite posts from Tumblr, Instagram and Twitter.

This YouTube show was not covered in the research due to the focus being solely on Tumblr interaction. However, the show itself was structured in such a way that it encouraged participatory culture, from the fan reactions to the airing of social media posts. If one desired to research this more, I believe it would make an excellent addition to the study done here.

## Chapter 8: Conclusion

### **Expectations vs. Results of Survey**

When it came to the survey, many results were as expected, but there were a few that ended up being a surprise. First of all, it was expected that a majority of respondents would use social media to post about or discuss their favorite television shows. It was also expected that Facebook and Twitter would be the most popular networks for this this type of activity. An additional expectation was that a majority of those who had a Tumblr would use it to post content related to their favorite television show. Lastly, it was also expected that those who posted about television shows, whether through Tumblr or other social networks, would engage in activities that make up the definition of participatory culture.

The first expectation ended up not being correct. Less than half of those surveyed said that they used social media to post about or discuss television shows. This outcome was a surprise, as it was expected to be the majority. Facebook and Twitter did end up being the most popular sites, but surprisingly, Instagram ended up being the third most popular. The majority of those on Tumblr did indicate that they posted content related to their favorite show. Lastly, those who posted about their shows were very much engaged in behaviors and attitudes related to participatory culture. An additional surprise is that not many respondents said they created their own fan content. However, the number of those who indicated that they shared fan created content was not a surprise.

### **Expectations vs. Results of Study**

Before the research began, it was expected that the *Doctor Who* Tumblr would use tactics that would promote the idea of participatory culture and generate engagement from followers. It

was anticipated that the page would predominantly reblog content from other users, respond to fan created content in clever ways, use language that the audience was familiar with, and encourage fan discussion through the use of liveblogging. All of this had been anticipated before the research process began.

The results were just as expected. The *Doctor Who* Tumblr posted more reblogged content than original content on the day of the 50<sup>th</sup> anniversary. They also did respond to fan content in clever or humorous ways. This can be seen very clearly in their most popular reblogged post, which can be viewed in Fig. 5. They also used language that their audience was familiar with in their posts and hashtags, as well as following the common Tumblr tactic of responding with relevant animated reaction GIFs when appropriate. Lastly, they made effective use of liveblogging, or “livetumblring,” in order to encourage fan discussion. In the end, the *Doctor Who* Tumblr did follow a model of participatory culture, and this was the reason they effectively engaged their followers.

### **Key Takeaways of the Study**

In the end, there are four key takeaways from the study. First of all, fans of entertainment television like to follow their favorite shows on social media and enjoy interacting with the content put out by the social media managers for these shows. They want to actively follow these shows online and will always be on the search for new content. Secondly, fan-created content can be just as popular and widely shared as official content. Therefore, it is just as important for a social media manager to know how to respond to this content as it is for a social media manager to know what content to post. Thirdly, Tumblr has a strong and active fandom presence. It's where you go to post about entertainment media. Therefore, marketers of entertainment media need to be aware of this and should be trying to invest their time into developing a social

media plan for Tumblr. Lastly, the *Doctor Who* Tumblr had a very strong campaign focused on participatory culture which is why it succeeded. In every aspect, they incorporated the ideas of participatory culture and fostered a connection with their audience that translated into engagement and activity. It is no wonder that the simulcast of the *Doctor Who* 50<sup>th</sup> anniversary earned the distinction of having the highest Tumblr activity for any televised event.

