

## **Sharing Fancams as a User Practice**

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## **Sharing Fancams as a User Practice**

During the height of the Black Lives Matter (BLM) movement in the USA and other parts of the world fancams (a combination of the word “fan” and “camera”), which originally are videos taken by fans of K-pop performances honed in on a single member of a group, were used by Twitter stans<sup>1</sup> from all over the world in support of the movement. They did this by using fancams as a counter movement to what they considered hate speech, such as #AllLivesMatter, as well as a tool to effectively hide videos that showed faces of protestors from police forces in the USA.

Fascinated by these recent events, I set out to study this practice of using fancams as a way to spam and drown out hateful or problematic voices, and what its impacts are. In order to do so I traced fancams and the different ways in which they are shared back to their roots in the Korean pop (Kpop) industry, investigate how their use evolved in the online community of “Kpop stan Twitter” (Malik & Haidar, 2020), and later spread to the stan Twitter community at large. For this research, I use the approach of digital ethnography, as it allows me to make close personal observations of practices, and combine those with a qualitative interview with a member of stan Twitter. Like Malik & Haidar, I use Wegner’s (2015) idea of a Community of Practice (CoP) to argue that the sharing of a fancam itself can be considered a user practice within CoP of stan Twitter, by showing that the sharing on fancams can be “done well or badly” (Barnes, 2001, p. 27). I then use Swierstra’s (2015) theory of technomoral change to study the impact of the ways fancams are being shared, arguing that they have soft impacts.

## **Methodology**

This research started with my personal involvement with stan Twitter, when I created a Twitter account one year ago to find fellow fans of a TV show. Here, I got introduced to

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<sup>1</sup> a passionate fan.

fancams when I started seeing ones that featured characters from the shows I had come to Twitter for (although these are technically fan edits, a distinction that will be elaborated on later in the discussion). Increasingly, I noticed how these videos were being shared for more than just a sharing of interest, and with their use in the BLM movement I got convinced that these uses were having real impacts. In order to study this, I make use of the approach of digital ethnography, a term Sarah Pink (2016) coined, and described as: “[exploring] the consequences of the presence of digital media in shaping the techniques and processes through which we practice ethnography” (p. 1). It is an approach that takes into account the increasingly intertwined factors of doing ethnography in the digital age. I use it here because it allows me to study a space that is entirely digital, and involves people from all over the world. For this approach, I make use of personal observations, as well as a semi-structured qualitative interview, conducted through the chat feature of Twitter, and analysed using qualitative coding (Appendix) to collect data. Using my ethnographic observations will support the knowledge brought forth by my interviewee.

In using Digital Ethnography, I followed the guidelines suggested by Frankze and others in their *Internet Research: Ethical Guidelines 3.0* (2019). As such, my interviewee will be referred to under a pseudonym to remain anonymous.

### **Concepts and Theory**

To understand the practices involving fancams, I zoom out for a moment to the community it is present in, which Malik & Haidar (2020) discuss by identifying a community of passionate fans on twitter as *stan Twitter*. They describe it as: “a judgment-free zone where people can gather and talk about their favorite shows, music, books, ... It is a place where various users from all over the world gather to hype their favorite celebrities” (p. 2). The description of stan twitter as a community is further supported by Tim Jenkins’ (2017) following statement: “fans understood fandom to be an informal “community”... [They] had a

clear and (largely) shared understanding of what they were participating in and how their production and circulation of media content contributed to their shared well-being” (p. 2). Other researchers, such as Nicolle Lamerichs (2018), support this community idea of fandoms, and point out that fans are not necessarily confined to one community, making it logical to also be able to regard stan Twitter as a whole, without specifying the exact object each user is interested in.

Establishing stan Twitter as being a community allows me to further define it as a Community of Practice (CoP) as it was defined by Wegner (2015). CoPs are groups of individuals who maintain a common identity that is built around a shared domain of interest or activity, and who “share a concern or a passion for something they do and learn how to do it better as they interact regularly” (p. 1). CoPs are defined by three characteristics: domain (shared interest), community (joint engagement and discussions), and practice (they are practitioners that share resources). Previous researchers, such as Malik & Haidar (2020), have already argued that certain sub groups of stan Twitter (referred to by Twitter users as corners of Twitter), such as Kpop stan Twitter, can be considered as a CoP.

The reason I establish stan Twitter as a CoP is that specific practices within a CoP can be called user practices, the term I will relate to sharing fancams. Barnes describes user practices as: “socially recognized forms of activity, done on the basis of what members learn from others, and capable of being done well or badly, correctly or incorrectly” (2001, p. 27). In other words, user practices are identifiable behaviors within a CoP that are done by many users in the community, and where people can look at others to improve their own practice. The “well or badly” doing of a user practice can refer to both the successfulness as well as the (ethical) correctness with which the practice is done.

Finally, identifying the sharing of fancams as a user practice helps to describe the impact and relevance of the practice, using Tsjalling Swierstra’s theory of technomoral

change. He describes technomoral change as, “The phenomenon that technology and morality mutually shape each other” (2015, p. 11). He specifically raises concerns about the less tangible kinds of impacts of technology, which he calls “soft impacts”, as opposed to the other “hard impacts”. By comparison, Swierstra defines hard impacts as adhering to three requirements, namely that they are: non-controversial (i.e. whether the impact is bad is not up for debate), quantifiable, and that there is a direct determinable causation. On the other hand, soft impacts “are not events that can be calculated for plausibility, but they involve changes in the manifold ways we relate to the world, to our fellow beings, and to ourselves” (p. 13). These gradual changes that Swierstra points at are often changes in our morals and our behaviors based on them. Rather than events, soft impacts tend to be changes in practices.

