KNOWLEDGE ORGANIZATION IN TRANSMEDIA FICTIONAL WORLDS
A study of Harry Potter, Lord of the Rings, Marvel Universe, and Star Wars
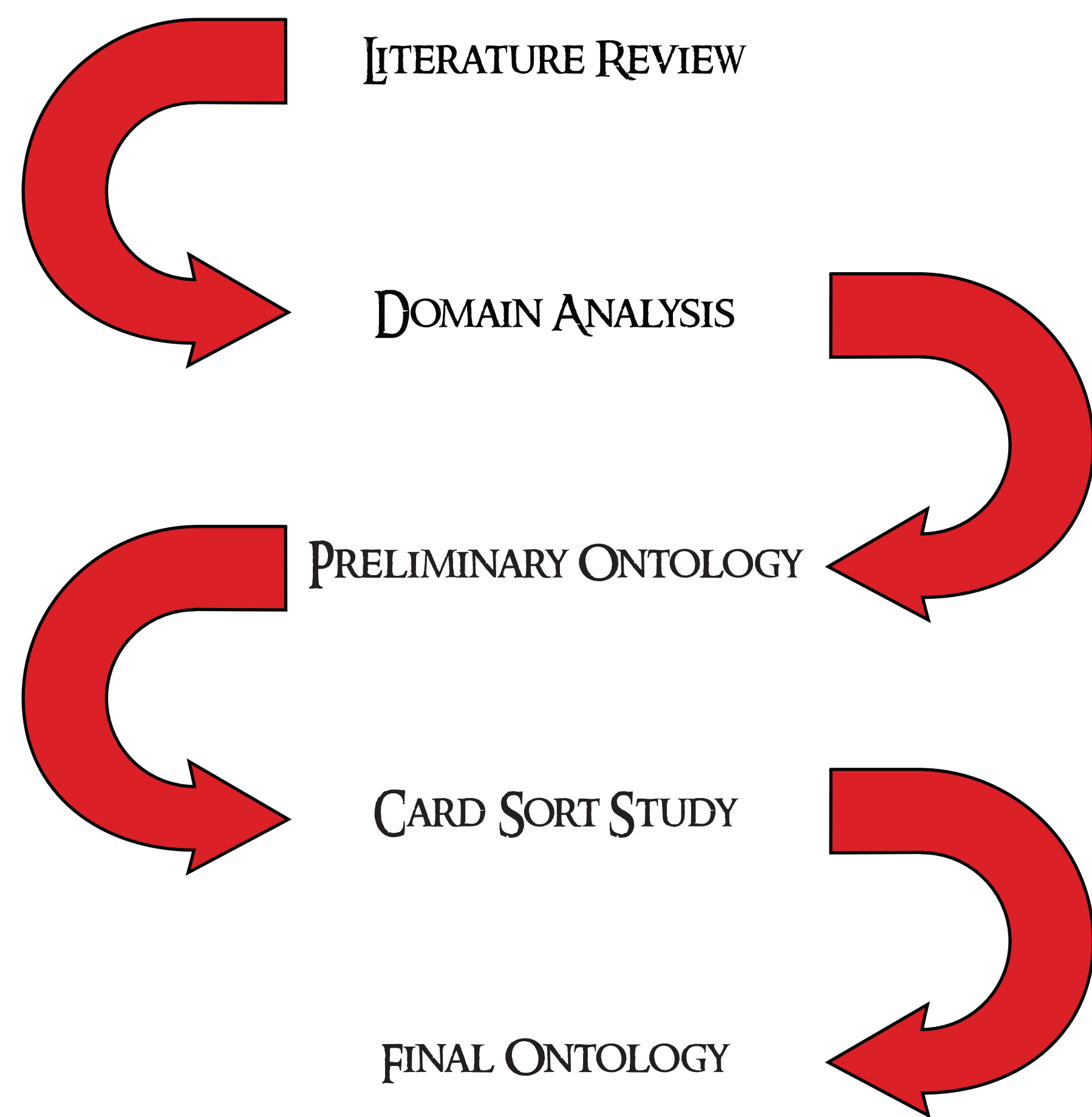
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RESEARCH QUESTIONS

QUESTION 1:
How is knowledge contained within the narratives of transmedia fictional worlds inherently structured as a domain?

