



Fandom

Cultural insights from
the conversation on
Twitter.

Trend: Fandom

Fandom is a fast-evolving trend on Twitter.

Here's an in-depth look at one of the conversations shaping culture.

How we found this trend

From January 1, 2016 through June 30, 2019, billions of Tweets were analyzed to uncover the most-used hashtags, then mapped to cluster themes of conversation.

Through both human coding and machine learning, commonplace topics like politics and sports were removed, and significant growth areas and contextual shifts in conversation identified.

With the help of cultural insights experts at CrowdDNA, 18 emerging trends were uncovered.

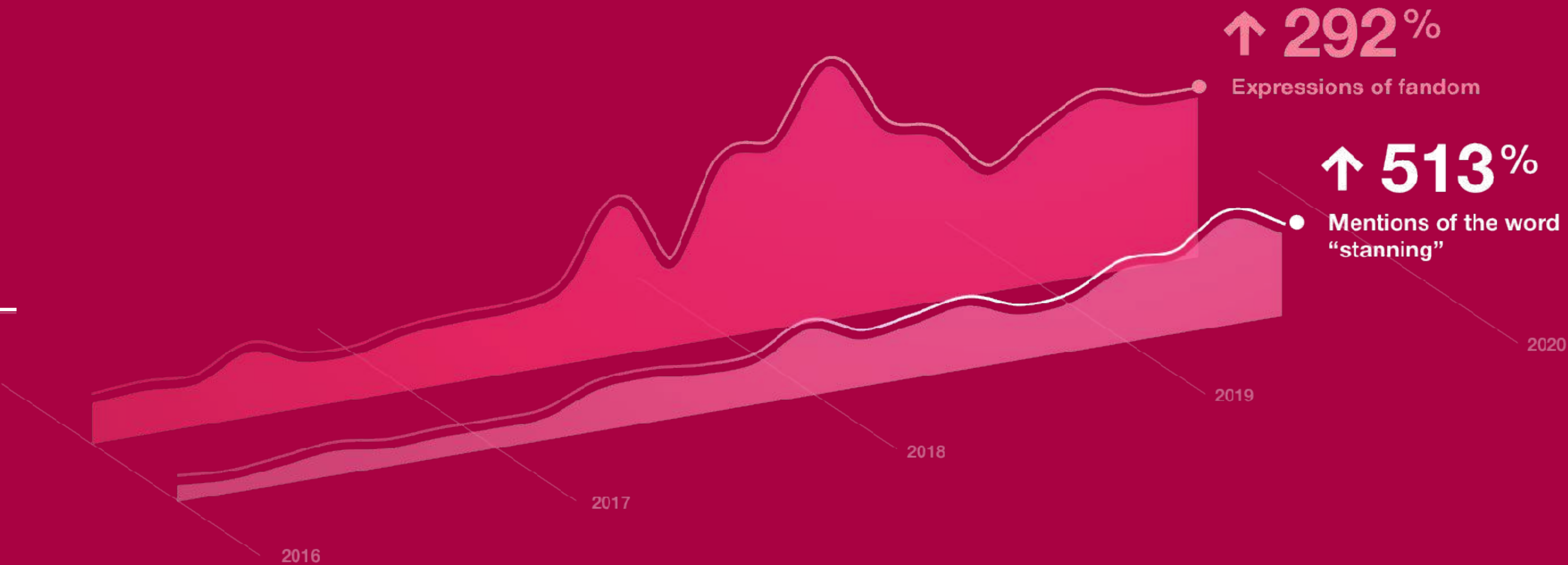
#Stanning goes viral

Conversation around expressions of fandom

Sharing on social platforms has helped forge a stronger bond between idol and fan, reinventing the meaning of fandom.

Mentions of the word “stanning”

Meanwhile, #stanning is on the rise, as fans express their love and devotion in almost obsessive ways.





HOSEOK'S Y/N
@soakedforhoseok



**I HAD A DREAM THAT I WAS FRONT
ROW AT A BTS CONCERT MAYHAPS
THIS IS A PREMONITION**



Trend: Fandom | Key driver

Fan Armies

+410%

Fan armies compete to earn their idols the top spot at award shows and radio competitions. They use hashtags to spread the word and encourage others to vote, creating a competitive atmosphere within the fandom.



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Trend: Fandom | Key driver

Fan Tourism

+39%

Fans travel all over the world to immerse themselves in their favorite fictional universes, as locals take the opportunity to create fan tours. [#Croatia](#), [#Dubrovnik](#) and [#GameofThrones](#) are the top three hashtags in this driver.



Cultural insights from the conversation on Twitter.

Trend: Fandom | Key driver

Empowerment through fandom

+741%

Fans embrace and internalize the positive and uplifting messages promoted by their idols, and some even credit the music, art or characters they follow with improving their happiness and mental health.



Trend: Fandom | Key driver

Fan Art

+129%

The popularity of fan art not only shows fans' dedication to their idols, but also a willingness to share their talents online. The K-Pop subgenre is a common muse for these artists.



Trend: Fandom | Key driver

LARPing

+102%

As with fan art, Live Action Role Players showcase their makeup and costume-making abilities while acting out and riffing on their favorite pop culture moments.



Hashtags used in Fandom Tweets

#fanart
#criticalrolefanart
#CriticalRole
#art
#FanArtFriday
#digitalart
#drawing
#cyberpunk
#illustration
#CriticalRoleArt
#anime
#sketch
#TeenChoice
#ChoiceFandom
#myart
#iHeartAwards
#artistsontwitter

Reciprocal influence

Competitions like the [#iHeartAwards](#) encourage fans to promote their favorite artists for awards and recognition. In return, these idols often respond to their fan armies and even individuals, strengthening the personal relationship between artist and fan.

Creativity

[#Fanart](#) is a way to prove dedication. We see this hashtag associated with fantasy and fiction, as people create illustrations depicting the content they love, like the Dungeons & Dragons series “Critical Role.” Many artists curate their own followings within each fandom, seeking to monetize their work.

Tribes

Intense fandom “tribes” form on Twitter, and most major fandoms have a nickname, from [#BTSArmy](#) to the “critters” of [#CriticalRole](#). There’s a sense of community and identity in these strong emotional attachments.



KillianMarie
@KillianMarie4



Larp is life y'all



Emoji used in Fandom Tweets

Sentiment & tone _____

Emoji used in the conversation around Fandom convey feelings of emotional intensity, adoration, energy, joy, and celebration.



How to use this trend in your next campaign

Connect with the fandom conversation by activating during major fan events and music awards. Speak the language of your fans by sharing who your brand “stans.”