

# Emma Approved: transmedia, social media platforms and interactive storytelling

## V CONGRESO INTERNACIONAL COMUNICACIÓN Y PENSAMIENTO

SIMPOSIO II. Nuevos escenarios para la ficción audiovisual: de la “caja tonta” a la multipantalla

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# Emma Approved: transmedia, social media platforms and interactive storytelling

- Pregunta de investigación:  
Cómo se utilizan las plataformas de medios sociales para la creación de proyectos de narrativa transmedial de bajo presupuesto
- Objeto de estudio: *Emma Approved* (YouTube, 2013-2014)
  - 72 episodios (+ contenido extra)
  - Pemberley Digital, en asociación con [Kin Community](#)
  - Creador: Bernie Su
  - Basado en novela *Emma*, de Jane Austen



# Mundo transmedial (Transmedia world)

- Antecedentes:
  - Storyworld de Jane Austen
  - Storyworld de Pemberley Digital – [\*The Lizzie Bennet Diaries\*](#) (2012-2013)
    - Crossover (Wolf, 2012) – Caroline Lee
- Elementos
  - Mythos: trasfondo (backstory), personajes, conflictos
  - Topos: escenarios
  - Ethos: ética y moralidad



# Plataformas narrative

Canal de [YouTube](#) de Pemberley Digital

The image shows a screenshot of the Pemberley Digital YouTube channel page. At the top, the YouTube logo and search bar are visible, with the search term "pemberley digital". The channel banner features a woman in a blue floral dress and the "EMMA APPROVED" logo. Below the banner, the channel name "Pemberley Digital" and subscriber count "117.000 iscritti" are displayed, along with a red "ISCRIVITI" button. The navigation menu includes "HOME PAGE", "VIDEO", "PLAYLIST", "COMMUNITY", "CANALI", and "INFORMAZIONI". The main content area shows a video titled "Emma Approved Revival - Ep 1 - I Am Back" with a view count of 68,217 and a link to the Patreon page. The "FEATURED CHANNELS" section lists "The March Family Lett..." and "Pemberley Digital 2".

YouTube IT

pemberley digital

ACCEDI

Home

Tendenze

Iscrizioni

Raccolta

Cronologia

EMMA APPROVED

Website

Pemberley Digital

117.000 iscritti

ISCRIVITI

HOME PAGE VIDEO PLAYLIST COMMUNITY CANALI INFORMAZIONI

Emma Approved Revival - Ep 1 - I Am Back

68.217 visualizzazioni • 1 anno fa

Be more involved than ever before!  
Follow the Patreon link to become a shareholder!  
<https://www.patreon.com/EmmaApproved>

Watch the series from the beginning - <http://pbly.co/EAep1>

FEATURED CHANNELS

The March Family Lett...  
ISCRIVITI

Pemberley Digital 2  
ISCRIVITI

# YouTube

- Canales complementarios

- [Emma Woodhouse](#)

- Q&A vídeos
    - Harriet's Music Club
    - Otros
      - Harriet's Application Vídeo
      - Martin's Crane Video

- [Pemberley Digital 2](#)