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Appendix

Figure 1

Bar Chart of Q4 From Survey

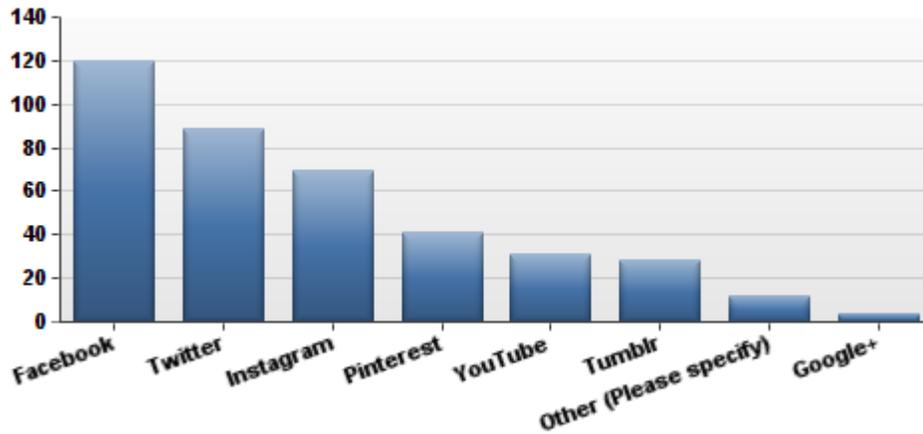
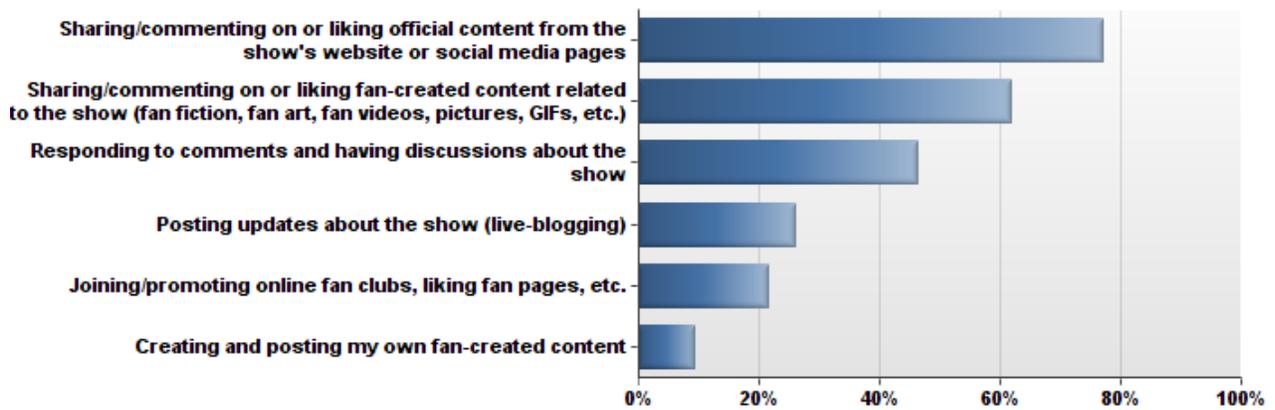


