



COMIC CON COMICS

RoCCEt
COMICS
GROUP

0¢ Fall
2024

1st
KNOWLEDGE
MOBILIZIN'
ISSUE!

≡ GULP ≡
IF I DON'T GET
THROUGH THIS LINE
SOON, I'LL NEVER
FIND BRAD!!

The RoCCET Lab presents...

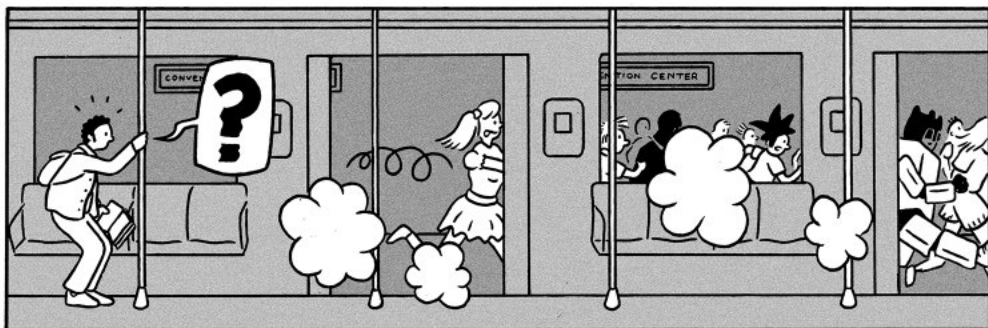
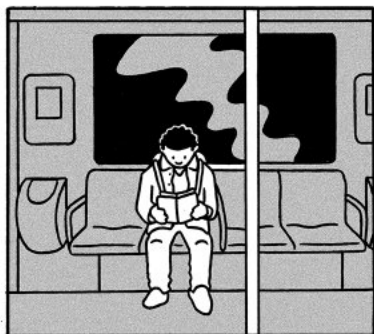
Comic Con Comics #1

Words..... Hugh Goldring
Pictures..... Edmund Trueman

Adapted from “Theorizing Comic Cons” by Benjamin Woo, Brian Johnson, Bart Beaty, and Miranda Campbell (2020) and “From Comic-Con to Amazon: Fan Conventions and Digital Platforms” by Melanie E.S. Kohnen, Felan Parker, and Benjamin Woo (2023). For more on this work, see the bibliography at back or visit the Research on Comics, Con Events, and Transmedia Laboratory at rocetlab.ca.

Thanks to the Swarming SDCC collective: Erin Hanna, Shawna Kidman, Melanie E.S. Kohnen, Felan Parker, Suzanne Scott, and Benjamin Woo.

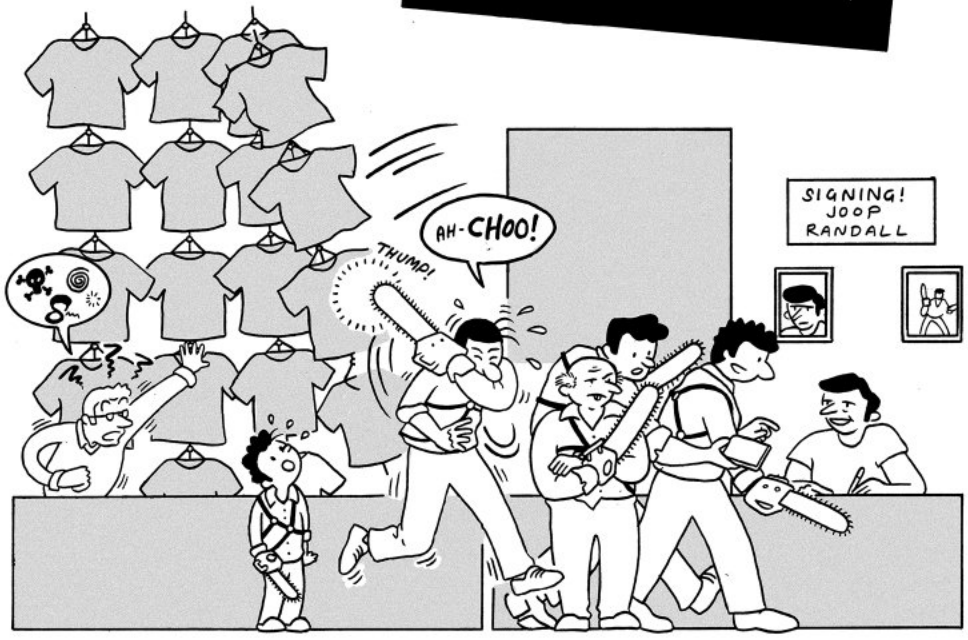
This project and the research behind it were made possible through the support of the Social Sciences and Humanities Research Council of Canada and an Ontario Early Researcher Award.



