

Transmedia Storytelling – Session 12

Engaging the Audience for Repeat/Expansion Involvement

(recall our talk about dopamine hits)

identifying w/characters –

 which character/house (H. Potter?)

 which group (LOTR: elf/dwarf/hobbit/new)

AGENCY – character agency is key to identification

Cast of interesting & sympathetic characters in a complex and rich world

Spaces & silences where expansion can happen – where the audience can build themselves in

 (Mary Sue)

 Fanfic

This SPACE is in ALL media, for the audience to create, to imagine themselves into the world – it is the key to expansion

Vs. author directed complete experience w/o space

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