

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

Website

Facebook

Twitter

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](#)

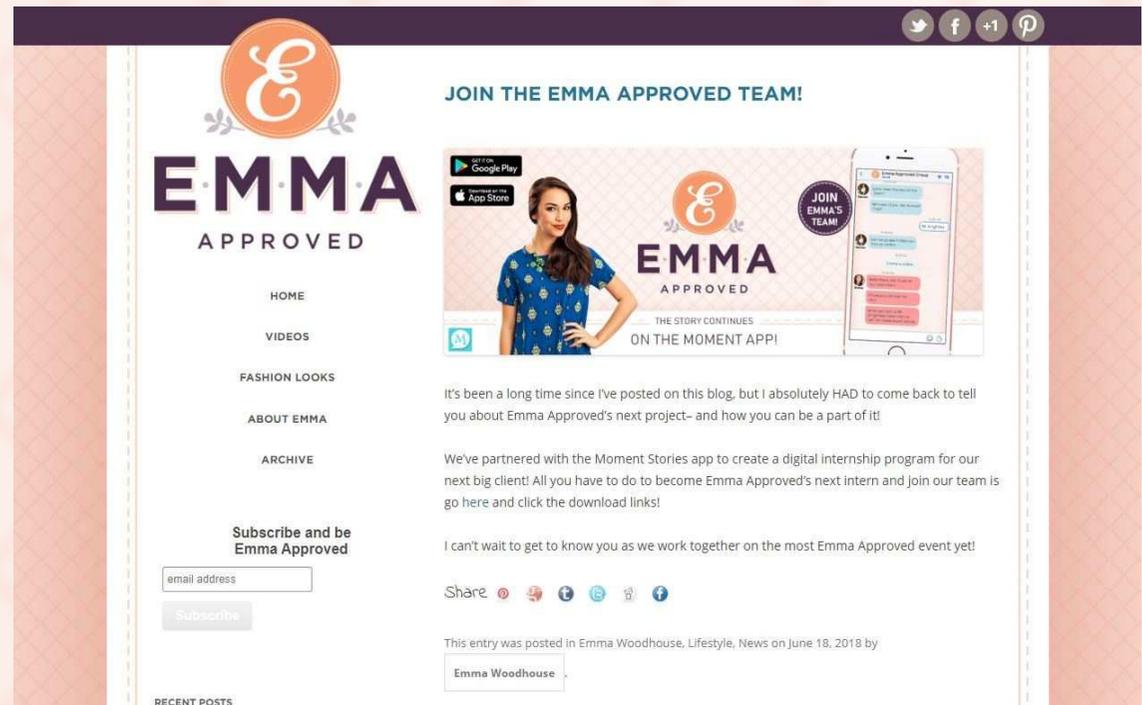
Único medio “in-world”
(Bernie Su, Octubre 2013)

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

The image shows three tweets from the account Emma Woodhouse (@EmmaApproved). Each tweet is highlighted with a red box around the date. The first tweet, dated Jul 10, 2013, says "This twitter profile is Emma Approved!". The second tweet, dated Jul 23, 2013, says "Almond milk is the new soy milk.". The third tweet, dated Jul 25, 2013, says "Green is very in this summer.".

Emma Woodhouse @EmmaApproved
This twitter profile is Emma Approved!
40 1:55 AM - Jul 10, 2013
33 people are talking about this

Emma Woodhouse @EmmaApproved
Almond milk is the new soy milk.
51 7:00 AM - Jul 23, 2013
39 people are talking about this

Emma Woodhouse @EmmaApproved
Green is very in this summer.
22 2:57 AM - Jul 25, 2013

Pemberley Digital anuncia su nuevo proyecto

The image shows an Instagram post from the account emmaapproved. The main content is a photograph of a white sign with a large orange 'E' logo and the text 'EMMA APPROVED' in dark letters. The post has 275 likes and was posted on 29 DE JULIO DE 2013. The caption reads: "duchessofdavey YAAAAAYYYYYY Things are now forming for this series! Have the twitter account on notifications so I know when the first episode airs!". There are several replies from users like jorieorio, kateochar, and eviethiburrito.

Instagram | Busca

emmaapproved • Seguir

duchessofdavey YAAAAAYYYYYY Things are now forming for this series! Have the twitter account on notifications so I know when the first episode airs!
321 sem Responder

