

# INDEX

- Abell, J., 143  
Abidin, C., 157, 158, 161, 163, 166  
Affordances  
affordance theory, 24, 30–33, 34, 79, 100  
and celebrity, 33–37, 59, 79, 122  
of Instagram, 36, 156, 162, 163–165, 169–170  
of media in general, 32–33, 35–37, 71, 77–80, 180, 194  
of Snapchat, 190–192  
of Twitter, 29, 36, 37, 80, 81, 82, 83, 92, 100  
of YouTube, 36, 109, 122  
Alberoni, F., 14  
Allington, D., 103  
Andò, R., 117, 119, 120, 123, 125, 126, 136, 138, 141  
Ashe, D.D., 50  
Ashton Kutcher, 82  
Audiences  
audience theory 39–40, 55  
and fandom, 46  
participation in media, 60–63, 71  
and Twitter, 82, 85, 87, 90, 94, 98, 104  
and YouTube, 108, 109, 116, 117, 120, 126–128, 132, 134, 141, 145  
Authenticity  
of animal celebrities, 185  
authentic talk, 141  
definition of, 132–134  
and Instagram, 165–168  
and lifestyle TV, 60–61  
and marketing, 132, 137  
of meme celebrities, 185,  
and micro-celebrity, 74, 137  
and ordinariness, 61, 62, 107, 120, 131, 132, 141, 144, 185  
as performance, 131–132, 139, 141, 143–144, 152  
of political celebrities, 199–200  
and reality TV, 66, 131  
and sincerity, 133  
threats to, 137–140  
and Twitter, 84–86  
and YouTube, 134–137, 138, 140, 141, 142  
Banet-Weiser, S., 137, 155  
Barack Obama, 81, 82  
Barker, M., 27  
Bayer, J.B., 190  
Beer, D., 80, 85, 91, 95  
Beers Fägersten, K., 140, 146, 147  
Benecchi, E., 84, 94  
Benjamin, W., 23  
Bennett, J., 14, 15, 123, 125, 131, 132  
Berryman, R., 116  
Bevan, A., 123, 136  
Bielby, D.D., 47  
*Big Brother*, 34, 63, 64–66, 65, 68, 183  
*Blind Date*, 62  
Boorstin, D., 12–14  
Boris Johnson, 199  
Bourdieu, P., 157, 196  
Bowers, G.B., 177, 181  
Boyd, D., 52, 53, 56, 67, 85, 90, 91, 94, 120

- Braudy, L., 4, 13  
 Brecht, B., 23  
 Britney Spears, 82  
 Burgess, J., 124, 174  
 Burgin, V., 71  
 Butler, J.G., 15  
 Camgirls, 35, 69–71, 72, 135  
*Candid Camera*, 62, 63, 118  
 Caruso, A., 115  
 Celebrification, 6, 193  
 Celebritisation, 6, 12  
 Celebrity (*see also* Micro-celebrity; Star studies)  
     animals, 16–17, 185  
     definitions of, 3, 5–10, 11–12, 19, 205  
     the ‘demotic turn’ in, 59, 107, 108, 131, 169  
     as discursive construction, 6, 11, 16  
     disputed by YouTubers, 120  
     distinguished from fame, 5–6, 13, 119–120, 183, 204–205  
     historical perspective on, 5, 13, 14, 34, 97  
     as industrial phenomenon, 15, 35  
     as lived experience, 7–9, 40  
     ‘localebrity’, 8, 17, 59,  
     material/discursive approach to, 10–11, 19  
     as media phenomenon, 3, 6, 9, 13, 16, 17, 21, 22, 24, 33–34, 35, 36  
     as moral category, 12–14, 184  
     as practice, 73, 75, 121  
     versus “stardom”, 11–12, 14–15, 16, 34  
 Celebrity Attitude Scale (CAS), *see* Celebrity worship  
