FanARea : What does the future of fandom social communities look like?

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Presentation Link : shorturl.at/xEGR2

In south Korea, a lot of fandom communities have emerged and grown their abilities at a great scale.
For example, a lot of expertises refer that the one of the main reasons to success of BTS (K-Pop group band) in global is fandom called 'ARMY'.[1]

p1) BTS in the 2019 grammys. They are the first k-pop band who are invited to attend the grammys.
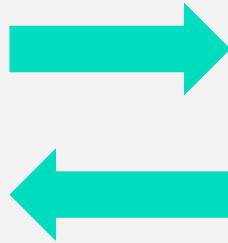
p2) ARMY is official BTS fandom Fans are able to join the ARMY in the designated months, paying some subscription fee.

1) Chung, H. (2020). Future-oriented Branding based on Factor Analysis to Sustain Consumer Brand Engagement.

Most of the people are fans of something. [2]
Fandom is a commonplace participatory experience which we can observe in everywhere from Star Wars to politicians' campaign.[3] The representation of the fandoms has shifted as the development of technology and trends.[4]

p3) k-pop fandom

p4) star wars fandom

p5) Barack Obama campaign

2) Gray, J., Sandvoss, C., & Harrington, C. L. (Eds.). (2017). *Fandom: Identities and communities in a mediated world*. NYU Press.
3) Gray, J., Sandvoss, C., & Harrington, C. L. (Eds.). (2017). *Fandom: Identities and communities in a mediated world Second edition*. NYU Press.
4) Jenkins, H. (2007). The future of fandom. *Fandom: Identities and communities in a mediated world*, 357-364.
p3 photo ref: hhttps://bit.ly/3l2Xp6j
p4 photo ref: https://www.starwarsnewsnet.com/2018/06/together-we-can-improve-the-culture-of-star-wars-fandom.html
p5 photo ref: https://bit.ly/34hGsOD

Nowadays fans are usually active on online social channels. They join their online fandom social communities and share the influencer's news and photos. Sometimes, they find other people who would exchange photo cards collection or go to concerts or exhibitions.
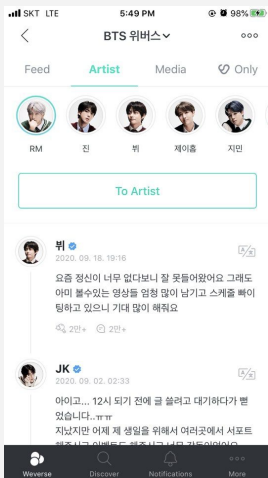
p6) The agency of 'BTS' operate the official fan social communities app 'WEVERSE', it is the SNS similar to twitters and the BTS members post the messages or photos. Fans can react on them.

p7) Although they are not know each other very well, but they are able to get familiar easily with sharing the common interests.

Specifically, our team focuses on the one fandom phenomenon.
The fandoms like to promote the k-pop singers in person during the influencers' special occasions (ex: birthday, album releases date …) at the public billboards or cafes.
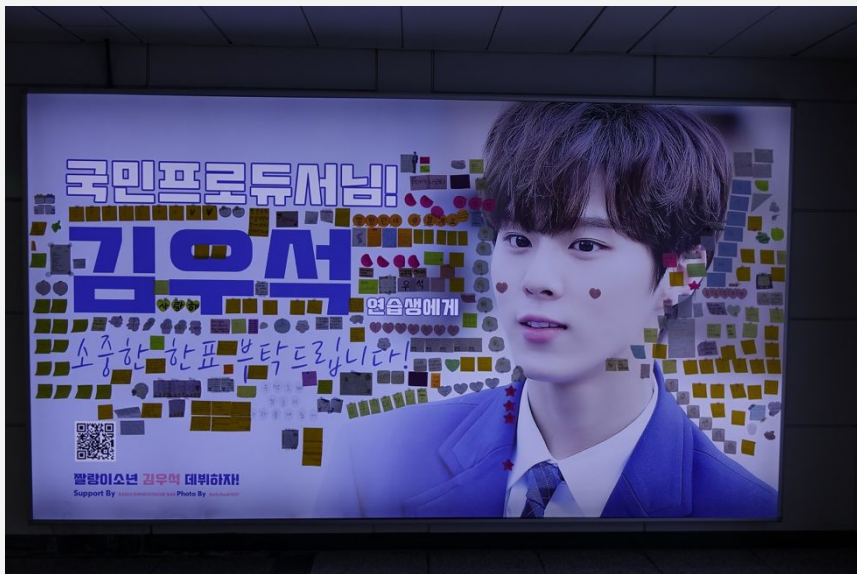
p8) This is the Woo-Seok Kim who was the candidate of the idol group. The fans passed the hats around through online and advertised him at the subway station billboards.