jorieorio When is this happening?!?!
318 sem Responder

kateochar I believe the start date is Oct 7
316 sem Responder

eviethiburrito I'M SO EXCITED.
315 sem Responder

275 Me gusta
29 DE JULIO DE 2013

Twitter

Jane Fairfax

1 - Primer post



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

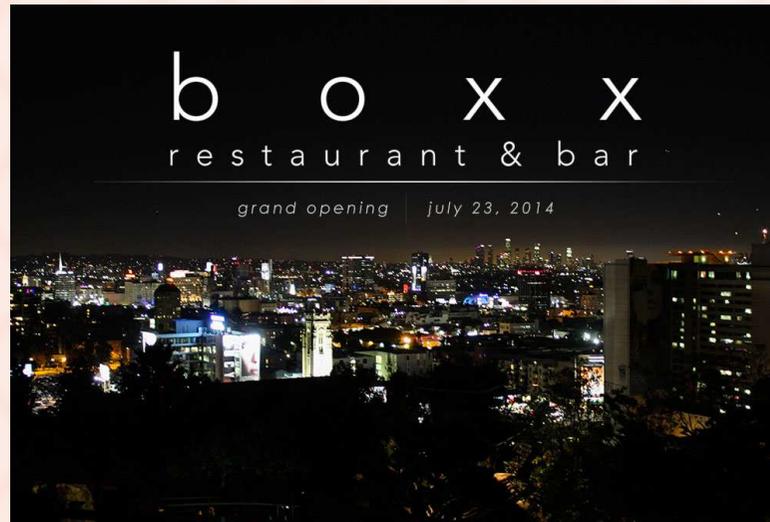
3 - Serie spin-off – *Frank & Jane*:



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

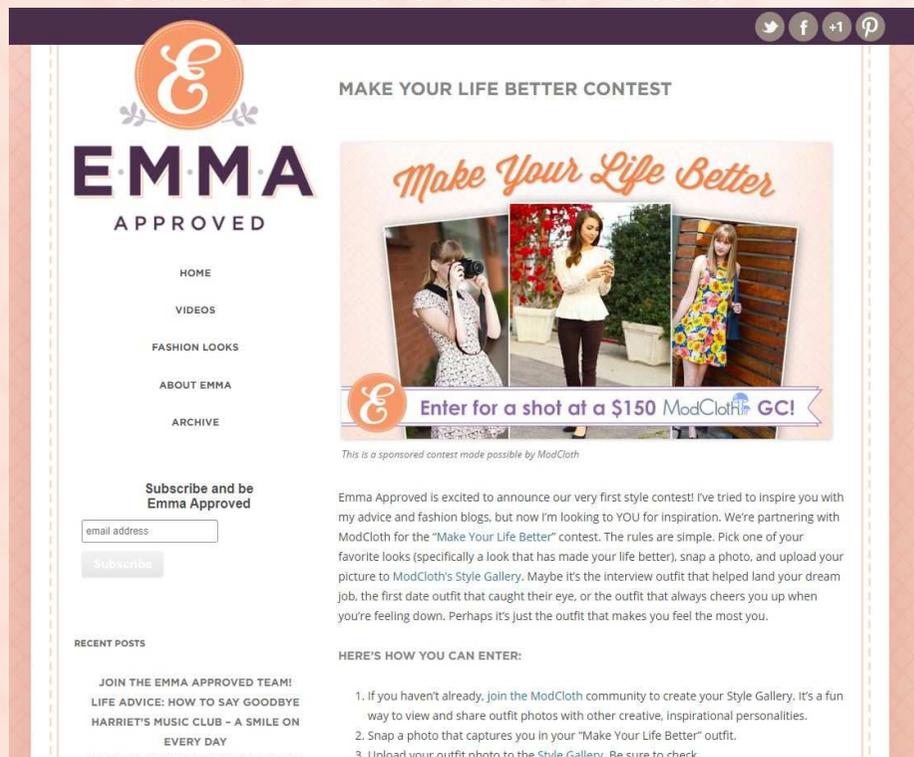
- Ruptura de la división mundo primario (real) y mundo secundario (transmedial)

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 left is the Emma logo, a stylized 'E' inside a circle. Below it, the text 'EMMA APPROVED' is displayed. A navigation menu on the left includes links for HOME, VIDEOS, FASHION LOOKS, ABOUT EMMA, and ARCHIVE. Below the navigation is a 'Subscribe and be Emma Approved' section with an email address input field and a 'Subscribe' button. The main content area features a banner for the 'MAKE YOUR LIFE BETTER CONTEST'. The banner includes the text 'Make Your Life Better' in a cursive font, three photos of women in various outfits, and a call to action: 'Enter for a shot at a \$150 ModCloth GC!'. Below the banner, there is a paragraph of text explaining the contest and a list of instructions on how to enter.

EMMA APPROVED

HOME

VIDEOS

FASHION LOOKS

ABOUT EMMA

ARCHIVE

Subscribe and be Emma Approved

email address

Subscribe

RECENT POSTS

JOIN THE EMMA APPROVED TEAM!
LIFE ADVICE: HOW TO SAY GOODBYE
HARRIET'S MUSIC CLUB - A SMILE ON EVERY DAY

MAKE YOUR LIFE BETTER CONTEST

Make Your Life Better

Enter for a shot at a \$150 ModCloth GC!

This is a sponsored contest made possible by ModCloth

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.

HERE'S HOW YOU CAN ENTER:

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 promotional image features four actors in a grid layout. On the left, Frank Churchill (played by James Van Der Beek) and Emma Woodhouse (played by Emily Deschanel) are shown. On the right, Alex Knightley (played by James Van Der Beek) and Jane Fairfax (played by Emily Deschanel) are shown. In the center, the text reads 'support human rights with EMMA APPROVED and 27 MILLION'.

support human rights with EMMA APPROVED and 27 MILLION

FRANK CHURCHILL EMMA WOODHOUSE

ALEX KNIGHTLEY JANE FAIRFAX

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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