- Contenido extra: tomas falsas, castings, cámara oculta

# Blog – [Emma Approved](#)

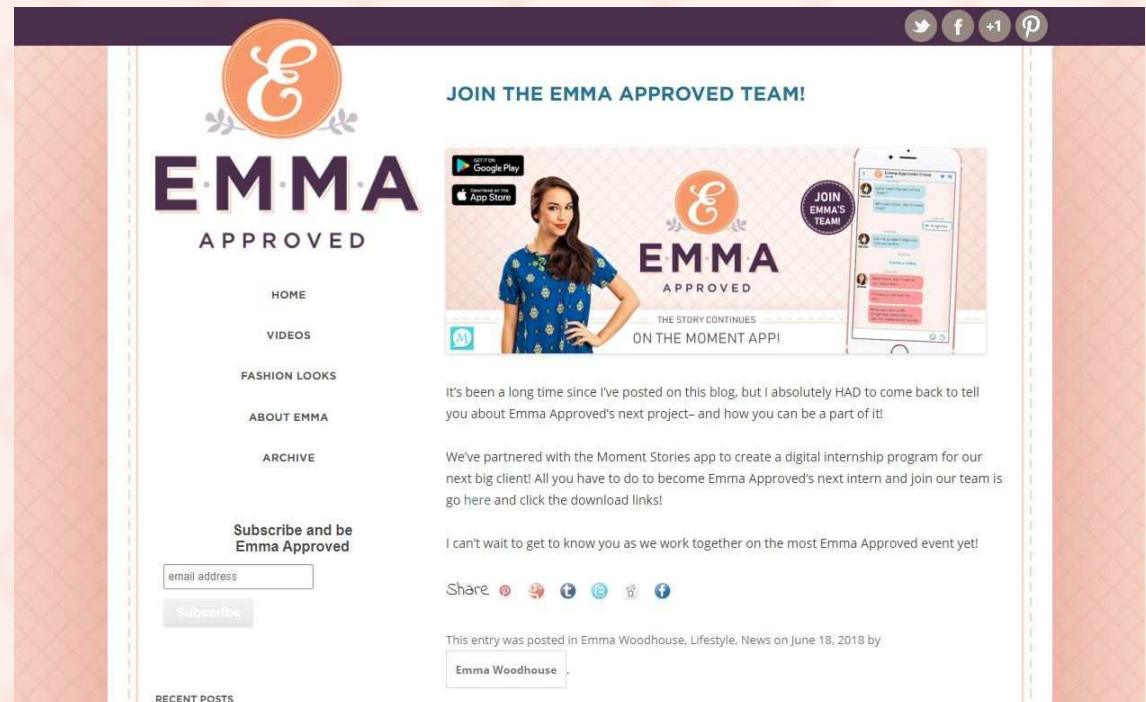
Único medio “in-world”  
(Bernie Su, Octubre 2013)

Trasfondo (backstory)

- [Sr. Woodhouse](#)

Puntos de vista alternativos

- [Emma vs Alex](#)
- [Emma vs Harriet](#)
- [Entradas escritas por Harriet](#)



# Twitter

Casi todos los personajes

- @EmmaApproved
- @AlexKnightleyEA
- @TheAnnieTaylor
- @TheRyanWeston
- @TheHarrietSmith
- @IAmJamesElton
- @FranklyChurch
- @that\_caroline
- @TheBobbyMartin
- @TheJaneFairfax