p9) This is the boy singer 'Mellow's cafe items. During the birthday week, fans borrowed the cafe and give the items as present to the visitors.

Specially, In billboards, the fans like to remain the messages and stick them on the public advertising billboards. They remain to celebrate the debut days. Other fans from other countries visit the place to remain the notes.
This phenomenon has a lot of pros and cons because it shows the loyalty of the fandoms and makes the locations popular but it can pollute the public space.

p10) The influencers usually post the notes on the billboards like their own playgrounds.
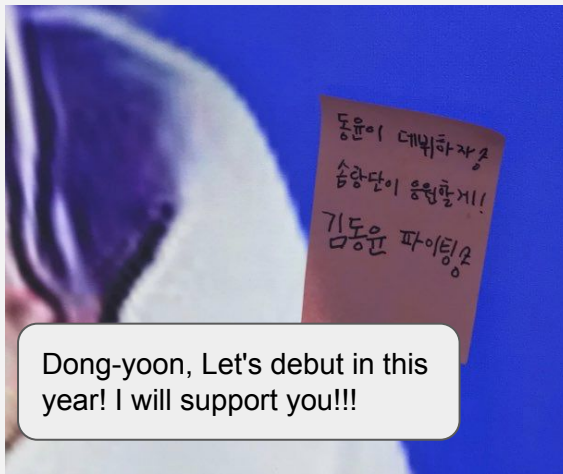
p11) The fans usually post the happy birthday message or prayer message for debut or others related to the influencer's special occasion.


p12) Sometimes they make the large messages with post-it

Even, they visit the place with the people who are the fan of the same influencers. They take photos to certify their visiting experience, and remain the messages for the influencers. The managers collect the messages and deliver to the influencers. Sometimes, the influencers visit the places to appreciate to their fandom.

p12) Sometimes the k-pop influencers visit the billboards and say thank you to the fandoms for celebrating the days.
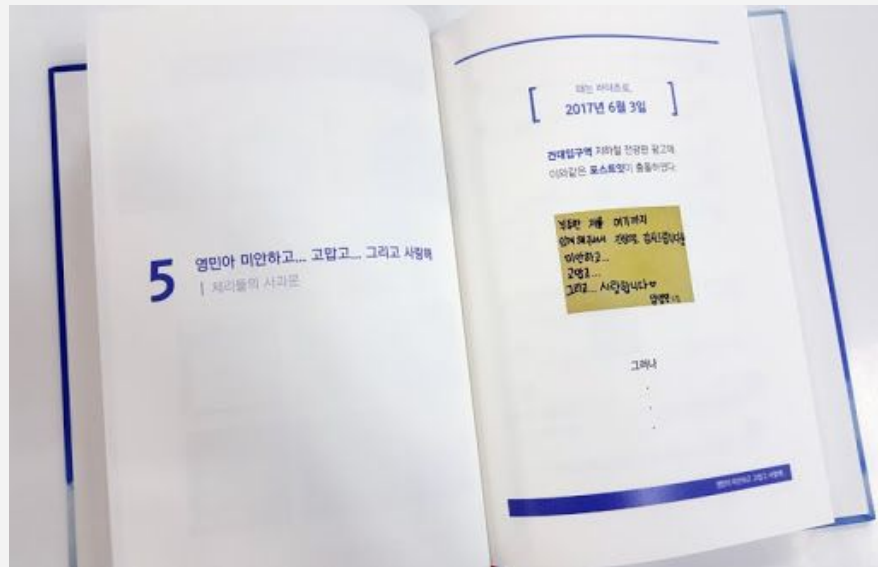
p13) The fandoms publish the books by collecting the sticky notes.