"Although fan conventions have been springing up in cities and towns around the world-"



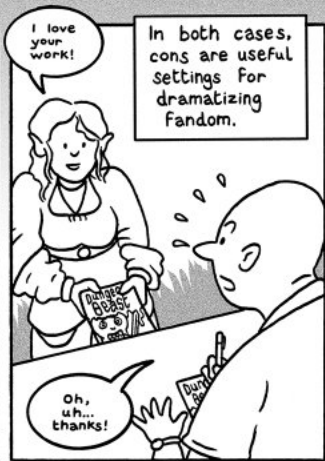
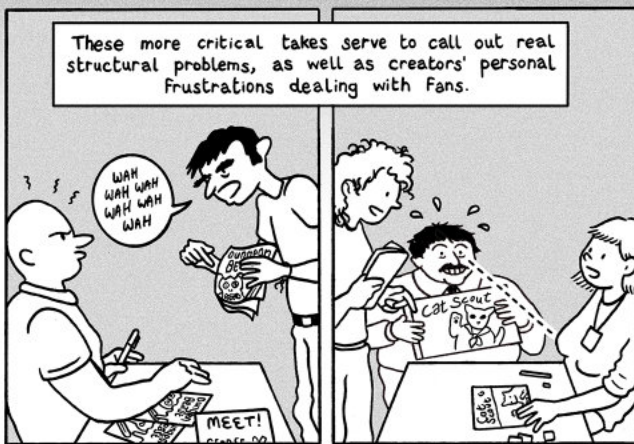
"Far more people see fictional cons than ever experience one in real life."

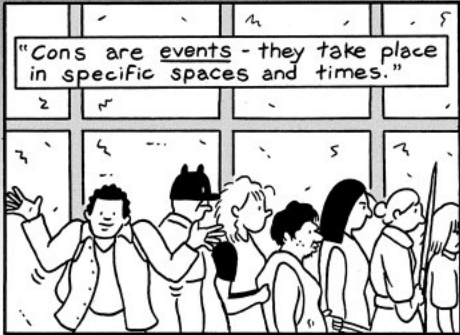




"On TV and movies, they often appear as a kind of wonderland for nerds."









For many, San Diego Comic Con is the defining example of a con.

All the classic elements of a con are here: money changing hands, creators interacting with fans, panel discussions in front of live audiences.

But here, it's in the biggest, loudest way possible:

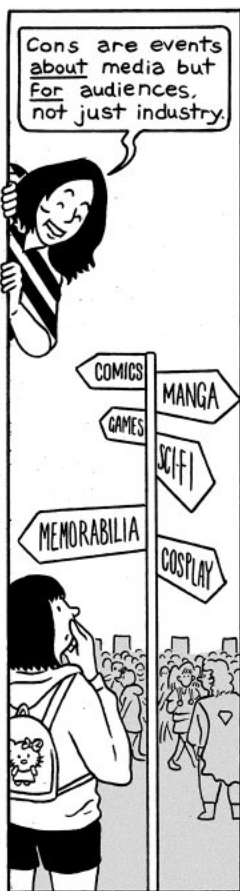
Movie stars!

An official app!

Major announcements about the future of famous brands!

Immersive marketing activations!

In the end, SDCC is actually a highly unusual convention!





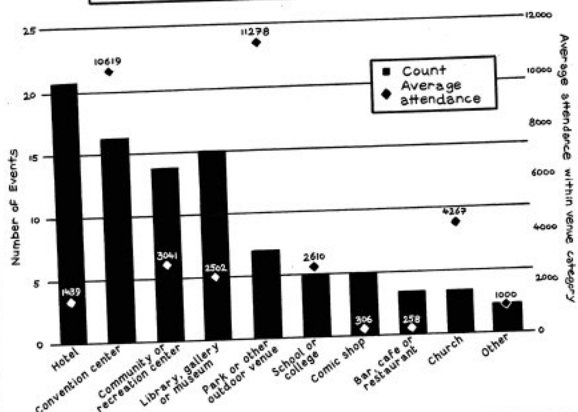
Hundreds of comic book conventions are held every year in big cities and small towns across North America, from Alaska to Mexico.

Many are small or mid-sized shows with attendance in the low thousands, or even the hundreds.



Some are held in convention centers and hotels, but others are in libraries, schools and community centers.

