

Mark Stewart
University of Amsterdam

People Places Things... Feels? The Affective Layer of Complex Social Networks

Digital analysis and mapping of networks of social connectivity is providing insight into interpersonal communication and interaction that was unattainable before now. However, many of the approaches adopted contain limitations which may prevent a full and complete understanding of the behaviours, emotions, and actions present in a data set.

Fan Studies, the study of fandoms, fan cultures and fan behaviours, has predominantly eschewed digital humanities and big data approaches for this reason, focusing instead on the behaviours and affective connections of the individual in trying to understand their position and relationship to a larger whole.

I argue that Fan Studies, although a young and developing discipline, has developed practices and identified research limitations which may assist complex human network researchers in thinking in more nuanced manners about the large data sets they collect and collate, as well as the role of critical distance in ethnographic research.

Biography

Mark Stewart is currently an Assistant Professor of Television and Cross-Media Culture at the University of Amsterdam. His research is interdisciplinary in nature, and is usually positioned at the intersection of Television Studies, Fan and Audience Studies, and Media Industries. His forthcoming monograph, under contract with Amsterdam University Press, examines the changing television landscape in the twenty-first century, identifying the shifts in how it was made, the types of television being made, the ways it was watched and engaged, and how it was funded. His work can also be found in *Television and New Media* and *Flow* journals.