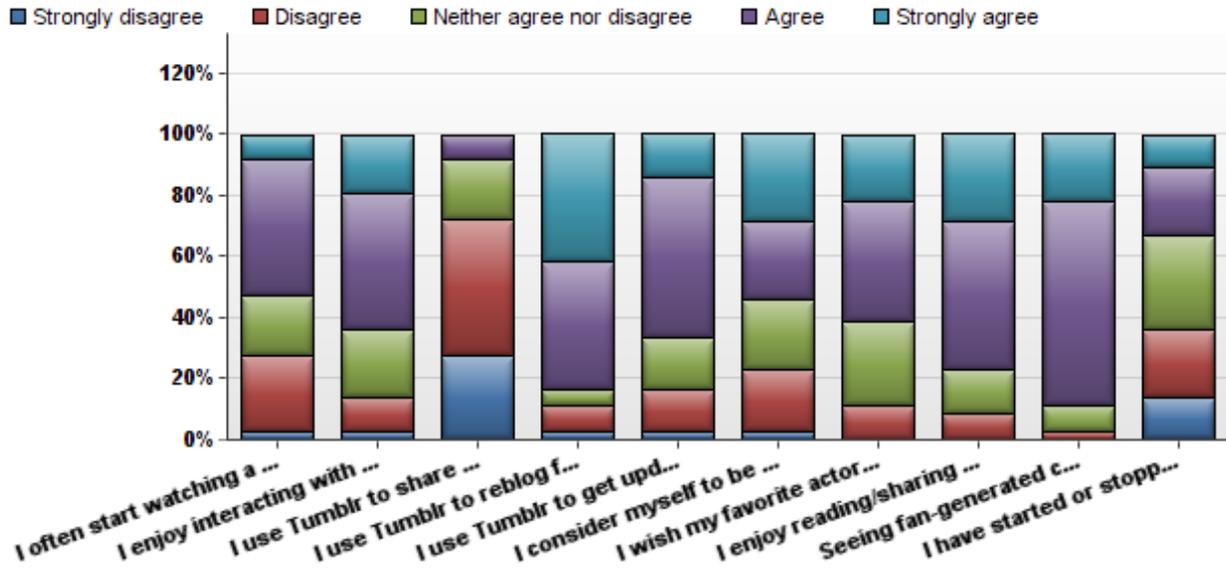
Figure 2

Bar Chart of Q5 from Survey



**Figure 3**

Bar Chart of Q8 from Survey



“Entertainment Television & Social Media Habits” Survey Results

**Initial Report**

Last Modified: 03/05/2016

**1. What is your age?**

#	Answer	Response	%
1	Under 18	3	1%
2	18 - 20	386	89%
3	21 - 23	30	7%
4	24-26	10	2%
5	27-30	4	1%
6	Older than 30	1	0%
Total		434	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	2.15
Variance	0.27
Standard Deviation	0.52
Total Responses	434

**2. What is your gender?**

#	Answer	Response	%
1	Male	178	42%
2	Female	244	58%
Total		422	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.58
Variance	0.24
Standard Deviation	0.49
Total Responses	422

**3. Do you use social media to post about or discuss your favorite television shows with friends or fellow fans?**

#	Answer	Response	%
1	Yes	176	41.22%
2	No	251	58.78%
Total		427	100.00%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.59
Variance	0.24
Standard Deviation	0.49
Total Responses	427

**4. Which of the following social media platforms do you use to post content about your favorite television shows? (Check all that apply.)**

#	Answer	Response	%
1	Facebook	120	68.57%
2	Twitter	89	50.86%
3	YouTube	31	17.71%
4	Pinterest	41	23.43%
5	Tumblr	28	16.00%
6	Instagram	70	40.00%
7	Google+	4	2.29%
8	Other (Please specify)	12	6.86%

Other (Please specify)
wechat
Band
Snapchat
Fanfiction.net
Snapchat
snappie chattie
snapchat
Snap Chat
Snapchat
ifunny
Twitter
snapchat

Statistic	Value
Min Value	1
Max Value	8
Total Responses	175

## 5. How do you use social media in regards to your favorite television shows? (Check all that apply.)

#	Answer	Response	%
1	Posting updates about the show (live-blogging)	45	26.01%
2	Responding to comments and having discussions about the show	80	46.24%
3	Sharing/commenting on or liking official content from the show's website or social media pages	133	76.88%
4	Sharing/commenting on or liking fan-created content related to the show (fan fiction, fan art, fan videos, pictures, GIFs, etc.)	107	61.85%
5	Creating and posting my own fan-created content	16	9.25%
6	Joining/promoting online fan clubs, liking fan pages, etc.	37	21.39%

Statistic	Value
Min Value	1
Max Value	6
Total Responses	173

## 6. Do you have an account on Tumblr?

#	Answer	Response	%
1	Yes	50	28.74%
2	No	124	71.26%
	Total	174	100.00%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.71
Variance	0.21
Standard Deviation	0.45
Total Responses	174

## 7. Do you use your Tumblr account to post about, discuss, reblog, or like content associated with your favorite television shows?