In one places, fans feel connected to each other and even with influencers.

So, what if the fandom extend their social place through the AR ?
How can they feel the emotional immersion when they visit the places?

We analyzed the text from the main social channels written by the fans and group them which have similar personalities.
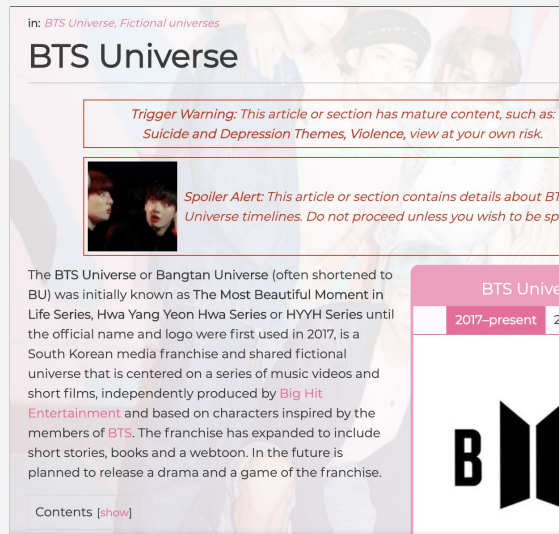We found that they like to network with the other fans and show their love by their own goods, not face2face interaction.

p14) They like to create their own fan-made items such as slogan and fan arts.

p15) They like to obtain goods such as photo cards, and complete the collection. So, they exchange the cards with fans who have other cards.

p16) All k-pop idol influencers have their own emblem and stories, When the music videos are on live, fans interpret the hidden meanings and shares their opinions each other.
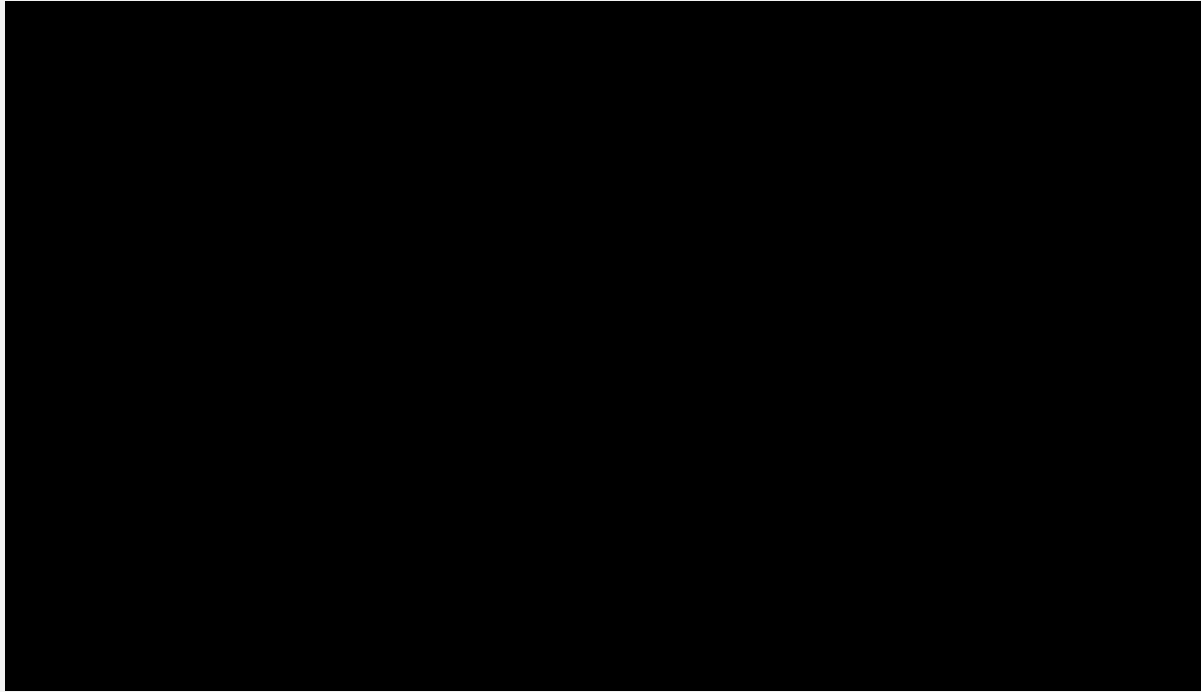
So, we built the prototype app named **'FanARea'**

