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خلاصه مقاله:

Anime is a popular media in Iran nowadays, and some anime Instagram fan pages have over ۴۰۰ hundred followers. Iranian anime audiences use the Instagram platform to gain news about anime, access anime broadcast and download resources and share and audit unofficial fans' content creations. Due to the lack of news websites' coverage about anime and lack of anime news websites in Persian, Iranian anime fan-pages admins volunteer to translate anime news, usually from English and share the contents on an Instagram platform for the rest of the audiences. Applying Henry Jenkins' participatory culture and convergence culture concepts, we prepared a questionnaire. We asked ۳۸۷ anime audiences who were Instagram users about how often they watch anime, how often they read and watch anime fan-pages content, how often they participate in fandom chats and discussions. We saw an evident association for watching anime and reading and watching anime fan-pages content, while we saw a moderate association for watching anime and participating in fandom chats and discussions.

کلمات کلیدی:

Anime, fandom, participatory culture, Social media