#	Answer	Response	%
1	Yes	36	70.59%
2	No	15	29.41%
	Total	51	100.00%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.29
Variance	0.21
Standard Deviation	0.46
Total Responses	51

## 8. Please rate how strongly you agree/disagree with the following statements.

#	Question	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Total Responses	Mean
1	I often start watching a television show because I heard a lot about it through Tumblr.	2.78%	25.00%	19.44%	44.44%	8.33%	36	3.31
2	I enjoy interacting with fellow fans on Tumblr.	2.78%	11.11%	22.22%	44.44%	19.44%	36	3.67
3	I use Tumblr to share my own fan-created content.	27.78%	44.44%	19.44%	8.33%	0.00%	36	2.08
4	I use Tumblr to reblog fan-created content created by others.	2.78%	8.33%	5.56%	41.67%	41.67%	36	4.11
5	I use Tumblr to get updates and news about my favorite television shows.	2.78%	13.89%	16.67%	52.78%	13.89%	36	3.61
6	I consider myself to be part of a fandom on Tumblr.	2.86%	20.00%	22.86%	25.71%	28.57%	35	3.57
7	I wish my favorite actors and show creators were more active with their fandom on Tumblr.	0.00%	11.11%	27.78%	38.89%	22.22%	36	3.72
8	I enjoy reading/sharing	0.00%	8.57%	14.29%	48.57%	28.57%	35	3.97

9	fan theories on Tumblr. Seeing fan-generated content has made me more interested in a particular show.	0.00%	2.78%	8.33%	66.67%	22.22%	36	4.08
10	I have started or stopped watching a show due to the quality of the fandom associated with it.	13.89%	22.22%	30.56%	22.22%	11.11%	36	2.94

Statistic	I often start watching a television show because I heard a lot about it through Tumblr.	I enjoy interacting with fellow fans on Tumblr.	I use Tumblr to share my own fan-created content.	I use Tumblr to reblog fan-created content created by others.	I use Tumblr to get updates and news about my favorite television shows.	I consider myself to be part of a fandom on Tumblr.	I wish my favorite actors and show creators were more active with their fandom on Tumblr.	I enjoy reading/sharing fan theories on Tumblr.	Seeing fan-generated content has made me more interested in a particular show.	I have started or stopped watching a show due to the quality of the fandom associated with it.
Min Value	1	1	1	1	1	1	2	2	2	1
Max Value	5	5	4	5	5	5	5	5	5	5
Mean	3.31	3.67	2.08	4.11	3.61	3.57	3.72	3.97	4.08	2.94
Variance	1.08	1.03	0.82	1.07	0.99	1.43	0.89	0.79	0.42	1.48
Standard Deviation	1.04	1.01	0.91	1.04	0.99	1.20	0.94	0.89	0.65	1.22
Total	36	36	36	36	36	35	36	35	36	36

### 9. Are you a fan of the BBC television series *Doctor Who*?

#	Answer	Response	%
1	Yes	10	28%
2	I watch occasionally	5	14%
3	No	21	58%
	Total	36	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	2.31
Variance	0.79
Standard Deviation	0.89
Total Responses	36

### 10. Do you use Tumblr reblog, like, post or discuss content related to *Doctor Who*?

#	Answer	Response	%
1	Yes	12	80%
2	No	3	20%
	Total	15	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.20
Variance	0.17
Standard Deviation	0.41
Total Responses	15

### 11. Please rate how strongly you agree/disagree with the following statements.

#	Question	Not sure	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Total Responses	Mean
1	I am active with the <i>Doctor Who</i> fandom on Tumblr.	16.67%	8.33%	8.33%	25.00%	25.00%	16.67%	12	3.83
2	Tumblr is where I get a majority of my <i>Doctor Who</i> news and updates.	0.00%	18.18%	9.09%	18.18%	27.27%	27.27%	11	4.36
3	I enjoy seeing fan-created content for <i>Doctor Who</i> on Tumblr.	0.00%	0.00%	0.00%	8.33%	66.67%	25.00%	12	5.17
4	The official <i>Doctor Who</i> Tumblr does a good job engaging its fans.	8.33%	0.00%	8.33%	8.33%	41.67%	33.33%	12	4.75
5	I've written or responded to posts on Tumblr with <i>Doctor Who</i> related images or GIFs.	0.00%	8.33%	25.00%	25.00%	25.00%	16.67%	12	4.17
6	Tumblr is a good place to interact with fellow <i>Doctor Who</i> fans.	16.67%	0.00%	0.00%	16.67%	33.33%	33.33%	12	4.50