### **Data and Discussion**

To accompany my own ethnographic observations, I conducted an interview with Twitter user Zee, a self identified Twitter stan, and one of my moots.<sup>2</sup> She created a personal Twitter account as early as 2012 and in 2015 she created a second “stan account” for a Kpop group. Of her current account she says: “this account used to be a marvel stan acc, but I converted it to skam when I grew out of marvel”.<sup>3</sup> This multifaceted aspect of Zee’s stan Twitter presence is not surprising, as Lamerichs (2018) points out: “fans are more flexible than many fan studies presume. Fans are often loyal to different communities ... most research fails to highlight ... that fans are usually not confined to one series” (p. 232). Zee’s history with both Kpop stan Twitter and stan Twitter as a whole gives Zee a lot of experience and knowledge to share in regards to the topic of fancams and the ways they are being shared.

#### ***The Rise of Fancams***

Zee helps clarify that my initial understanding of a fancam is not what the term originally described. She explains the original definition of a fancam within Kpop as “videos

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<sup>2</sup> Twitter lingo for “mutual” meaning two users that follow each other.

<sup>3</sup> Disregarding capitalization practices and using abbreviations are common in online chats such as Twitter. In line with qualitative interviewing guidelines I will present Zee’s words as given and clarify where necessary.

taken by fans [of] idols performing or literally just existing”. She mentions how they began over a decade ago, as videos taken by fansite masters, which are “fans who make it their job to attend every single event their idols go to and take pictures and videos”. To illustrate the success of these fancams, Zee refers to what she calls “the most iconic fancam of all time”: a fancam of EXID (a Kpop girl group) member Hani during a performance of “Up & Down” (pharkil, 2014). Not only was it “just really iconic”, the popularity of the video practically revived the popularity of EXID as a group, which was about to disband. The Kpop industry took note of the success of these idol focussed fan videos, and capitalized on them by starting to film professional footage of the members in a group individually while performing to create the feel of a fancam. Zee refers to youtube channels such as KBS Kpop, dedicated to these industry filmed videos with the feel of fancams.

For a long time, the popularity of fancams had nothing to do with Twitter. As Zee points out, this drastically changed when, at the end of 2017, Twitter introduced a feature that showed users the amount of views on a posted video (Hutchinson, 2017). An important detail of this feature is that once a video is posted, using the original tweet allows you to use it in other new posts, while all the views are added up. This change in the technology created a shift in the way Twitter users used fancams. Even though here it is not yet tied to a sense of morality, the shaping of behavior through the changes in technology already fits in Swierstra’s theory of technomoral change. Zee indicates that even though she isn’t sure exactly when and how fancams became popular on Twitter over time, she can say with certainty “what fancam made Kpop stans make a big deal out of fancams and views”. In a since deleted Tweet, BTS (short for the Korean “Bangtan Sonyeondan” or “Bulletproof Boy Scouts” in English) member Yoongi performs to their song “Seesaw”, which came out in 2018. This might not come as a total surprise, as BTS is currently the most popular Kpop

group in the world (Romano, 2018). The BTS Army—the official name for the group’s fanbase—spread the fancam like wildfire.

Since then, the sharing and gathering of views on fancams has grown immensely in popularity. This led to the practice becoming prevalent outside of Kpop stan Twitter as well, leading to what some might call a wrong understanding of fancams, to also include fanedits, which are short videos of combined and edited footage focussing on any type of singer, celebrity, or character, put to a song, usually with lots of visual effects. Others just see it as the word having naturally evolved over time. Zee addresses it by saying “the lines started blurring when non kpop stans saw kpop stans use fancams to communicate and then assumed that any video of your fave is a fancam.” Originally being a Kpop stan, it used to annoy Zee as well, but over time she stopped being bothered by it: “even I say fancam now”. For the remainder of this essay I use the word fancam to refer to both fancams as well as fan edits, the way it is currently commonly used on stan Twitter. This discourse shows the community discussing aspects of sharing fancams being done correctly or incorrectly, which helps indicate it as a user practice.

### ***Sharing Fancams as a User Practice***

Wanting to further understand what motivates users to share fancams, I asked Zee what made it fun for her to share the edits she makes. She points out that the sharing of a fancam is even part of her motivations for making one. She says that besides the editing of clips and matching it with the music, seeing people enjoy an edit she made gives her the most satisfaction. When asked how she sees that people enjoy her fancams, she says, “the comments !! i really love getting comments from moots and even non oomfs”.<sup>4</sup> She adds: “mostly i find [it] satisfying when ppl use my fancams.

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<sup>4</sup> “oomf” is short for “one of my followers”. A non oomf, then, is a Twitter user that doesn’t follow you.

Through Zee's comments, as well as a lot of observations, I compiled a (nonexhaustive) list of ways in which Twitter users have been using fancams:

- As the pinned tweet that shows at the top of your account, to indicate your fandom or, if it is your own, to show the one you are most proud of.
- Good morning/afternoon/night tweets.
- I miss/I love \_\_\_\_ (insert character or celebrity) tweets.
- Replying to other posts (usually simply to increase views).
- Tweets that directly tell people to stream a fancam.
- Accompanying any other message that addresses a user's timeline or followers.
- Spamming a hashtag or a post by either replying to a post with a fancam or creating a tweet that contains the hashtag that people want to disrupt.

Zee shares how she also used her fancams before to spam certain posts or hashtags during BLM, but now no longer uses them to spam anything with, unless she is sure it is helpful and "not problematic". Instead, she says, "now i just use them when im feeling sentimental over certain characters".

