

Questions on Henry Jenkins – “Buying Into American Idol”

1. Why did earlier versions of interactive TV fail and what was different about American Idol?
2. What are “affective economics” and why are they important?
3. How are advertisers and broadcasters thinking differently about audiences?
4. What is the “Madison+Vine” concept and how does it related to American Idol?
5. What are “lovemarks” and why do they matter to broadcasters and advertisers?
6. What are the 3 types of viewers and how do they interact? What did Jenkins’ study find?
7. How does Idol adjust to the different kinds of viewers?
8. What are the roles of online fan communities, according to Jenkins?
9. What do the two sidebar examples (Apprentice and America’s Army) illustrate?