*Celebrity Big Brother*, 66, 68  
 Celebrity capital, 196  
*Celebrity Masterchef*, 69  
 Celebrity studies, 4, 21, 22, 33, 40, 42, 51, 192, 195  
 Celebrity worship, 48–50, 78  
 Celetoids, 62, 107, 183–184  
 Charles Van Doren, 61, 66  
 Chawansky, M., 169  
 Click, M.A., 93  
 Cocker, H.L., 117, 138  
 Colapinto, C., 84, 94  
 Collings, B., 166  
 Conversation analysis  
     broadcast talk, 140–141  
     ‘doing being ordinary’, 141  
     fresh talk, 145  
 Corbett, J., 199  
 Costall, A., 34  
 Couldry, N., 9, 10, 21, 23, 45, 60, 63, 65, 68, 90  
 Cronin, J., 117, 138  
 Cyberpsychology, 26  
*Dancing With The Stars*, 69  
 Dare-Edwards, H., 85  
 Dawkins, R., 82, 175, 176, 177  
 Demotic turn, *see* Celebrity  
 Digital culture  
     definition of, 18  
     ‘digital celebrity’, 59–60  
     ‘digital dualism’, 159  
     the ‘digital era’, 17–19  
     ‘digital media’, 4, 18, 40  
     digital media entrepreneurs, 157  
     and politics, 195  
     Web 2.0, 18  
 Discursive psychology  
     material/discursive approach to celebrity, 10–11  
     and rhetoric 143–144  
     stake inoculation, 143, 148, 178  
 Docusoaps, 63, 64  
 Donald Trump, 10, 11, 84, 189, 194, 197, 199  
 Driessens, O., 5, 6, 11, 36, 184, 193, 196, 200  
 Duffett, M., 42, 47  
 Duguay, S., 164, 169  
 Dyer, R., 4, 14, 15, 40, 95, 122, 123, 133, 199  
 Edwards, D., 143  
 Edwards, L., 155

- Ellis, J., 8, 9  
Ellison, N.B., 190  
Engesser, S., 198
- Facebook, 2, 18, 20, 28, 33, 78, 82, 148  
Falk, E.B., 190  
Fame, *see* Celebrity  
Fan studies, 40, 41, 42, 45–48, 79, 161  
Fandom, 42, 46–48, 49, 50, 71, 78, 88, 102–103, 124  
Fashion blogging, 157–159, 160, 166, 170–173  
Ferris, K.O., 7, 8  
Flinders, M., 199  
Foucault, M., 46, 134  
Fuchs, C., 23
- Gamson, J., 4, 6  
García-Rapp, F., 122, 127, 141  
Gary Brolsma (*The Numa Numa Guy*), 180–181  
Genz, S., 137  
*Geordie Shore*, 67  
George W. Bush, 11  
Geraghty, C., 7, 9, 12, 17  
Gergen, K., 194  
Ghyslain Raza (*Québec schoolboy*), 181–182  
Gibson, J.J., 24, 30, 32, 33  
Gijón, M.M., 103  
Giles, D.C., 4, 6, 8, 10, 11, 16, 42, 43–44, 45, 53, 54, 55, 59, 62, 78–80, 100–104, 135, 180, 183, 185, 205  
Goffman, E., 94, 141, 166  
Goldhoorn, C., 43  
GOMI (*Get Off My Internets*) community, 167–168  
Google, 70, 73  
Green, J., 124  
Grint, K., 31
- Habermas, J., 201  
Hall, A., 191  
Hall, S., 21  
Handyside, S., 190
- Harré, R., 194  
Harrington, C.L., 47  
Hartmann, T., 43  
Haul videos, *see* YouTube formats  
Haynes, J., 100  
Henderson, N., 194, 195, 198, 201  
Herb Stempel, 61  
*High Fidelity*, 80  
Hillary Clinton, 194  
Hills, M., 8, 45, 46, 47, 48, 52, 53, 54, 93  
Holladay, H.W., 93  
Holmes, S., 59  
Horton, D., 41, 42, 44, 53  
Houran, J., 50  
Hughes, E., 52, 54, 89, 94  
Hutchby, I., 31