### ***Morality of Sharing Fancams***

Wanting to know more about Zee's switch in practice and her concern with "being problematic", I asked her what she deemed to be problematic versus non-problematic ways of sharing fancams. Zee immediately points at a big taboo within stan Twitter: "kpop stans used to reply their fancams to literally anything ,, they see a tag and they'd use it even if they don't agree to it as long as they get views out of it". This isn't necessarily problematic by default, as we have already seen this sometimes being considered positive when it serves as a counter movement to hate speech. But Zee continues:



“the problematic aspect tho is when they replied fancams under news sites with headlines of people dying ... for example there’s a tweet that goes “mr x died in a car accident” a kpop stan would reply in the comments like ‘maybe if he stanned group x he wouldnt have died’. that's what i consider problematic”. There has been a lot of outrage towards these kinds of sharing practices, and though they have significantly declined, Zee is sure there are still Kpop stans out there that share fancams that way. As she puts it, Kpop stans will really do anything for views. This brings up the morality behind sharing practices, and, like Swierstra suggests, it is clear that functions of the technology have led to changes within the practices, leaving the users of stan Twitter with the controversial issue of what is and isn’t okay.

Sharing for views is not inherently bad, and Zee points out that she does it too for some fancams like the one in her pinned tweet: “i promoted it under viral tweets for views but i carefully chose which ones”. Additionally, when she talks about using her fancams for BLM and other hashtags, she says she only did it for ones she deemed actually useful. For example “to cover up protest videos so cops wont find them”, which a lot of people started doing when it became clear that police forces in the USA were using video footage of protestors on Twitter to identify and arrest them.

With hashtags, there is the concern that, though it may drown out the noise of a hashtag, it still adds to certain topics becoming even more trending. Some users wonder if certain problematic hashtags would even continue to be trending for a significant amount of time. Especially in smaller countries, you can often find regular names on the trending page, simply because a lot of people use them in tweets. This raises the question whether a hashtag being trending is actually enough of a concern to warrant spamming it with fancams. Many Twitter stans, like Zee, continue to try and find a balance between these two sides. Simply not doing it at all doesn’t seem like a solution either, as not only are there neutral ways to

share them, there have indubitably been concrete successful effects even outside of stan Twitter.

### ***The Impact of Fancam Sharing***

To show what the evolving practice of sharing fancams has lead to over the past few years, I observed the recent overtaking of the hashtag “#ProudBoys”: On Sunday October 4th, 2020, “#ProudBoys” went trending on Twitter seemingly out of the blue. The Proud Boys are a far-right and neo-fascist male-only organization that promotes and engages in political violence in the United States and Canada (Wilson, 2018). They had been prominent on Twitter since September 29th, when Trump addressed the group in a presidential debate by telling them to “stand back and stand by” (Quinn, 2020). Many, including members of the group themselves, saw this as a sign of approval. In response, the “Proud Boys” took to Twitter to show their support for Donald Trump. However, when the hashtag went trending during the weekend right after, it was not because support for the group or for Trump, Instead, the hashtag showed an overwhelming amount of tweets from queer men all over the world celebrating their pride. This sentiment is clearly in strong opposition with what the conservative “Proud Boys” believe in and the LGBTQ+ positive messages effectively drowned out the tweets by the far-right group.

How did it happen? On October 2nd, actor George Takei (2020) tweeted the following: “I wonder if the BTS and TikTok kids can help LGBTs with this. What if gay guys took pictures of themselves making out with each other or doing very gay things, then tagged themselves with #ProudBoys. I bet it would mess them up real bad. #ReclaimingMyShine”. Though it can never be confirmed through Twitter, it is most likely that this tweet inspired the trending twist on the hashtag, as—at the time of writing—it has 11.4K Retweets, 1.7K Quote Tweets, and 56K Likes. In his Tweet, the actor made a clear reference to Kpop stan Twitter, using BTS as a stand in (his mention of TikTok warrants a

separate paper). This case shows how the practices of sharing fancams on Kpop stan Twitter have grown to such an extent that their tactics have been recognized by a mainstream audience, and adapted into a use completely outside its original environment.

### **Conclusion**

Intrigued by the use of fancams during the height of BLM, I set out to study how Twitter stans use fancams. In this research, I have argued that the sharing of fancams can be considered its own user practice, by showing how users discuss it being done well or badly. Further looking at its impact, I have shown the sharing of fancams to be both a result as well as the cause of soft impacts, the way Swierstra defined them. When and how the use of fancams is appropriate remains up for debate, but it is exactly this controversial aspect that also identifies soft impacts.

When asking Zee of her overall opinion of these issues, she concluded: “our generation [is] doing unconventional things that [some] just dont understand to help”. It is important to continue studying these different practices as they evolve, as well as their impacts, since they are clearly affecting things way beyond their origins.

Marc Boas

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## Appendix 1

### Transcript of Interview TDC

Date: 13-10-20  
Interviewer: Marc Boas  
Interviewee: @isakmaki  
Topic: The user practice, on twitter, of creating fancams/edits. and using them to 'spam' problematic hashtags. i.e. "Hashtag Spamming"

Note: Twitter allows you to 'react' to a message with a limited set of emoji's (face with tears of joy—usually interpreted as laughing, Astonished face, Crying face, ❤️, fire, Thumbs up, Thumbs down) if one of these appears underneath what a person has said, it means the other person reacted to the message with that emoji.