QUESTION 2:
How do end-users navigate, organize and understand the information contained in the narratives of transmedia fictional worlds?
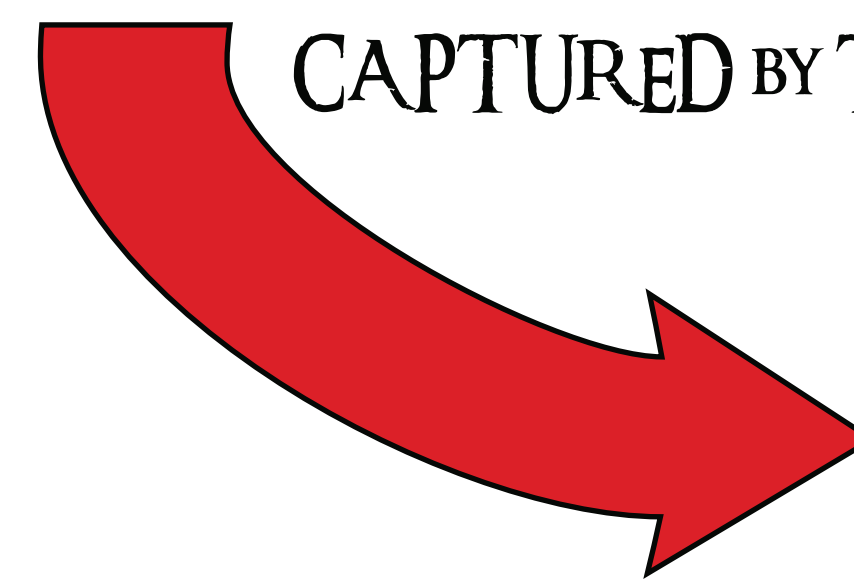
KEY CONSIDERATIONS & METHODOLOGY

How do you represent multiple truths?
How do you represent the tone of a relationship?
How do you represent critical changes to things?

- Literature Review
- Domain Analysis
- Preliminary Ontology
- Card Sort Study
- Final Ontology

DEFINITIONS

TRANSMEDIA:
A story world building technique that produces co-ordinated, multi-platform stories with each platform producing its own stand-alone narrative that creates new entries into the world

FICTIONAL WORLD:
The characters, associations, family trees, events, organizations, locations, science, technology, religions, philosophies, tropes, themes, natural laws and/or other components found within the narrative elements of a fictional transmedia story and their connections to the real-world