snapshot of the prototype

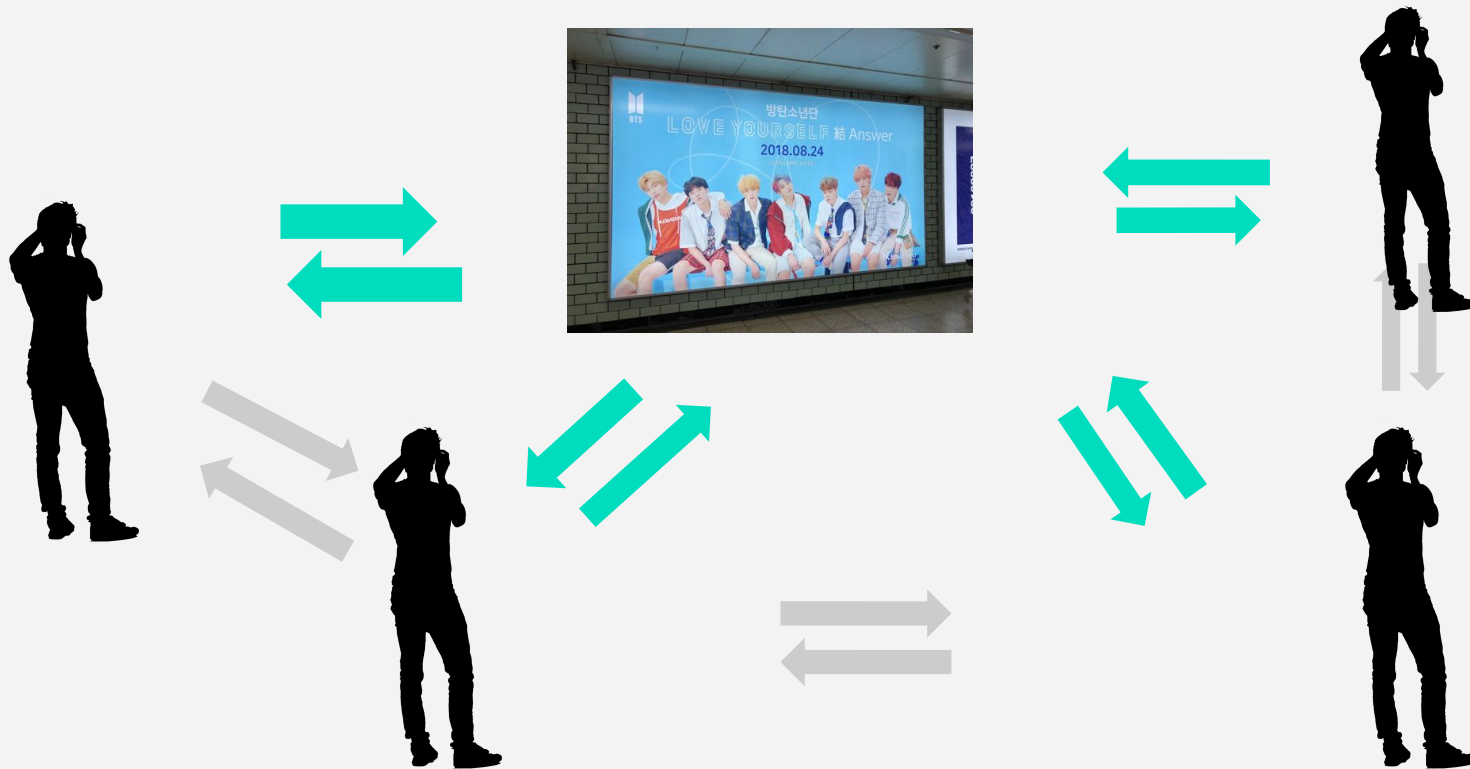# Concept prototype video
(url: shorturl.at/hAUY8**)**