### Coding Guide

- 1) **Personal Information:** This code marks parts of the interview where the interviewee shared personal info or personal views that don't necessarily fit the larger topic
- 2) **Defining:** refers to parts where defining qualities of fancams are described, as well as distinctions from other definitions.
- 3) **History:** indicates parts that talk about the origin of fancams and changes over time.
- 4) **Sharing Fancams as a user practice:** highlights parts of the interview where details were given about the different ways fancams were/are being shared
- 5) **Morality:** refers to parts where the morality of sharing Fancams is discussed.
- 6) **K-pop:** to indicate where things are mentioned as directly linked to Kpop
- 7) **Real world impacts:** indicates discussion of the different things that the sharing of fancams have affected in one way or another.

I used more intense levels of the same colour to indicate when I deemed something as more important.

### Transcript: (1:47 PM - 3:16 PM)

M: Okay, Before we go into the interview, just a little bit about myself so that you don't feel like you're talking to a complete stranger. My name is Marc, I'm 23. I was born and raised in The Netherlands, and after doing my bachelors in the USA in design and digital media, I am now doing a master's in Media Studies: Digital Cultures in Maastricht, a city in NL. I joined twitter almost exactly a year ago, after finishing the OG Skam and Skam NL, and wanting to find a place where people talked about that stuff. Ever since then I've just been sucked deeper and deeper into the void that is twitter...

❤️ 1:47 PM

M: You don't have to share this much detail about yourself, it was just so you know who you're talking to.

As for the interview, there are some “official” things to mention:

As this is a typed interview there will be no recording of you, but the written messages will be turned into a transcript so that I can use it for my paper. Any quotes I use will be used completely anonymously.

It should last about 30-40 min, I'd appreciate it if you tried staying with me in the chat if I take a bit longer to write a question, just so we stay kind of 'in conversation'. You should of course feel free to indicate if you don't want to answer a specific question or if you want to terminate the interview at any time. This is also the perfect time to ask any questions.



If that all seems clear to you, you can give the go signal

1:48 PM

Z: yes go ahead i dont have any questions tho

(Fire) 1:49 PM

M: That's perfectly fine, it was only for if anything was unclear

(Fire)

So, to start off, when did you join twitter? and what made you make one?

1:50 PM

Z: so for my personal account i made it in 2012. i was 12 then and i made it mostly bc most of my friends had one and i didnt have any socials then (even facebook i only made mine in 2016)

as for stan twt i made one in 2015 i think,, it was for a kpop group and since then i just kept making new ones everytime i start stanning a new group

1:54 PM

M: So you made a new twitter for every new thing you stanned?

1:54 PM

Z: i think so as far as i remember ,, i only ever stanned kpop, marvel and skam and this account used to be a marvel stan acc but i converted it to skam when i grew out of marvel

(Fire) 1:56 PM

M: Ahhh okay. Are your other accounts (kpop and personal, correct?) still active?

1:57 PM

Z: the personal one yes, but the kpop one isnt,, it's on priv and i dont tweet there i just use it for updates

♥ 1:58 PM

M: Sweet. And what would you say your experience has been overall on twitter all these years? Especially since you joined quite young

1:59 PM

Z: it's basically a daily newspaper for me lmao  
i use it like it's google

2:00 PM

M: Haha I like that comparison  
(Face with tears of joy)

So it's really also a source of news for you? besides following the things you're a fan of?  
2:01 PM

Z: not that i dont fact check everything before believing the stuff i see, yeah it is  
(Fire) 2:02 PM

M: Fair enough. I guess no corner of the internet can really be trusted...  
(Fire) 2:02 PM

So then, at what point during all these years did you get introduced to 'fancams' or 'fanedits'?  
Maybe actually before you answer that you can give me your definition of the two  
because I think some people really distinguish them while others don't? maybe you can  
enlighten me  
2:04 PM

Z: omg okay  
as a kpop stan i can really explain that to you  
( Fire) 2:05 PM

M: im excited :)  
2:05 PM

Z: so a fancam should be videos taken by fans so it could either be idols performing or  
literally just existing  
as long as it's a video of an idol and it's a fan TAKING the video then that should be a  
fancam

♥ 2:07 PM

an edit is as is,, an edit

2:07 PM

the lines started blurring when non kpop stans saw kpop stans use fancams to communicate  
and then assumed that any video of your fave is a fancam  
(Fire) 2:09 PM

M: So as a Kpop stan, does it frustrate you when someone says: "Isa Keijser FANCAM for  
the tl lol" and then it's an edit? Or do you think the word has just kind of evolved and it's  
accepted?  
2:09 PM



Z: omg it used to  
(Face with tears of joy) 2:10 PM  
but now im just like eh who cares  
even i say fancam now  
♥ 2:11 PM

M: Okay okay, fair enough. Would you say that's most people? or do die hard kpop fans still get annoyed?  
2:11 PM

Z: i see some kpop stans call their edits fancams too but i havent been active in kpop stan twt recently so i cant really say  
2:12 PM

M: That's fair  
2:12 PM

Z: but in kpop twt when u say fancam it really is of idols dancing  
(Fire) 2:12 PM

M: Thank you for helping me clear this up!  
♥ 2:13 PM  
Now im conflicted on what to use tho hahaha  
2:13 PM

Z: youre welcome  
nah it's still okay you can still use both in general  
2:14 PM

M: okay cool  
2:14 PM

Z: bc not everyone in stan twt know the distinction  
but you can like put it in your list of terms if youre putting one  
♥ 2:15 PM

M: did you ever make a 'fancam' in the original definition though? as in, did you ever take actual video footage?  
2:15 PM

Z: i've been to a concert so yeah but it's not like the ones kpop fans use lmao  
2:16 PM

M: ahh okay haha

yeah those fancams sometimes look so professional

2:17 PM

Z: [Quote Tweet

gain views (edit / fancam)

@gainviewsfc

· Sep 30

『GAIN VIEWS』

- drop ALL ur fancams & edits !!
- RT & LIKE TO SPREAD THE WORD !! High voltage sign
- rt, like the replies & stream !
- WATCH THE FC : vids in replies will be tweeted !! (MBF + turn on notifs) Bell

Show this thread

0:00

66.1K views]

<https://twitter.com/gainviewsfc/status/1311274955892350977>

Z: this is an example of a fancam

(Fire) 2:17 PM

honestly ,, it's not actually fans taking those

wait give me a minute to explain

2:17 PM

M: So was that taken by a spectator? Or is it official footage and a fan edits it by focussion on one member?