Statistic	I am active with the <i>Doctor Who</i> fandom on Tumblr.	Tumblr is where I get a majority of my <i>Doctor Who</i> news and updates.	I enjoy seeing fan-created content for <i>Doctor Who</i> on Tumblr.	The official <i>Doctor Who</i> Tumblr does a good job engaging its fans.	I've written or responded to posts on Tumblr with <i>Doctor Who</i> related images or GIFs.	Tumblr is a good place to interact with fellow <i>Doctor Who</i> fans.
Min Value	1	2	4	1	2	1
Max Value	6	6	6	6	6	6
Mean	3.83	4.36	5.17	4.75	4.17	4.50
Variance	3.06	2.25	0.33	2.20	1.61	3.18
Standard Deviation	1.75	1.50	0.58	1.48	1.27	1.78
Total Responses	12	11	12	12	12	12

*Doctor Who* Tumblr PageList of 50<sup>th</sup> Anniversary Tumblr Posts

#	Reblog vs. Original	Type	Notes	Added (Reblogs Only)	Post Time (EST)	Description
1	Reblog	Text	5,397		1:00 a.m.	
2	Original	Text	32,338		1:12 a.m.	Reblog from own page - <i>Doctor Who</i> Google
3	Original	Text	8,379		8:00 a.m.	List of screenings, link to show times
4	Reblog	Text	16,572	Text	8:58 a.m.	Today In History
5	Original	Photo	4,360		9:22 a.m.	Screenshot of Craig Ferguson's tweet
6	Original	Photo	13,493		9:52 a.m.	Screenshot of One Direction and BBC America twitter
7	Reblog	Photo	1,302	Text, Link	10:01 a.m.	Reblog fan cosplay photo
8	Reblog	Photo	4,433	Text, Link	10:23 a.m.	Reblog fan cupcakes
9	Reblog	Photo	1,720	Text, Link	10:50 a.m.	Fan photo (DIY 3D glasses)
10	Reblog	Text	2,003	Text	11:01 a.m.	<i>Doctor Who &amp; Orphan Black</i>
11	Reblog	Photo	1,137	Text, Link	11:02 a.m.	Fan photo
12	Reblog	Photo	2,285	Text, Link	11:20 a.m.	Image of Jenna & Matt being interviewed, edit by fan
13	Reblog	Photo	857	Text, Link	11:43 a.m.	Fan Photo of theatre screening
14	Reblog	Text	11,064	Text, Link	11:47 a.m.	Humorous text post
15	Original	Photo	8,374		11:50 a.m.	GIF
16	Reblog	Photo	4,927	Text, Link	12:03 p.m.	Fan photo
17	Original	Photo	1,454	Text, Link	12:27 p.m.	Photo of fans in Times Square
18	Reblog	Photo	2,817	Text, Link	12:35 p.m.	Fan photo, <i>Doctor Who</i> party snacks
19	Original	Photo	2,604		12:38 p.m.	Photos from DW celebration in London
20	Original	Photo	1,258		12:46 p.m.	Graphic calling for fans to tag their social media content using #doctorwho50thlive to be featured on YouTube pre-show