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TONY STARK — [CHARACTER]
PARENT: Howard Stark, Jr
HAS POWER: Super Intellect
LIVES IN: Malibu, CA
LED: Stark Industries
CREATED: Iron Man Mark I Power Suit
Arc Reactor
ALIAS: The Mechanic
The Consultant
MORALITY: Neutral
BEHAVIORAL STYLE: Chaotic
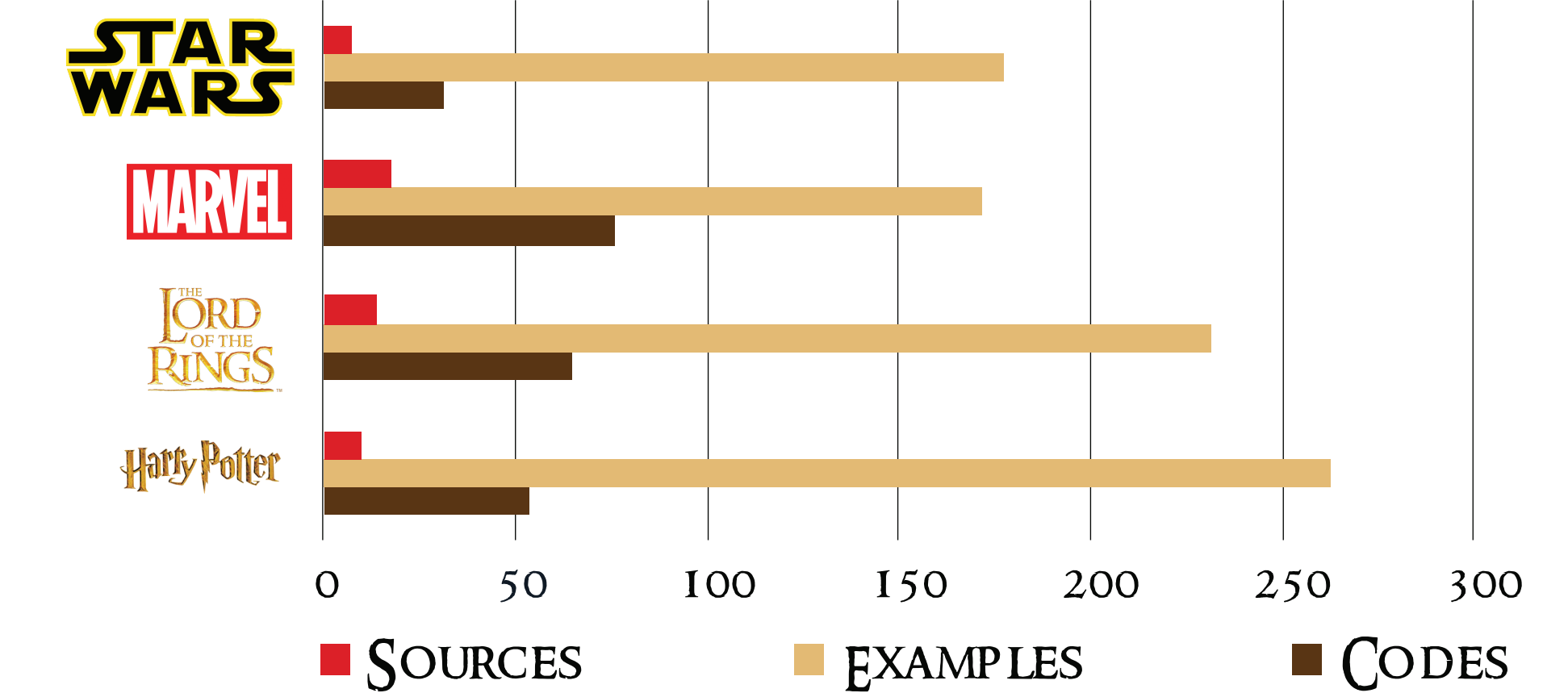SOURCE OF NATURE: Purchased
Technological

Source: http://author-quest.blogspot.com/2015/06/is-tony-stark-becoming-villain.html