2:17 PM

Z: so it started off as videos taken by fansite masters

fansite masters are regular fans who make it their job to attend every single event their idols go to and take pictures and videos

(Fire) 2:19 PM

M: Damn, the dedication...

2:19 PM

Z: [직캠/Fancam] 141008 EXID(하니) 위아래 @ 파주 한마음 위문공연

youtube.com

[https://www.youtube.com/watch?v=cmKuGxb23z0&app=desktop&ab\\_channel=pharkil](https://www.youtube.com/watch?v=cmKuGxb23z0&app=desktop&ab_channel=pharkil)

this is the most popular fancam of all time

(Astonished face) 2:19 PM

M: WOW! In what way?

views?

2:20 PM

Z: the kpop industry took note of that and capitalized on that  
(Face with tears of joy) 2:20 PM

M: That somehow does not surprise me in the slightest haha  
2:20 PM

Z: it's just really iconic,, like that group was abt to disband but they got famous bc of that  
fancam  
(Astonished face) 2:21 PM

M:(just as a side note, could you tell me the people you're sharing fancams of? like their  
names i mean. just curious)  
2:21 PM  
Oh damn! That's certainly a powerful fancam then!  
2:21 PM

Z: so going back to the kpop industry, the music shows started filming the members in a  
group individually while performing to create the feel of a fancam  
(Astonished face) 2:22 PM

M:You're blowing my mind here  
(Face with tears of joy)  
but that explains A LOT  
2:22 PM

Z: *KBS Kpop youtube.com* <https://www.youtube.com/user/KBSKpop/videos?app=desktop>  
Z: if you look at this account theyre all fancams taken by the music shows themselves  
♥ 2:23 PM

M: Any chance you could give me times on this? I see that this super iconic one is from 2014.  
Is that when fancams became popular in general?  
2:23 PM

Z: no it's been going on for a while already  
fancams just became really big on twitter when twitter but the views update  
2:24 PM

M: what do you mean?  
2:24 PM

Z: \*\*put  
2:24 PM

M: ohh

when did that happen?

you're referring to the fact that you can see the number of views on a video on twitter,  
correct?

(Thumbs up) 2:24 PM

Z: i cant remember honestly but i can tell you what fancam made kpop stans make a big deal  
out of fancams and views

(Fire) 2:25 PM

it got deleted tho but it was yoongi seesaw fancam

(Astonished face)

2:26 PM

M: I'm delighted and impressed to say that I at least know who that is and what his iconic  
seesaw thingy is hahaha

(Face with tears of joy)

2:26 PM

Z: like before that fancam ppl didnt care abt fancams

2:27 PM

explains how big it is lmaoo

2:27 PM

M: i think i saw one a few days ago that said something like "can't believe it's been a year  
since his last seesaw performance" or something like that?

but that's super cool to know

2:27 PM

Z: it really was iconic tho

(Fire) 2:27 PM

kpop stans then started using their own faves' fancams shortly after

♥ 2:28 PM

M: So did just the tweet with it get deleted or is the entire video gone?

2:28 PM

Z: i think the entire video is

(Crying face) 2:28 PM

M: So I did a quick google search and Im seeing other ones from 2018. Is that about when  
this happened or are those way more recent?

2:29 PM

Z: if we move on to the problematic aspect i can answer that too from a kpop stan's point of view as well

♥ 2:29 PM

M: It's okay if you don't know exact times etc. im just trying to kinda sketch a timeline in my mind

2:30 PM

Z: okay seesaw came out on 2018 so yeah that should be it  
(Thumbs up) 2:30 PM

M: Oh yes we are ABSOLUTELY going there

2:30 PM

Just quickly before we go into the problematic aspect. How does your own making of fancams fit into this? Like when did you start?

2:31 PM

Z: if you mean the kpop fcs i never made one since it's basically screenrecording the ones from music shows and fishing for views on twt

2:32 PM

M: oops i meant fanedits i guess

2:32 PM

Z: as for skam twt,, i started with an isak one

♥

like just a few months ago

2:33 PM

M: Was that your very first one?

2:33 PM

Z: idk tho i was bored and i had an idea and no one was doing the playdate trend for evak so i made two for them

(Fire) 2:33 PM

M: dare i say iconic choice

♥

2:33 PM

Z: Quote Tweet: <https://twitter.com/isakmaki/status/1254875832503291904>  
here

♥

2:33 PM

i only removed my zoe edits from that thread but my isak one really is the first  
2:34 PM

M: wow I see it's turned into a whole thread! So you really got into it huh?  
and i can understand getting rid of the Zoe one \*(Smiling face with open mouth and cold sweat)  
(Face with tears of joy) 2:35 PM

Z: it's actually fun to make ffjdjks  
2:35 PM

M: Your fancams are a lot of fun to watch too!  
What about it is fun?  
2:36 PM

Z: it's actually the one with the most views ugh but that would change if my pinned gets to 16k lmao  
(Fire) 2:36 PM  
matching it with the music definitely !! and then afterwards seeing ppl enjoy it  
♥ 2:37 PM