21	Reblog	Photo	2,723	Text, Link	12:52 p.m.	Fan photo
22	Reblog	Photo	5,640	Text, Link	1:06 p.m.	Fan photo
23	Reblog	Photo	2,037	Text, Link	1:19 p.m.	Fan Photo, Cosplay
24	Reblog	Photo	1,061	Text, Link	1:43 p.m.	Fan photo
25	Reblog	Photo	676	Text, Link	1:50 p.m.	Fan photo, at theatre
26	Original	Photo	2,580		1:52 p.m.	Photos of fans around world, call to tag photos for YouTube pre-show
27	Reblog	Photo	885	Text, Link	1:57 p.m.	Fan photo
28	Original	Text	1,591		2:06 p.m.	Announcing the start of LiveTumblring,
29	Reblog	Photo	1,072	Text, Link	2:07 p.m.	Fan photo
30	Reblog	Photo	1,836	Text, Link	2:12 p.m.	Fan photo
31	Reblog	Photo	539	Text, Link	2:20 p.m.	Fan photo at theatre, cosplay
32	Original	Video	1,540		2:21 p.m.	Link to live YouTube pre-show
33	Reblog	Photo	699	Text, Link	2:26 p.m.	Fan photo
34	Original	Photo	1,273		2:32 p.m.	Link to live YouTube pre-show
35	Reblog	Photo	1,646		2:39 p.m.	Fan photo
36	Original	Photo	26,346		2:50 p.m.	Original GIF
37	Original	Text	1,792		2:50 p.m.	Announcement of show start
38	Original	Text	1,607		2:50 p.m.	Quote
39	Original	Photo	6,513		2:51 p.m.	Original GIF
40	Reblog	Photo	27,825		2:52 p.m.	Fan-made GIF
41	Original	Image	11,451		2:52 p.m.	Original GIF
42	Original	Photo	12,207		2:52 p.m.	Original GIF
43	Original	Photo	13,096		2:53 p.m.	Original GIF
44	Original	Photo	34,217		2:55 p.m.	Original GIF
45	Reblog	Photo	36,279		2:55 p.m.	Fan-made GIF
46	Original	Text	3,899		2:56 p.m.	Quote from show
47	Original	Photo	11,169		2:57 p.m.	Original GIF
48	Original	Photo	13,084		2:57 p.m.	Original GIF
49	Original	Text	5,528		2:59 p.m.	Quote from show
50	Original	Text	8,157		3:02 p.m.	Quote from show
51	Original	Photo	9,200		3:02 p.m.	Original GIF
52	Original	Photo	47,209		3:04 p.m.	Original GIF

53	Original	Photo	53,241		3:05 p.m.	Original GIF
54	Original	Text	4,255		3:08 p.m.	Quote from show
55	Original	Photo	37,537		3:09 p.m.	Original GIF
56	Original	Text	5,561		3:09 p.m.	Quote from show
57	Original	Photo	19,733		3:09 p.m.	Original GIF
58	Original	Photo	11,587		3:10 p.m.	Original GIF
59	Reblog	Photo	68,381		3:11 p.m.	Fan-made GIF
60	Reblog	Photo	61,903		3:13 p.m.	Fan-made GIF
61	Original	Photo	2,703		3:13 p.m.	Original GIF
62	Original	Text	9,457		3:14 p.m.	
63	Original	Text	5,248		3:15 p.m.	Quote from show
64	Original	Photo	38,698		3:16 p.m.	Original GIF
65	Reblog	Photo	24,302		3:17 p.m.	Fan-made GIF
66	Reblog	Text	3,980		3:17 p.m.	Fan reaction
67	Reblog	Photo	24,566		3:18 p.m.	Fan-made GIF
68	Original	Photo	20,518		3:19 p.m.	Original GIF
69	Original	Photo	122,248		3:20 p.m.	Original GIF
70	Original	Text	12,312		3:21 p.m.	Quote from show
71	Reblog	Text	2,622		3:22 p.m.	Fan reaction
72	Reblog	Text	8,857		3:29 p.m.	Fan reaction
73	Reblog	Photo	36,875		3:31 p.m.	Fan-made GIF
74	Original	Photo	40,314		3:32 p.m.	Original GIF
75	Reblog	Text	10,647		3:33 p.m.	Fan reaction
76	Reblog	Text	4,405		3:34 p.m.	Quote from show
77	Reblog	Photo	28,942		3:35 p.m.	Fan edit
78	Reblog	Text	5,332		3:36 p.m.	Fan reaction
79	Reblog	Text	22,041		3:37 p.m.	Fan reaction
80	Original	Text	1,557		3:38 p.m.	Quote from Elizabeth
81	Original	Photo	13,951		3:39 p.m.	Original GIF
82	Reblog	Photo	22,986		3:39 p.m.	Fan-made GIF
83	Original	Photo	61,151		3:44 p.m.	Original GIF
84	Reblog	Text	37,909		3:47 p.m.	Fan reaction
85	Original	Photo	6,550		3:47 p.m.	Original GIF
86	Original	Text	20,917		3:48 p.m.	Quote from show
87	Original	Photo	51,446		3:49 p.m.	Original GIF
88	Original	Ask	1,391	GIF	3:52 p.m.	Fan reaction
89	Original	Ask	1,227	GIF	3:54 p.m.	Fan reaction
90	Original	Photo	13,256		3:55 p.m.	Original GIF
91	Original	Photo	10,817		3:56 p.m.	Original GIF
92	Reblog	Text	13,517		3:57 p.m.	Fan reaction
93	Original	Photo	66,806		3:57 p.m.	Original GIF