- Influencers, 155–159  
Instagram  
advertisorials, 157, 158, 165  
affordances of, *see* Affordances and authenticity, *see* Authenticity as conservative or empowering, 169–170  
and influencers, 156–160  
Instafame, 36, 162, 163, 165, 171–172, 173  
Instapoets, 165  
and selfies, 36, 156, 157, 158, 163–165, 166  
Internet, 26, 27, 35, 175  
Internet Relay Chat (IRC), 32, 70
- Jade Goody, 7, 59, 65, 66, 68, 107  
Jenkins, H., 77  
JenniCam (*Jennifer Ringley*), 69, 70–71  
Jenson, J., 42  
Jermyn, D., 14, 15, 63,  
*Jersey Shore*, 64  
Jerslev, A., 74, 121, 134, 135  
Jimroglou, K.M., 71  
Jones, O., 65  
Justin Kam (*Justin.tv*), 70
- Kavka, M., 63, 64, 116  
*Keeping Up With The Kardashians*, 64

- Kehrberg, A.K., 87, 88, 90  
 Kevin Rose, 73  
 Kim, J.Y., 177  
 K-pop, 119, 177  
 Lange, R., 50  
 Langer, J., 34  
 Lawson, K., 51, 88, 91  
 Lee, H., 93  
 Leonardi, P.M., 30  
 Levy, M.R., 41  
*Lifestyle television*, *see* Television  
 Loader, B.D., 199  
*Localelirty*, *see* Celebrity  
*Lonelygirl15*, *see* YouTubers  
*Love Island*, 72  
 Lovelock, M., 119, 124, 128  
 Luckhurst, M., 5, 6  
 Ma, H., 191  
 Macrae, S., 161  
 Madame Tussauds, 121, 132, 204  
*Made in Chelsea* (UK), 64, 67, 72  
 Maguire, E., 112  
*Makeover television*, *see* Television  
 Maloney, M., 115  
 Maltby, J., 49, 50  
 Manning, N., 199, 200, 201  
 Marshall, L., 100  
 Marshall, P.D., 4, 6, 14, 34, 40,  
     78, 84, 95, 185, 189,  
     192–195, 200, 201  
 Marwick, A.E., 4, 8, 36, 52, 53, 56,  
     67, 72–74, 85, 90, 91,  
     94, 117, 120, 121, 157,  
     161–163, 166, 169  
 Maslow, A.H., 30  
 Mavroudis, J., 161, 163, 166  
 McCutcheon, L.E., 50  
 McLuhan, M., 21, 22, 24–28,  
     31–33, 194  
 McRae, S., 161, 166, 167, 168  
 McRoberts, S., 191  
 Media,  
     definition of, 17, 27–29, 32–33,  
     functionalist thinking about,  
         24, 25–27, 29, 88  
     ‘legacy media’, 194  
 McLuhan’s theory of, 22,  
     24–25, 26, 27, 32, 194  
 ‘polymedia’, 20, 23  
 social media as, 30, 33, 34,  
     109, 164  
 Memes, 175–178  
 Meme celebrities  
     appeal of, 184–185  
     ‘Bus Uncle,’ 178–179  
     as celetoids, 183–184  
     defined, 176  
     Fenton (Dog), 179  
     Gary Brolsma, 180–181  
     Ghyslain Raza, 181–182  
     Laina Morris, 182–183  
 Meso-celebrity, *see* Micro-celebrity  
 Microblogging, 28, 29  
 Micro-celebrity  
     book bloggers as, 102, 104, 160  
     meso-celebrity, 75, 160–163  
     as ‘mindset’, 74, 121  
     origins of, 69–71, 204  
     as ‘persona’, 193  
     as practice, 36, 56, 59, 74, 75,  
         162–163, 176, 189  
     and reality TV, 67  
     ‘self-branding’ techniques, 122,  
         123, 137, 163  
     as social media phenomenon,  
         74, 161, 162, 181  