M: Damn Zoe really did you dirty huh?  
2:37 PM

Z: my whole account was dedicated to her i had a whole existential crisis when she turned out to be a shit person  
(Crying face) 2:37 PM

M: Oeh okay! How do you get a sense of people enjoying the fancam?  
2:38 PM  
Yeah I think it was kind of a sad day for the Skam NL fans:/ luckily we have some other legends  
(Crying face) 2:38 PM

Z: the comments !! i really love getting comments from moots and even non oomfs  
♥ 2:38 PM

M: Aww that's really nice!  
♥ 2:39 PM

Do likes and views play a roll as well? Maybe not necessarily in terms of seeing that people enjoy a fancam, but also in it being satisfying/succesful?  
2:39 PM

Z: in a way yeah ,,

but mostly i find it more satisfying when ppl use my fancams

2:41 PM

M: that's interesting. How do other people use your fancams?

2:42 PM

Z: i cant explain properly so i'll just screen record

2:43 PM

M: that works for me

2:43 PM

Z: *[short video showing how to use someone else's video in your own tweet]*

this is the first one i saw

and thats how stan twt embed videos to reply to literally anything

(Fire) 2:45 PM

M: Awesome

so in what ways have people used your fancams?

2:45 PM

Z: they use it for good morning tweets or like i miss \_\_\_\_ tweets



and i even saw people use it as their pinned

(Astonished face) 2:47 PM

M: Also, I noticed we've been talking for an hour already \*(Grimacing face Smiling face with open mouth and cold sweat) maybe i should've anticipated that we'd talk a bit slower over chat. but I feel like we're just getting to the really interesting part, so I just want to check if you're still good to keep going?

2:48 PM

aww I never noticed that. but I can imagine that must be very encouraging to see people use something you made

♥ 2:48 PM

Z: yeah thats fine

(Fire) 2:49 PM

M: Awesome, bc I was about to ask you how you use your own fancams?

2:50 PM

Z: now i just use them when im feeling sentimental over certain characters

♥ 2:51 PM

M: and I'm guessing this may also include (or at least in the past) the "problematic" aspect you referred to earlier?

maybe you can explain in your own words for me what you understand the "problematic" thing to be

2:51 PM

Z: the one in my pinned tho ,, i promoted it under viral tweets for views but i carefully chose which ones

(Fire) 2:51 PM

when i said yesterday that i promoted fancams during blm i only did that for tags like all lives matter or all birthdays matter or the ones to cover up protest videos so cops wont find them

(Astonished face)

but i havent done that anymore

2:53 PM

M: theres is so much in that one message that fascinates me \*(Smiling face with open mouth and cold sweat) would you mind elaborating on the different ways you used fancams/you saw other people use them

2:54 PM

Z: kpop stans used to reply their fancams to literally anything ,, they see a tag and they'd use it even if they dont agree to it as long as they get views out of it the problematic aspect tho is when they replied fancams under news sites with headlines of people dying

2:55 PM

M: did they know what it was doing? or was it literally just sharing it anywhere?

oh jeez

I hadn't been aware of those

2:55 PM

Z: you probably saw stuff like "maybe if u stanned \_\_\_\_" and then a fancam

2:55 PM

M: yeah that sounds familiar

does that still happen? or did it start getting addressed?

2:56 PM

Z: so yeah thats why people got annoyed with kpop stans i think people still do that

2:56 PM

M: I can see how people get really annoyed with that

2:57 PM



Z: it worked during the height of blm tho  
(Fire) 2:57 PM

M: so was the spamming of problematic hashtags ever a conscious decision? I feel like there was conscious effort towards doing it at some point. but did it start like that or was it just some sort of side effect?  
2:58 PM

Z: it is a conscious decision  
no one is forcing you to spam tags  
2:59 PM

M: I guess what I'm trying to ask is, how did it become a thing to do that?  
3:00 PM

Z: you can choose to ignore it or use it properly  
hmm i cant really say i just know it might have started with "maybe if u stanned \_\_\_\_"  
3:01 PM

M: that's fair  
3:01 PM  
have you noticed the behaviour around it changing from fans? As in, you mentioned it was kind of at it's height during blm. has anything changed in the way people spam hashtags since then?  
I'm sorry if my questions are getting more vague. I'm also trying to wrap my head around this thing that's happening in a lot of different ways in a lot of different places I guess  
3:03 PM

Z: no people still do it  
it's okayy  
i just personally stopped it bc it's not really doing anything ,, i just participated before to help with the protest videos  
3:04 PM

M: okay that makes sense. Actually the protest videos thing is new to me. could you explain that?  
3:05 PM

Z: there was this tag where cops looked through to catch protesters and their faces werent covered in them  
so people spammed the tag  
3:07 PM

M: ahhhhh

how did you find out about it? were people asking other to join?

3:07 PM

Z: hey im sorry but my head is kinda aching now ,, will this still be long?

it was the latter ,, people were asking people to join

oh wait ignore the latter part

3:08 PM

M: No worries! i just have a few more questions, maybe 10 min. But if your head is really aching we could also maybe chat tomorrow for like 15 more min? it's completely up to you.

3:09 PM

Z: maybe tomorrow, we could talk more

3:10 PM

M: That's completely okay! If you'd like I could also write out the questions I currently have, so you can take a look at them beforehand?

it's also okay if not though, youve already been such a great resource!

3:11 PM

Z: im fine with the conversational way we're doing now

it's more free flowing

3:11 PM

M: Okay cool. I agree

3:11 PM

Z: unless thats hard for you

3:11 PM

M: Not at all I really like this way as well



allows me to be more specific.