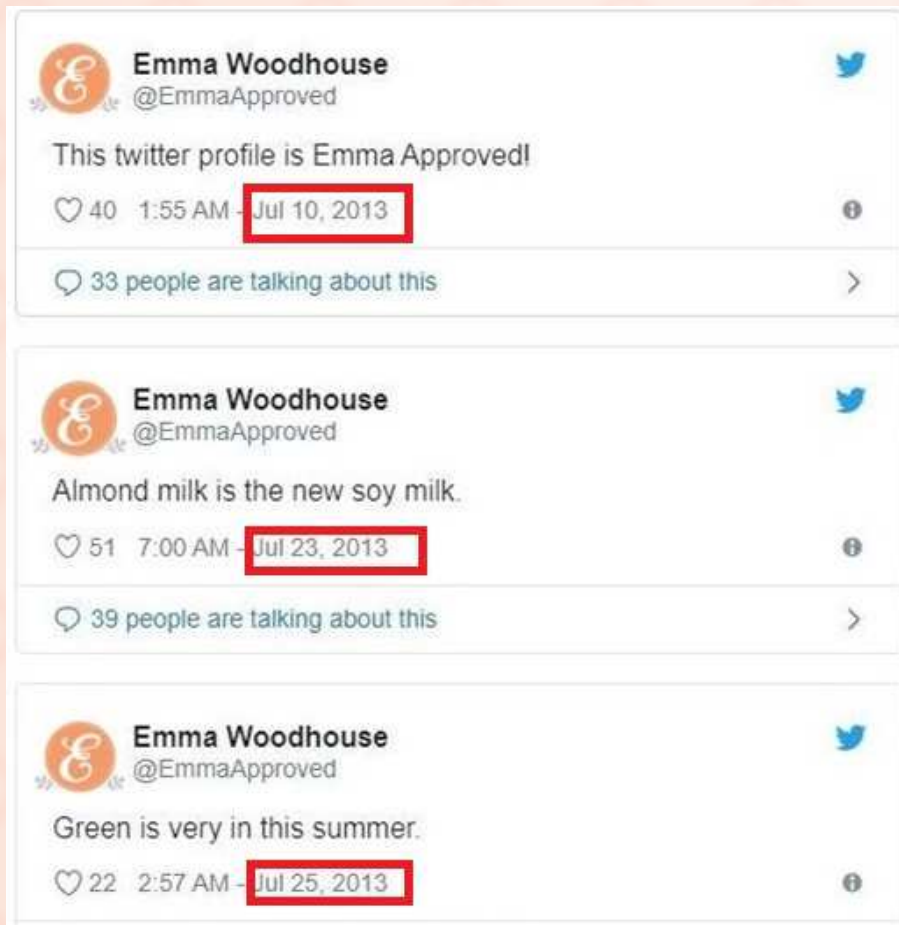
## FUNCIONES

- Rellenar huecos de historia
  - [Harriet Smith: Wedding Crasher](#)
- Interacciones entre personajes
  - [Friendly Competition](#)
- Interacciones con los usuarios
  - [I want a Knightley Tweet](#)

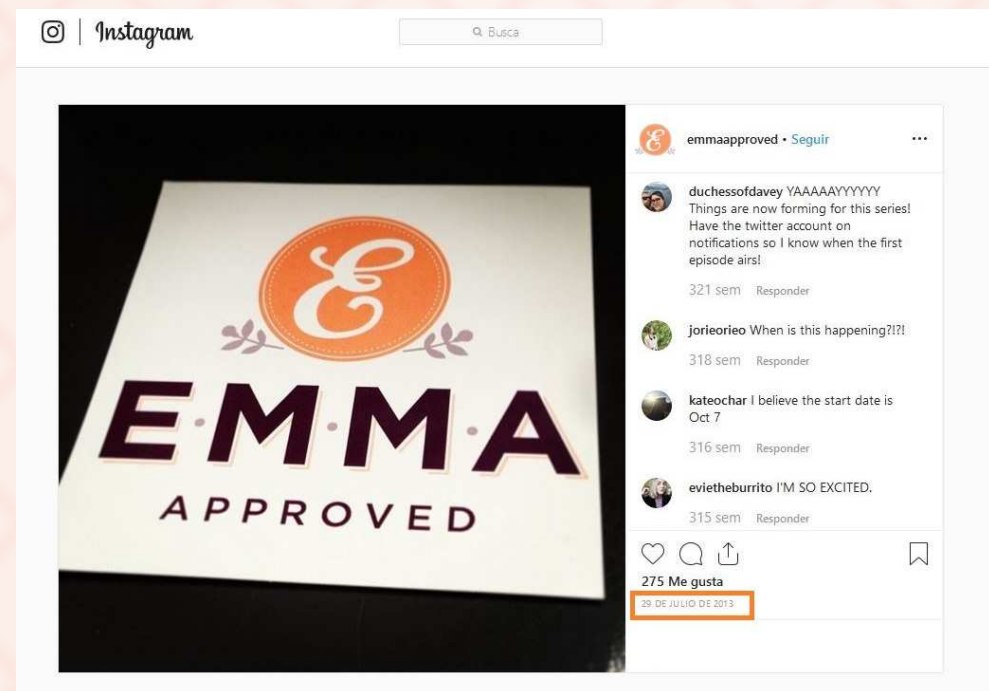


# Twitter

## Creación de expectativas - serie



## Pemberley Digital anuncia su nuevo proyecto





# Twitter

## Jane Fairfax

1 - Primer post



2 - Primera aparición: [Episodio 49 – The New Girl](#) (2 de junio de 2014)