CAPTURED BY TERRORISTS

[METAMORPHOSIS EVENT]
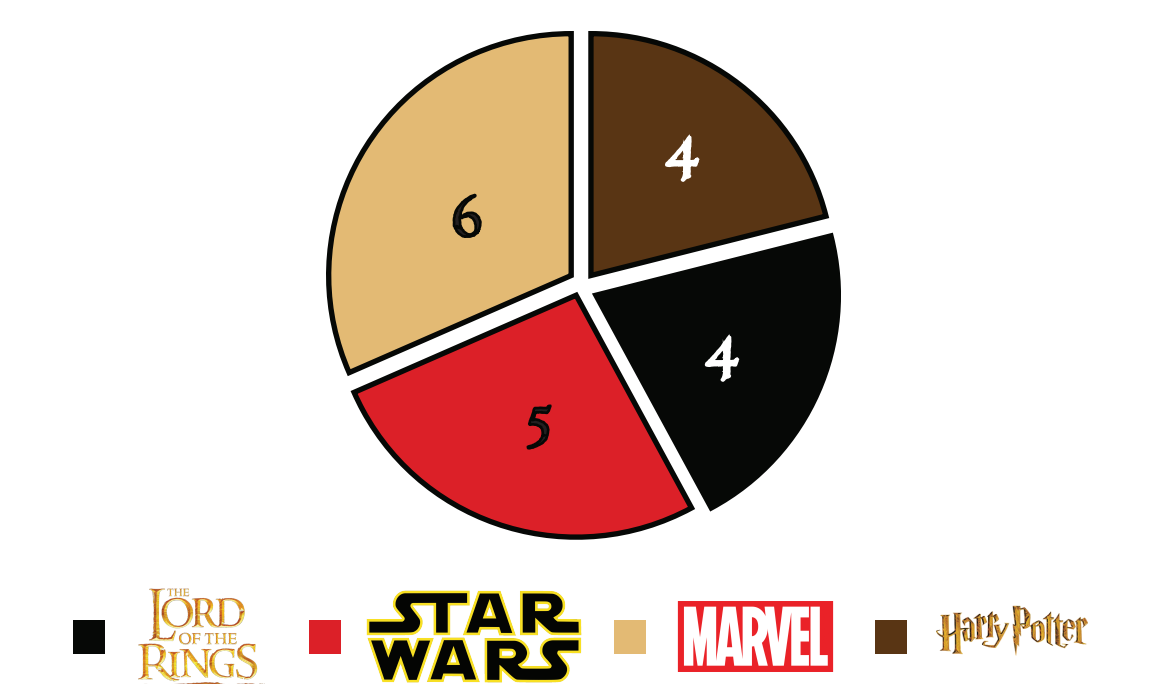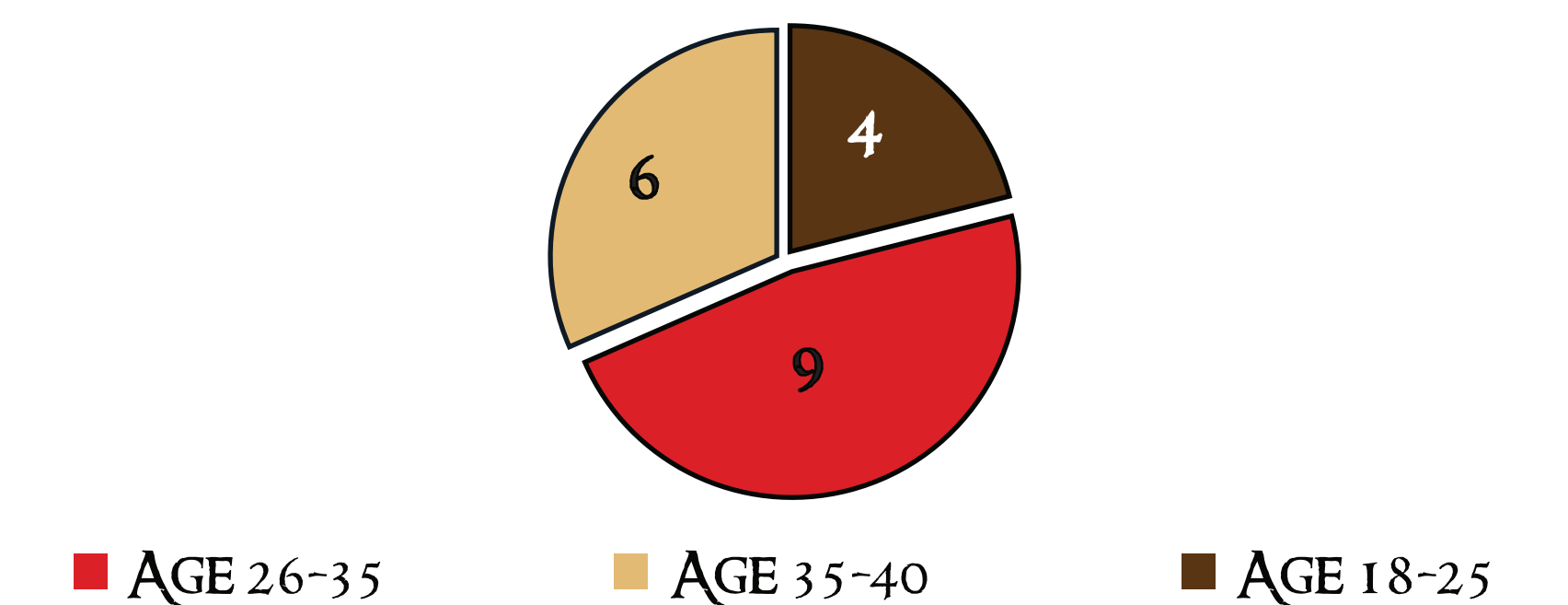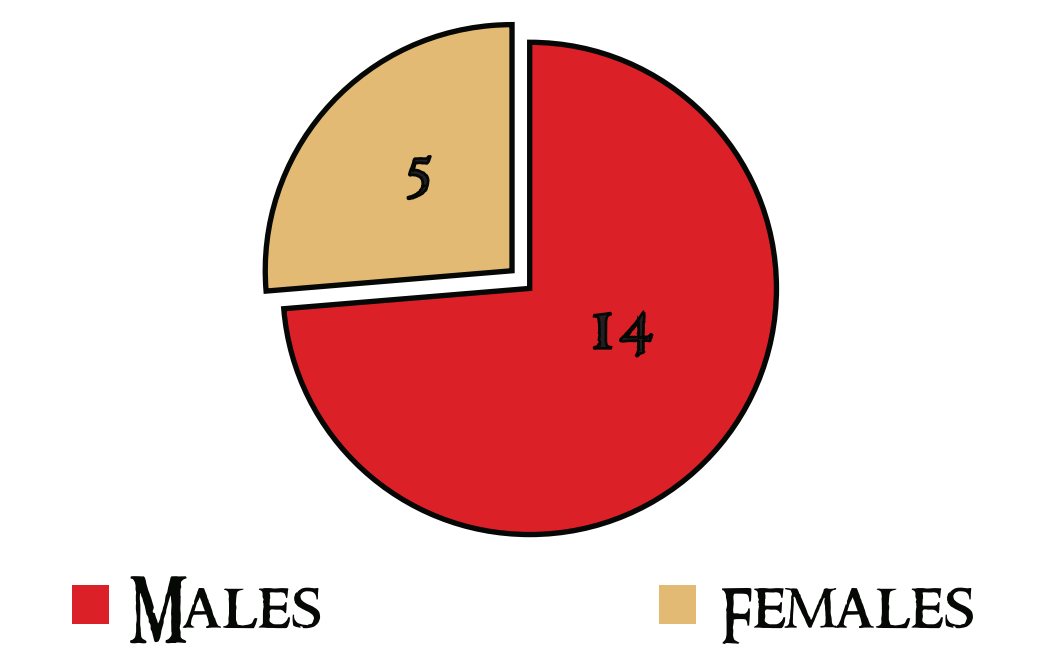Becomes Iron Man
Stops Selling Weapons

