## **Contents**

	Acknowledgments	vii
	Introduction: "Worship at the Altar of Convergence": A New Paradigm for Understanding Media Change	1
I	Spoiling <i>Survivor</i> : The Anatomy of a Knowledge Community	25
2	Buying into <i>American Idol</i> : How We Are Being Sold on Reality Television	59
3	Searching for the Origami Unicorn: <i>The Matrix</i> and Transmedia Storytelling	95
4	Quentin Tarantino's <i>Star Wars</i> ? Grassroots Creativity Meets the Media Industry	135
5	Why Heather Can Write: Media Literacy and the Harry Potter Wars	175
6	Photoshop for Democracy: The New Relationship between Politics and Popular Culture	217
	Conclusion: Democratizing Television? The Politics of Participation	251
	Afterword: Reflections on Politics in the Age of YouTube	271
	YouTubeOlogy	295
	Notes	297
	Glossary	319
	Index	337
	About the Author	353