94	Original	Photo	31,875		3:57 p.m.	Original GIF
95	Original	Photo	28,427		3:58 p.m.	Original GIF
96	Original	Text	17,836		3:59 p.m.	Quote from show
97	Original	Ask	1,740	GIF	4:02 p.m.	Fan reaction
98	Original	Ask	988	GIF	4:02 p.m.	Fan reaction
99	Original	Ask	2,107	GIF	4:04 p.m.	Fan reaction
100	Original	Photo	145,790		4:05 p.m.	Original GIF
101	Original	Ask	1,096	GIF	4:14 p.m.	Fan reaction
102	Reblog	Text	18,585		4:15 p.m.	Quote from show
103	Original	Ask	1,728	GIF	4:17 p.m.	Fan reaction
104	Original	Text	1,273		4:18 p.m.	Post show announcement
105	Reblog	Text	15,473		5:17 p.m.	Fan reaction
106	Original	Video	5,040		5:24 p.m.	Clips from <i>Doctor Who</i> Week
107	Original	Ask	1,206	GIF	5:29 p.m.	Fan reaction
108	Reblog	Photo	8,641		5:31 p.m.	Fan art
109	Reblog	Photo	1,702		5:33 p.m.	Fan photo
110	Reblog	Photo	5,278		5:40 p.m.	Fan DIY, nail art
111	Reblog	Text	27,348		5:53 p.m.	Fan reaction
112	Original	Ask	1,935	GIF	5:57 p.m.	Fan reaction
113	Reblog	Photo	23,759		6:13 p.m.	Fan photo
114	Reblog	Photo	4,392		6:16 p.m.	Fan DIY, food
115	Original	Video	17,883		6:19 p.m.	Special video from Matt Smith
116	Reblog	Photo	8,661		6:24 p.m.	Fan reaction
117	Reblog	Text	1,837	Text	6:37 p.m.	Fan reaction
118	Reblog	Text	60,717		6:39 p.m.	Fan reaction
119	Reblog	Text	631		6:39 p.m.	Fan reaction
120	Reblog	Photo	44,337		6:52 p.m.	Fan art
121	Reblog	Photo	1,953		6:53 p.m.	Fan photo
122	Original	Text	1,034		7:01 p.m.	Announcing encore presentation
123	Original	Video	8,576		7:03 p.m.	Special video from Matt Smith
124	Reblog	Photo	37,694		7:08 p.m.	Fan reaction
125	Reblog	Photo	34,945		7:23 p.m.	Fan-made GIF
126	Reblog	Photo	12,084		7:29 p.m.	Fan-made GIF
127	Reblog	Text	4,148		7:31 p.m.	Fan reaction
128	Reblog	Photo	47,948		7:35 p.m.	Fan-made GIF
129	Reblog	Photo	6,316		7:40 p.m.	GIF from another show
130	Reblog	Photo	21,372		7:43 p.m.	Fan-made GIF
131	Reblog	Text	18,676		7:44 p.m.	Fan reaction
132	Reblog	Photo	7,586		7:45 p.m.	Fan-made GIF
133	Reblog	Photo	28,691		7:47 p.m.	Fan-made GIF
134	Reblog	Photo	4,109		7:49 p.m.	Fan photo