Before, they just visited the places and just remained the notes and took pictures separately.

But, with FanARea, they are able to connect with each other and integrate with the billboards.

**Design feature 1. When fandom visit the billboards, their own AR space is activated.**

According to the geo-location, the fandoms are able to use the billboards space as their own social space, so that they are able to remain the AR memos, do decorations and do networking from that place.

p17) When the influencer's billboards are aligned side by side, the fans stand in front of the billboards and enjoy their own place.

Design feature 2. When they go to the billboards, AR is activated.

When the fans visit the billboards, they are able to text the messages they want, and they also collaborate with others to make longer messages.
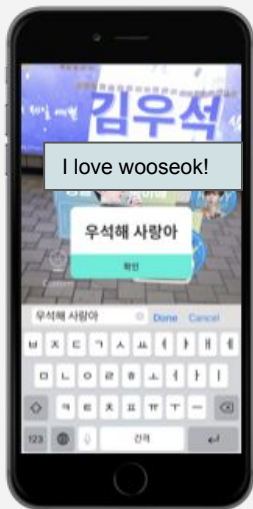
p18) When fans go to the billboard. They open the app, and ar is activated. They can text the messages.
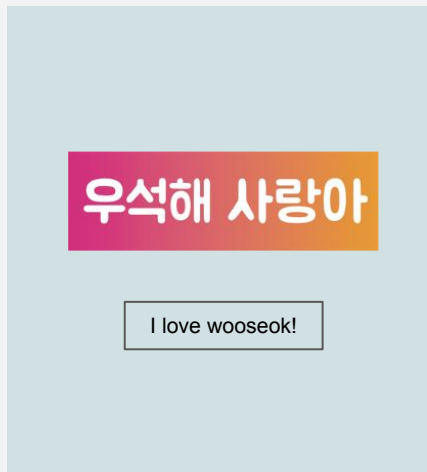
p19) The messages are rendered to the ar 3d objects.

p20) The fans can complete the full messages by connecting the 3d objects each other and they are able to complete the full messages for the influencers.

HAPPY
BIRTHDAY

The only one

Happy Birthday

map the soul

I will be with you

Design feature 3. Make their own personal AR objects.

If you upload the photo you want and resize it,
It is formed with AR objects and can be decorated. Fans can decorate AR billboards with images they draw or create.
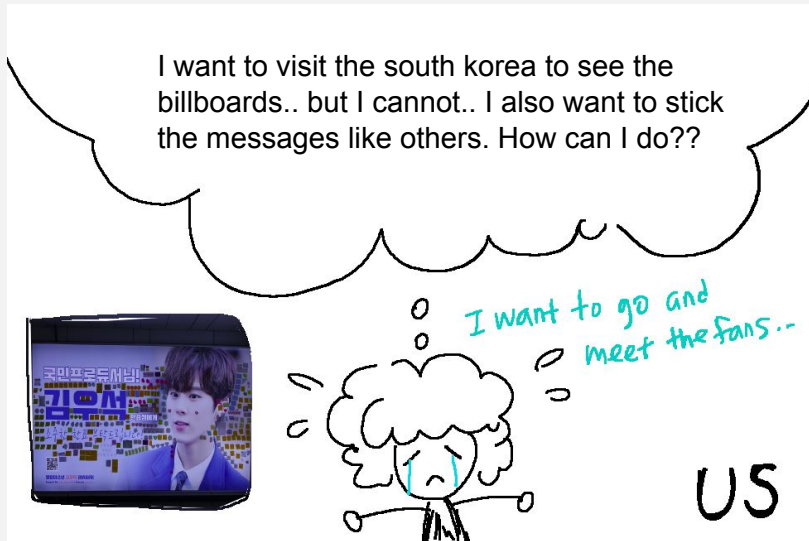