3:12 PM

Okay I don't wanna keep you any longer right now, will you let me know what times work for you tomorrow? It shouldn't be nearly as long

3:12 PM

Z: same time i think or if you wake up early im free from 7am your time onwards

3:13 PM

M: Okay sweet. I'll have to check some things on my schedule but I'll let you know in advance! For now though, thanks again so much for chatting with me! I look forward to hearing just a bit more, but for now take some time to rest your brain:D

♥ 3:14 PM

Z: youre welcome i hope you can write something up with what we have so far good luck !!

♥ 3:16 PM

### **Follow up Interview transcript (2:29 PM - 3:29 PM)**

M: Ready whenever you are:)

2:29 PM

Z: alright lets gooo

2:31 PM

M: Okay, let's get right back into it then! Yesterday when we talked about people spamming a certain post or hashtag, it "could be done properly" (rather than the problematic way) could you explain that a bit more?

(sorry my notifications were off so I didn't see that you were ready, but I'm here now)

2:35 PM

Z: wait hold on let me backtrack a bit

2:37 PM

M: yeah ofc

2:37 PM

Z: im not sure i said could be done properly

2:37 PM

M: So here's the full message: *M: I guess what I'm trying to ask is, how did it become a thing to do that?*

*3:00 PM*

*Z: you can choose to ignore it or use it properly*

*hmm i cant really say i just know it might have started with "maybe if u stanned \_\_\_\_"*

*3:01 PM*

but ofc you couldve meant something a bit different

2:38 PM

Z: i think i meant that i didnt think spamming tags didnt do anything useful??

(Fire) 2:38 PM

M: Okay that's actually the other thing i wanted to ask about, so we can go to that: how did you come to feel that way about it?  
that it's not doing anything useful, I mean  
2:39 PM

Z: oohhhh what i meant in that message is that for example there's a tweet that goes "mr x died in a car accident" a kpop stan would reply in the comments like "maybe if he stanned group x he wouldnt have died"  
thats what i consider problematic  
♥ 2:40 PM

M: got it  
2:40 PM  
regardless of whether it is useful or not, how do you feel about the spamming of hashtags?  
does that also seem problematic to you?  
Also please tell me if I'm going to quickly or if you need me to clarify a question  
2:42 PM

Z: also to answer the next question,, i think i always felt that ?? bc it's quite obvious that spamming a tag would mean an increase in tweets for that tag and then people who dont bother checking out the tag would assume that there are millions of people who are being problematic  
(Fire) 2:42 PM  
the last thing you asked i think i managed to answer it here as well  
(Thumbs up) 2:43 PM

M: yeah u did  
so in the beginning, were you just not aware of that? or did you just think of it differently than you do now?  
2:44 PM

Z: i always thought that to be honest  
i only ever spammed under those tags when i knew it would do something  
2:45 PM

M: okay that makes sense.  
2:45 PM

Z: and then the all birthdays matter tag bc i thought it was funny  
(Face with tears of joy) 2:45 PM

M: so for example the cluttering of tags where cops were looking to recognize people, right?  
(Thumbs up) 2:45 PM  
that was kinda funny tbh

(Face with tears of joy) 2:46 PM

Z:yes exactly

(Thumbs up) 2:46 PM

M: Do you think there have been any positive effects to the spamming of these tags? and if so do you have any examples?

2:47 PM

Z: the only thing i could think of is that it makes people aware of whats going on?

(Fire) 2:47 PM

M: That's a good point

2:47 PM

Z: for example the #\_\_\_isover tags

when a celeb gets cancelled

2:48 PM

M: How do you feel about those cancel tags?

2:48 PM

Z: if it trends then people are aware of the problematic stuff they did

♥ 2:48 PM

\*\*are made aware

2:48 PM

M:v true

2:48 PM

Z: im kinda neutral about it

(Thumbs up) 2:48 PM

i mean cancel culture isnt it

2:48 PM

M: i agree \*(Smiling face with open mouth and cold sweat)

but like you said, it's a good way to get informed in some cases maybe

(Thumbs up) 2:49 PM

Z:but those who are being "cancelled" should also learn from what they did

(Fire) 2:49 PM

i just wish there's a way that you could deplatform people who really deserve to be cancelled

2:50 PM

M: oh god yeah i feel that

2:50 PM

Z: bc some of them get even bigger from the negative press theyre getting

2:51 PM

M: it's such a complicated topic tbh, I could write a whole seperate paper about cancel culture

2:51 PM

Z: damn thats so broad

like it's so hard to grasp the ends and the middle grounds to it

♥ 2:51 PM

M: So i guess not to digress too much: during blm i vaguely heard about some police radios being 'spammed' with kpop bc fans could access them through internet. did you hear anything about that?

yeah it's so complex, I won't get into it more with you because we will take another hour haha

2:52 PM

Z: omg yes that !!!

i love that

2:52 PM

M: Do you know how it happened? bc I only heard of it way after it happened

2:53 PM

Z: so there's this app where cops asked people to send videos of protesters so they could arrest them

so kpop stans were like "it would be such a bad idea to spam the app bc cops wont be able to see the videos if we do that"

and they spammed it to the point that the app crashed and it took them days before they could fix it

(Fire) 2:54 PM

from what i know they just kept on spamming it afterwards

♥ 2:55 PM

M: omg wow

2:55 PM

and this was all kind of communicated on twitter right? any clue if there were hastags involved

(Thumbs up)

it's okay if you dont know, im just trying to see if it's somehow related to this kind of 'culture' of spamming hashtags and posts with fancams