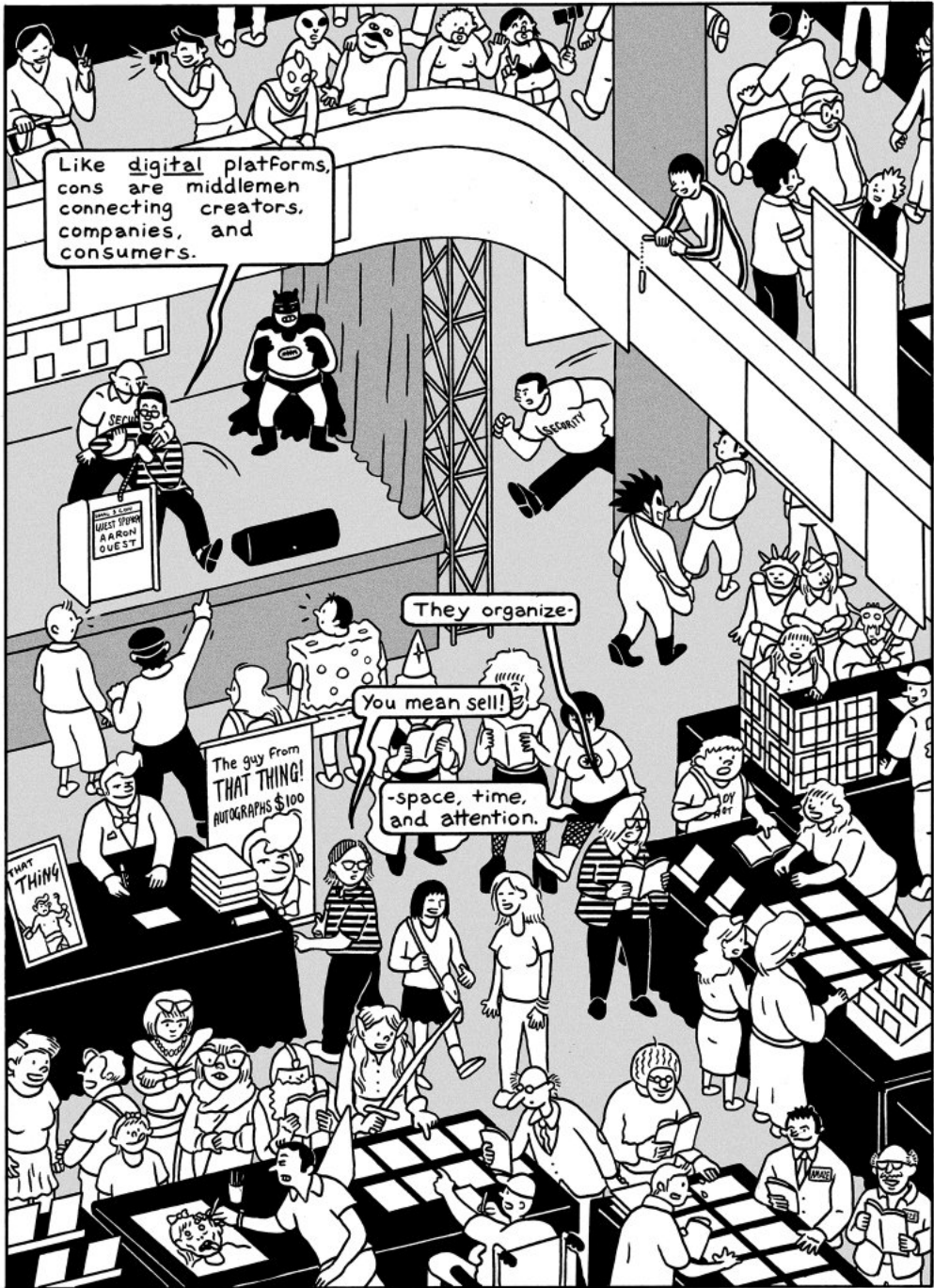
Events by venue and average attendance



See Woo et al. 2020 for more on this data!







Like digital platforms, cons are middlemen connecting creators, companies, and consumers.

They organize.

You mean sell!

-space, time, and attention.

WEST STUN AARON QUEST

The guy From THAT THING! AUTOGRAPHS \$100

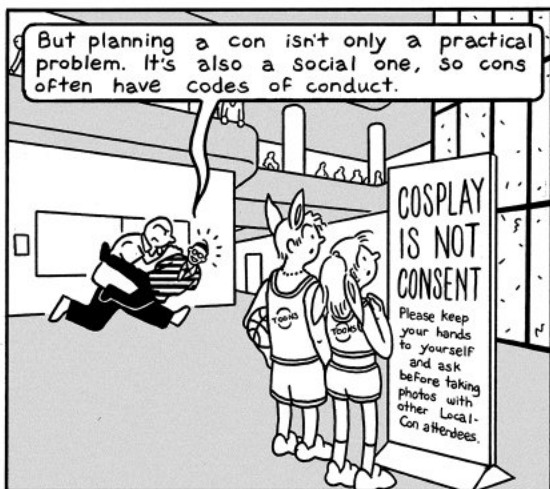
THAT THING!

BOY AT

Setting up these interactions is complicated: collecting fees, booking guests, securing a venue and otherwise making the magic happen.



But planning a con isn't only a practical problem. It's also a social one, so cons often have codes of conduct.



And they frequently employ security people, either paid or volunteer!



In order for the con to keep happening, it needs to meet the expectations of stakeholders. So cons are carefully planned and run as spaces where merchandise is bought and sold...



And social interactions between fans and creators are carefully mediated by panel discussions, convention security staff and the protective barrier of the table full of merch!





Further Reading

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The logo features a stylized 'W' on the left, composed of a yellow vertical bar and two red diagonal bars. To the right of the 'W', the text 'RoCCET' is written in a red, italicized, sans-serif font. Below 'RoCCET', the word 'Lab' is written in a white, bold, sans-serif font.

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