p21) In the app, fans are able to upload the images they want to make it as 3D AR objects

p22) they can display it at the influencer's billboards.

Design feature 4. Offline integration beyond time and current location

Currently, people should visit the billboards to see, so that people who are not able to visit the places cannot see the billboards or do activities. With FanARea, people can enjoy the moments beyond time and current location.

I want to visit the south korea to see the billboards.. but I cannot.. I also want to stick the messages like others. How can I do??

I want to go and meet the fans..

US

AT HOME

HAPPY B-DAY

WOO-SEOK

With AR app, although I am at home, I also feel like I am at the billboards !! Yayy!!

With our app, we discussed with the 3 people who are the fans of certain influencers. we showed our apps and interviewed what the social AR would be as the fandom communities in the future.

	Age	How long time have you played as a fan	Did you interact with unknown fans through online ? / offline?
P1	22	~5 years (not hard)	not socialize with other fans through twitter, and visit the billboards or cafeteria alone
P2	23	~ 3 years (hard)	socialize with other fans through twitter, concert on-site meeting, and visit the billboards with fans.
P3	24	~10 years (hard)	socialize with other fans through twitter, concert on-site meeting, and visit the billboards with fans.

Discussion

1) Places

The advertising billboards is to promote the influencers, some interviewers recommend to use other places to use the AR app. They think it is more proper to smaller places.

(P2) We like to promote the influencers to public, so sticking the notes to the billboards also means we support the influencers very strongly, If the AR app is used, a lot of fans would feel empty, so if the AR app has some features for displaying to the public, fans would love to stick the notes.

(P1) I think cafes are more proper to play with the apps. Fan clubs usually decorate the cafes for influencer's special events. (ex: birthday, debut day…) Fans visit the cafe and stay all days sitting on the cafe tables, and they say hello to each other. If the app is used in that place, they will play the apps searching for what they can get some special items in the AR.

Discussion

2) The interaction AR features related to the designated space is needed.

Fans like to obtain something special related to the places and the influencers. They like to communicate with the items related to the influencers rather than their face in person.

(P1) If I am able to collect the special AR objects such as hidden photos or other particle effects, I would love to visit the place and use the app.

(P2) Many fans always like to get something special items related to the influencers wherever they go. If the items are the things which we only can obtain from them, they would visit the place and use the app.

(P3) Usually, when I visit the billboards, I took the picture to certify the visit to my friends, If I get the items, I will show off them to the Instagram and talk with my friends.

Discussion

3) With AR, they'd like to share visiting experiences immersively with others

The interviewees think that AR makes the experience more immersive, so that it feels emotional when they try to remember elsewhere. Also, they thinks it will increase the social presence when they visit the places.

(P2, P3) I love the slogan AR feature which I can remain the messages on the space. If it is possible, I want to see what I wrote at the places in other places such as my home. I sometimes forget what I wrote before or feel nervous whether the notes are missed.

(P1) I sometimes visit the billboard places and share the photo cards around the billboards. if I can talk with the other fans on the sites by using the AR app, it will be super fun!

Limitation

Business side
- How to solve the influencers' IP issues to use them as assets?

Operation management side
- How to solve the problem if anti-fans pollute the places?

Thank you!

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