IRON MAN — [CHARACTER]
OTHER IDENTITY: Tony Stark
HAS POWER: Super Strength
Repulser Beams
Micro Missiles
Super Senses
Artificial Intelligence
Power Armor
LIVES IN: Stark Tower
CREATED BY: Tony Stark
MORALITY: Good
BEHAVIORAL STYLE: Lawful
SOURCE OF NATURE: Technological

Source: http://avengers.marvelkids.com/characters/iron-man

THE FAN
Obsessed with the Transmedia Property

THE SCHOLAR
Studies the Transmedia Property

THE CREATOR
Makes the Transmedia Property

THE BRAND MANAGER
Manages the Transmedia Property

DOMAIN ANALYSIS

STAR WARS
MARVEL
LORD OF THE RINGS
Harry Potter

0 50 100 150 200 250 300

Sources   Examples   Codes

CARD SORT STUDY

N = 19

Males: 14 Females: 5

Age 26-35: 9   Age 35-40: 6   Age 18-25: 4

Lord of the Rings: 4   Star Wars: 5   Marvel: 6   Harry Potter: 4

SUMMARY & FUTURE RESEARCH

OWL BASED ONTOLOGICAL MODEL:
~ 72 classes
~ 239 properties emphasizing relationships
~ 13 different controlled vocabularies with 100 terms & expansion rules

FUTURE RESEARCH OPPORTUNITIES:
~ Future user studies (i.e. personas other than fan)
~ Expanding properties and relationships even more
~ Relationship between world size & model usability
~ Develop interactive, input, & comparison UIs
~ Develop more exploratory links between classes & new terms for the controlled vocabularies

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GAMER GAME RESEARCH GROUP

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