     in relation to Tech entrepreneurs, 72–74, 82,  
     *versus* traditional celebrity,  
         34, 74–75, 121, 122,  
         172, 181  
     in relation to Webcam girls, 35,  
         60, 69–72  
     in relation to YouTubers, 119,  
         121–122  
 Miller, D., 22, 23  
 Milne, E., 161, 163, 166  
 Mole, T., 13  
 Molyneaux, M., 197  
 Monaco, J., 4  
 Moody, J., 5, 6  
 Morris, M., 27  
 Morrissey, 78–80  
 Moseley, R., 131

- Multisocial interaction 52, 53, 54, 93  
MySpace, 72, 73, 78, 82  
Newman, J., 112, 115, 123, 129, 134  
Norman, D.A., 30  
Ogan, C., 27  
Olczyk, T., 197, 199  
Oprah Winfrey, 81, 160  
Ordinariness, *see* Authenticity  
Osborne, T., 197  
*The Osbournes*, 64
- Parasocial interaction (*also see* Multisocial interaction)  
discursive approach, 54–56  
in digital culture, 51–54  
*versus* fandom, 42, 46–48  
history of, 41–45  
measurement of, 41, 43  
*versus* parasocial relationships, 41–42, 43, 48  
as ‘pathologising’, 42–43, 53, 54, 94  
as unhealthy, 42, 45  
in YouTube, 134, 140
- Park, H.W., 177  
Park, J.Y., 177  
Pedroni, M., 75, 157, 160–162  
Penfold-Mounce, R., 199  
Perse, E.M., 41  
Persona studies, 189, 192–194, 195  
Peterson, K.M., 128  
Petley, J., 27  
Politics, 195–201  
Powell, R.A., 41  
Psychoanalytic theory, 46, 53, 133, 139, 193
- Radio, 9, 18, 23, 41, 43, 55, 60, 88, 96, 116, 125, 134, 140–141, 191  
Reality TV, *see* Television  
*The Real World*, 63  
Richard Dawkins, 175  
*Rich Kids of Beverley Hills*, 67  
Ringrose, J., 190
- Roberts, S., 115  
Roca-Cuberes, C., 141  
Rockwell, D., 8  
Rojek, C., 1, 4, 9, 17, 42, 44, 45, 48, 52, 55, 62, 67, 73, 107, 183, 184  
Rubin, A.M., 41, 42, 49  
Ruddock, A., 200
- Sacks, H., 141  
Sandvoss, C., 46  
Saul, H., 169  
Scannell, P., 131, 136  
Schickel, R., 11, 21  
Schimmel, K.S., 47  
Schoenebeck, S., 190  
Self-branding, 36, 122, 123, 137, 158, 163, 192  
Selfies (*see also* Instagram), 36, 102, 156, 157, 158, 163–164, 166, 184, 191  
Senft, T., 8, 35, 69, 70, 71, 72, 74, 121, 135, 161, 162, 204  
Shiftman, L., 177  
Shor, E., 5  
Sincerity (*see also* Authenticity), 133, 168–169
- Skiena, S., 5  
Smith, D., 138  
Smith, D.R., 120, 126  
Snapchat, 3, 59, 164, 173, 189, 190–192  
Social media, *see* Media  
Stake inoculation, 143, 148  
Stars and star studies, 4, 14–15  
*Star Trek*, 47, 51  
*Star Wars*, 182  
Stealth marketing, 155  
Steiner, A., 103  
Stevenson, N., 22, 46, 47  
Stever, G.S., 42, 50–52, 54, 88, 89, 91, 94  
Stokoe, E., 143  
Stommel, W., 32  
Street, J., 12  
*Strictly Come Dancing*, 69  
Subliminal advertising, 155  
*Survivor*, 63

- Technological determinism, 22–23, 31, 33, 35, 59, 86
- Television  
chat, 136  
lifestyle television, 60, 62, 116, 117, 118, 135, 136  
‘liveness’ in, 63, 135–137  