3 - Serie spin-off – *Frank & Jane*:



# Páginas web accesorias

## Restaurante Boxx

- Capítulo XLIII de la novela – picnic en Box Hill
- Debido a las “affordances” (capacidades) de las plataformas, no es posible recrear la escena en el canal principal
  1. Interacciones en [Twitter](#)
  2. Página web del restaurante



3. [Episodio 64 – Boxx Hill](#)

# Páginas web accesorias

- Ruptura de la división mundo primario (real) y mundo secundario (transmedial)

## Modcloth

- Tienda de moda en línea
- Concurso “Make Your Life Better”

## 27 Million + Everyday Hero

- Crowdfunding en forma de subasta de solteros



The screenshot shows the Emma Approved website. At the top, there's a navigation menu with 'HOME', 'VIDEOS', 'FASHION LOOKS', 'ABOUT EMMA', and 'ARCHIVE'. A sidebar on the left includes a 'Subscribe and be Emma Approved' section with an email address input field and a 'Subscribe' button. The main content area features a large banner for the 'Make Your Life Better' contest, which includes three photos of women in different outfits. Below the banner, there's a text block explaining the contest: 'Emma Approved is excited to announce our very first style contest! I've tried to inspire you with my advice and fashion blogs, but now I'm looking to YOU for inspiration. We're partnering with ModCloth for the "Make Your Life Better" contest. The rules are simple. Pick one of your favorite looks (specifically a look that has made your life better), snap a photo, and upload your picture to ModCloth's Style Gallery. Maybe it's the interview outfit that helped land your dream job, the first date outfit that caught their eye, or the outfit that always cheers you up when you're feeling down. Perhaps it's just the outfit that makes you feel the most you.' Below this, there's a section titled 'HERE'S HOW YOU CAN ENTER:' with three numbered steps: 1. 'If you haven't already, join the ModCloth community to create your Style Gallery. It's a fun way to view and share outfit photos with other creative, inspirational personalities.' 2. 'Snap a photo that captures you in your "Make Your Life Better" outfit.' 3. 'Upload your outfit photo to the Style Gallery. Be sure to check'.



The image is a promotional graphic for a campaign. It features two pairs of actors. On the left, Frank Churchill and Emma Woodhouse are shown. On the right, Alex Knightley and Jane Fairfax are shown. The text in the center reads 'support human rights with EMMA APPROVED and 27 MILLION'. The names of the actors are written in large, bold letters at the bottom of their respective photos.



# Plataformas auxiliares

- [Pinterest](#)

- Emma como personaje
- Ideas para sus entradas en el blog

- [Instagram](#)

- Emma como personaje
- Fotos de los looks que salen en el blog
- Algunas fotos de eventos

- [Facebook](#)

- Posts escritos como si fueran los personajes
- No interacción con usuarios
- Actualizaciones del blog o del canal principal de YouTube
- Fuente de preguntas para los vídeos de Q&A

- [Tumblr](#)

- Posts escritos como si fueran los personajes
- No interacción con usuarios
- Actualizaciones del blog o del canal principal de YouTube

# INTERACTIVIDAD

- Conversaciones en Twitter con los usuarios
- Vídeos de Q&A
- Harriet's Music Club
- Subasta de solteros
- Concurso Modcloth
- Vidcon 2014
  - Encuentro en directo con "Harriet" y la compositora de la música: Sally Chou
  - Formar parte del episodio final de la serie



# CONCLUSIÓN

- La narrativa transmedial es la estrategia óptima para desarrollar proyectos de bajo presupuesto
  - Oportunidades de promoción
  - Capacidad de producir contenido a bajo coste
  - Construcción del mundo narrativo en diversas plataformas
  - Usuarios se convierten en creadores de contenido





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