135	Reblog	Photo	50,343		7:53 p.m.	Fan-made GIF
136	Reblog	Photo	117,714		7:54 p.m.	Fan-made GIF
137	Reblog	Photo	12,872		7:55 p.m.	Fan-made GIF
138	Reblog	Photo	32,298		7:55 p.m.	Fan-made GIF
139	Reblog	Photo	22,442		7:55 p.m.	Fan-made GIF
140	Reblog	Photo	41,669		8:08 p.m.	Fan-made GIF
141	Reblog	Photo	21,930		8:10 p.m.	Fan-made GIF
142	Reblog	Photo	26,128		8:14 p.m.	Fan-made GIF
143	Reblog	Photo	86,464		8:15 p.m.	Fan-made GIF
144	Reblog	Text	11,211		8:17 p.m.	Fan reaction
145	Reblog	Photo	6,975		8:21 p.m.	Fan-made GIF
146	Reblog	Photo	3,246		8:27 p.m.	Fan-made GIF
147	Reblog	Photo	12,715		8:33 p.m.	Fan-made GIF
148	Reblog	Photo	28,413		8:35 p.m.	Fan-made GIF
149	Reblog	Photo	7,270		8:36 p.m.	Fan-made GIF
150	Reblog	Photo	27,291		8:39 p.m.	Fan-made GIF
151	Original	Ask	489	Text	8:42 p.m.	Fan reaction
152	Reblog	Photo	5,046		8:43 p.m.	Fan photo
153	Reblog	Photo	2,607		8:43 p.m.	Fan photo
154	Reblog	Photo	74,792		8:46 p.m.	Fan-made GIF
155	Reblog	Photo	26,895		8:46 p.m.	Fan-made GIF
156	Reblog	Photo	72,020		8:49 p.m.	Fan-made GIF
157	Reblog	Photo	70,619		8:50 p.m.	Fan-made GIF
158	Reblog	Photo	34,571		8:52 p.m.	Fan-made GIF
159	Reblog	Photo	29,851		8:55 p.m.	Fan-made GIF
160	Reblog	Photo	66,856		8:57 p.m.	Fan-made GIF
161	Original	Photo	421		9:01 p.m.	Announcement for Atlantis
162	Reblog	Text	76,172	GIF	9:02 p.m.	Fan reaction
163	Reblog	Text	68,575		9:04 p.m.	Fan reaction
164	Reblog	Photo	48,735		9:10 p.m.	Fan-made GIF
165	Original	Text	3,371		9:11 p.m.	Announcement of end of livetumblring
166	Reblog	Photo	65,906		9:14 p.m.	Fan art
167	Reblog	Text	50,960		9:21 p.m.	Fan reaction
168	Reblog	Photo	73,925		9:21 p.m.	Photo with reaction
169	Reblog	Photo	1,621		9:24 p.m.	Fan photo
170	Reblog	Text	585	Text	9:25 p.m.	Fan question
171	Reblog	Text	6,118		9:30 p.m.	Fan reaction
172	Reblog	Text	201,685	GIF	9:31 p.m.	Fan reaction
173	Reblog	Photo	58,572		10:02 p.m.	GIF
174	Reblog	Photo	31,819		10:20	Fan photo

					p.m.	
175	Reblog	Photo	20,494		11:00 p.m.	Graphic
176	Original	Photo	9,129		11:13 p.m.	Screenshot/photo
177	Original	Video	7,635		11:15 p.m.	Five-ish Doctors Reboot
178	Reblog	Photo	33,945		11:45 p.m.	Fan-made GIF