2:56 PM

Z: Quote Tweet: <https://twitter.com/consequence/status/1267297777194860551>

*Consequence of Sound*

@consequence

· Jun 1

*K-Pop stans crash Dallas Police Department's iWatch app with FanCam videos:*

<http://cos.lv/dVcf30qLnjZ>

♥ 2:56 PM

M: omg thanks

that's so helpful. Def gonna use that to look into it

2:57 PM

Z: Quote Tweet: <https://twitter.com/sugacazzi/status/1276072744271126530>

tony || BLM

@sugacazzi

· Jun 25

*kpop stan it's our time to spam fancams on the hub naming them mia khalifa destroys p\*rnhub*

Z: hey i saw this too maybe it could help you as well

♥

you can look at the replies too

2:58 PM

theyre communicated on twt and tiktok

♥ 2:58 PM

tiktok was used a lot during the height of blm ,, i also remember blm tags being shadowbanned on tiktok

(Astonished face) 2:59 PM

M: yeah I tiktok is also a huge player in this I've come to realize. It's super interesting to see how the two work together

Actually, did you see what happened with the #Proudboys hashtag a little over a week ago?

3:00 PM

Z: yeah i saw that!!

i actually loved that one

3:03 PM

M: Sweet! What I found interesting is that it was started by George Takei in this tweet. and he actually specifically calls out BTS (i guess as a way to adress kpop as a whole) and Tiktok.

♥

so clearly the combination of the two plays a big role

(Thumbs up) 3:03 PM

okay, I think we can almost wrap this up. One last thing im wondering is: do you think—in regards to the people that still very much spam these hashtags—that they really consider it a form of activism? or is it just ppl that want views on their videos/like trolling?

3:04 PM

Z: i dont have one answer for that honestly

(Thumbs up) 3:05 PM

on one hand they truly care for whats going on

one other branch is that theyre just doing it bc everyone else is doing it

on the other, they really only care abt views

but at the end of the day, they did something to help

(Fire) 3:07 PM

M: so i guess a bit of everything then huh?

(Thumbs up) 3:07 PM

Z: lmao yeah

3:08 PM

M: It's interesting to see this balance between actual positive impace, and then just... also some rather shitty or at the very least questionable things

(Fire) 3:08 PM

Z: thats gen z for you honestly

3:09 PM

M: hahaha

very, very fair

How, if at all, do you think this behavior/trend will change over time?

3:10 PM

Z: we do very questionable things that are frown upon but it's just actually 848382x more than what the boomers do for the society

♥ 3:10 PM

i actually dont see it changing over the next 5 years

(Fire) 3:11 PM

afterwards im not so sure

3:11 PM

M: i guess it's a somewhat 'stable' (for lack of better words) behavior

(Thumbs up) 3:12 PM



Z: but probably our generation doing unconventional things that the elderly just dont understand to help

♥ 3:12 PM

M: We'll have to wait and see

3:12 PM

I like that way of thinking about it

♥ 3:12 PM

Z: yes exactly

3:12 PM

M: i think a lot of things are just changing so quickly that we are taking a minute to process what it really means

(Fire) 3:12 PM

Z: this year alone is just idek how to explain it

(Fire) 3:13 PM

M: Alright, this was so so helpful. but before we wrap it up completely, is there anything important that you still want to say? either something you didn't get a chance to say at some point earlier, or just something I missed to think about?

3:14 PM

Z: did a full 180

(Face with tears of joy) 3:14 PM

M: Oh honestly though! i think COVID changed our behavior in a lot of ways. and it's gonna take a while before we even realize just how

(Thumbs up) 3:15 PM

Z: i dont have anything in mind actually i think i told you everything i know

3:15 PM

M: Sorry you just threw me for a bit of a loop with the last message haha

3:15 PM

Z: no it's okay

3:15 PM

M: just didn't wanna keep you too long again, but I fully agree.

3:15 PM

Z: it's okay i dont have a headache anymore

if you have more questions i can still go on

3:16 PM

M: if you wanted to say anything else about it feel free to backtrack also.

3:17 PM

Z: fjfdkdk i really dont have anything to add tbh

3:18 PM

M: oh wait that's so weird

it wasn't showing any of your messages

like the "full 180" was all i saw for that last 5 min

sorry for the confusion XD twitter be kinda laggin sometimes

3:19 PM

Z: oh yeah twitter really does that a lot

3:20 PM

M: Anyway, glad the headache is over. But I think I've asked everything I wanted to ask at this point. So if you feel like you don't have anything to add, we can wrap up the official interview:)

Do you have any questions for me?

3:21 PM

Z: alrighty that was fun!! i hope you got everything you need :D

♥ 3:21 PM

M: i dont have anything to ask anymoree

(Thumbs up) 3:22 PM

Yeah I really enjoyed the interview as well! If I run into any questions I might shoot you another message:)

3:22 PM

Z: oh !! btw what did you think abt the mia khalifa one?? do you think you could use it

Quote Tweet

[tony || BLM

@sugacazzi

· Jun 25

Replying to @jentlistic

that's the goal.

we just want to bully ph for not taking down her videos after she left, so maybe they will do that now, or at least they will be more difficult to find]

this one

(Fire) 3:23 PM

M: I wanna take a closer look at it. but I definitely might mention it, bc they also used fancams

I think it might fit with the police radio thing as examples of how its having impacts on things outside of twitter

3:24 PM

So thanks also for bringing that to my attention!

3:24 PM

Z: alright!! no problem glad i could help

3:24 PM

M: Also, if you'd like, I can share my essay with you after i finish it (it's due next week). It's gonna be very \*academic\*:P but you can see how I incorporated this interview:)

3:25 PM

Z: i'd love that !!

(Fire) 3:26 PM

good luck on the paper btw