makeover television, 61, 62, 116, 118, 135  
as medium, 28, 32, personalities, 7, 9, 15, 16, 34, 40, 60, 133  
‘post-television,’ 109  
reality television, 63–69, 72, 131  
stardom, 9, 14, 34, 122  
televisual skill, 15, 123, 133  
television studies, 4, 14  
compared to YouTube, 109, 125
- Te Molder, H., 32
- Thomas, S., 80–81, 87, 90, 93
- Tila Tequila, 72
- Tolson, A., 9, 21, 109, 131, 133, 139
- Travel bloggers, 158, 159, 161, 167–168, 184–185, 204, 205
- Treem, J.W., 30
- Trilling, L., 133, 168
- Turner, G., 4, 6, 12, 16, 46, 59, 63, 81, 86, 131, 169, 183
- Twitter  
celebrities on, 4, 81–86, 92–95, 97–100, 104, 164, 166  
celebrity-audience interaction on, 51, 52, 53, 54–55, 80, 86–92, 97, 98, 140  
and fans/followers, 56, 82, 86–88, 102–104, 126, as medium, 3, 28, 29, 30, 78, 104 politics by, 84, 201 refuseniks, 83 ‘social media natives’, 95–96, 101–102 tech entrepreneurs and, 73–74, 82, verified accounts, 85–86 zero entry point of, 37
- Usher, B., 90, 91, 94
- Ussher, J., 11
- Valente, T.W., 28
- Van de Rijt, A., 5
- Van Syckle, K., 167
- Van Zoonen, L., 200
- Vernacular skill, 123, 132, 144
- Video game commentary, 146
- Viral video, 177
- Vloggers, *see* YouTube
- Vocational skill, 123
- Vromen, A., 199
- Walker, A., 14
- Ward, C., 5
- Wasilewski, J., 197, 199
- Webcam girls, *see* Camgirls
- Wiggins, B.E., 177, 181
- Williams, R., 8, 17, 21
- Winnicott, D.W., 133
- Wohl, R.R., 41, 42, 44, 53
- Wood, H., 66, 67
- Wood, M., 199
- Woolgar, S., 31
- Xenos, M., 199
- Xu, W.W., 177
- Yardley, L., 11
- Yarosh, S., 191
- YouTube  
affordances of, *see* Affordances audience, 126–128, 139, authenticity in, *see* Authenticity celebrity, 36, 59, 108, 109, 114–123, 131, 137, 169 as ‘democratic,’ 128–129 as medium, 3, 16, 22, 26, 36, 88, 109, 136
- YouTube genres  
beauty genre, 111, 112, 113, 115–117, 127, 138, 148, 156  
gaming genre, 112, 114–115, 128–129, 148  
lifestyle genre, 117, 128  
parody, 117–118
- YouTube formats  
challenge, 119  
haul videos, 116, 118, 138, 155

- ‘Let’s Play’ videos, 112, 115, 119, 134, 147, 149
- ‘Mash-up’ videos, 179
- pranks, 118
- reaction, 112, 118–119, 135
- tutorials, 112, 113, 114, 115, 116, 118, 122, 124, 136, 144
- vlogs, 111, 112, 128, 132, 133, 134, 136, 145
- YouTubers
  - Charlie McDonnell, 127, 128
  - Fine Brothers, 118, 119
  - first generation of, 110–111, 115, 117, 121, 124, 128, 139, 176
  - Zoella, 6, 108, 113, 121, 125, 132, 134, 135, 156, 204, 205
- FleurDeForce, 138
- Jenna Marbles, 112–113, 128
- Lonelygirl15 (Jessica Lee Rose), 111, 138, 139, 141
- Laina Morris, 182–183
- MirandaSings, 121
- Peter Oakley, 109–110, 111, 127, 112, 114, 131, 134, 140, 145–152, 204, 205
- second generation of, 111–114, 121, 123, 137
- Tay Zonday 110, 127
- Tyler Oakley, 117