

OTT and Participatory Cultures: The Case of Netflix's Wednesday

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The Asian Conference on Cultural Studies 2023
Official Conference Proceedings

Abstract

The advent of OTT brought about a comfort in viewing, a personal safe space to indulge into, to escape the bitterness of reality, at your own convenience. The OTT industry off-lately experienced a sharp spike as viewer numbers shot up to touch millions to survive the idleness of the pandemic. Who doesn't want the freedom to choose what they want to see whenever they wish? That's what the OTT industry brings to the table. But for some shows more than the others, the feeling of connection doesn't just stop at appreciation but goes on to create a deepened sense of association. This research aims at understanding how the modern, popular Netflix show 'Wednesday' influenced audiences, how participatory cultures formed around it and how it was able to revive the Gothic subculture. The show was deeply analyzed to identify the fashion and music elements that influence the audience behavior. The research methodology used will be netnography, to understand the reception of the show and the impact it has had via the subreddits on the 'Reddit' platform. The aim of this research is therefore to understand the specific elements in a particular OTT show that make people participate and form fan communities and deciphering these factors will allow content creators in the entertainment industry to design superior content that can gain popularity easily and stand out in the vast content pool available at everybody's fingertips today. The major themes identified were the Dark vibe, the classical music used, Tiktok as a tool to elevate their success and relatability with the show.

Keywords: OTT, Participatory Culture, Gothic, Subculture, Netnography

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Introduction

The recent years have witnessed the age-old traditional television been overtaken by the in-trend, over-the-top media services. During the COVID-19, OTT platforms grew as a convenient and easy option for people to access quality content with a variety of options to choose from (*Manoj, 2022*). Feeling like a thriller at 3 am in the night? Well, then, here are a multitude of options you can choose from. Although some of these may charge a premium, the benefits provided overweigh that provided by the television channels. Thus, OTT has been seen as transforming into 'The New Television'. Along with access to international content, shows in different languages are available absolutely ad-free. These Platforms have also started producing original series and movies, giving their unique set of users a completely different experience. (*Malhotra, 2021*) Providing the ultimate freedom to watch what you are interested in and not subjected to, clearly depicts that the shows the youth decides to watch today portray characters that challenge identities defined by socio-cultural or class distinctions (*Parmar & Pandit, 2021*). And needless to say, the youth are absolutely loving it.

While love showered over some shows is seasonal, some others have the power of going on to create an intensified feeling of relatedness and ultimately give rise to strong participatory cultures. Participatory culture is defined as the culture where individuals participate in the creation and distribution of content acting as both content consumers and contributors. (*Jenkins, 2012*) The audience of the participatory culture is determined not only by size, but by their power to influence the other consumers to form the public. According to the media scholar Henry Jenkins, participatory culture differs from consumer culture in that fans engage with popular media by appropriating and reinterpreting its ideas for their own purposes. This is in contrast to the corporate "culture industry" - comprising media producers such as TV networks and film studios - which some theories of popular culture argue prioritize profit over quality, perpetuating dominant ideologies through pop culture as a form of hegemony. However, the theory of participatory culture offers an alternative perspective, positing that media fans are not mere passive consumers, but rather active producers who manipulate and create meaning from popular media. (*Ciszek, 2013; Jenkins, et al., 2015; Jenkins, 2020*). Fandom has become a crucial segment of life today, directly affecting communication, consumption, identification and creation patterns all around the Globe. Prior to the rise of the internet age, fans participated in social gatherings in small groups to discuss their favorite shows. The emergence of social media has altered the face of fan cultures causing interaction to now take place on groups and pages dedicated to discussing these. (*Gray, et al, 12*) Fan cultures provide fans a great opportunity to express their creativity and show their love and appreciation for a particular character or fictional universe in numerous ways. These expressions can take the form of fan fiction, fan art, fan videos, cosplays, and filk songs, among many others. Fans are undoubtedly the most loyal, committed and zealous members of the consumer base and they also have the power to get the larger community to resonate and connect with them. Because of the advantages that fan loyalty provides, the study on how fandoms operate and how the production companies can work in sync with the fans to ensure the success of their dear projects which is of immense significance to them. (*Jessica Yang, 2020*).

Research Aim/ Context

Given the importance of the study of participatory cultures and the ever-increasing demand of OTT shows combined with their influential ability to impact audiences, it is extremely

essential to study the participatory cultures that get created around the OTT viewers. There is not a lot of research done in this sub-area of cultures which fans of OTT shows inhabit.

Earlier similar work done in this arena was by authors Syahriyani, Fahri, Putratama and Amaliyah in their paper titled '*Squid game series as social phenomenon on Twitter: A study of Participatory culture*' published on March 23, 2022 in the International journal of Media and Information literacy. The research analyzed data gathered from the @kdrama_menfess Twitter account. The findings indicate that fans of the Squid Games series frequently participate in online discussions and activities via the K-Drama Menfess account on Twitter, which focuses on various South Korean drama series, including Squid Games. The study also brings to light how fans indulge in content sharing activities like information, experiences, ideas, photos, and videos etc. The results highlight the crucial role that social media plays in facilitating participatory cultures and cultivating new fan communities. The limitation found in this study was that it wasn't very conclusive or futuristic and analyzed the role of social media more than the impact of the show on consumers.

For this purpose, this research will delve into how the modern OTT show 'Wednesday' has influenced the audiences to revive the age-old gothic subculture, gain an understanding of the influence the music and dance elements of this show have on audiences and to decipher the elements necessary to allow a show to influence behavior. This shall help OTT content creators stand out and leave an ever-lasting impact on their viewing audiences. This qualitative and cultural approach is intended to understand more about the rich cultural significance that ultimately makes media projects worthwhile. Identification of the formula of popularity and aspects which help them create culture will aid them in writing more of the content that is based on the elements identified to ensure virality and guarantee participation. This will particularly be useful to small content writers and upcoming OTT platforms in India as a means to overtake the media giants which are mainly Netflix, Disney+ Hotstar and Amazon Prime by providing good quality content and the content that viewers are really wanting to watch and incorporate within their lives- because all said and done, content is King isn't it?

Literature Review

The media industry landscape that we traditionally identified as television has reformed with online streaming coming into the picture. Although it is impossible to pinpoint to a particular institution that drove this change, studies reveal that YouTube, BBC, Netflix, Hulu and iTunes have been the major contributors of this change. When Netflix came up with its original programming, doing away with traditional TV schedules, it definitely massively challenged the online media conglomerates that dictated the industry. Netflix started off as an online DVD-rental service but redefined what television is, although there were large media conglomerates that dominated media worldwide. Realizing how powerful Netflix was as a player, others soon followed suit by starting to provide original content too. Netflix's global expansion questioned the power that international conglomerates held even further. The algorithm of Netflix was developed such that viewers were subtly nudged towards the content they were interested in. (*Netflix and the re-invention of Television, Jenner, 2015*) Netflix projects weren't just scrupulously targeted keeping in mind their vast library of audience's taste profiles, they are also marketed such that they were able to cut through the dense clutter of modern popular culture. By publishing content internationally at the same dates and managing to maintain its library with a sense of theoretically eternal personalized content which is enough to keep customers subscribing time and again, Netflix has in essence, 're-

invented television'. (*The Age of Netflix, Barker & Wiatrowski, 2021*) Netflix was the pioneer in understanding that television content is no longer inherently tied to just sitting in front of the television set and this finding allowed it to establish itself as a transactional broadcaster, changing how television is organised and impacting the very future of the age-old television.

Gousong divides community participation into three arenas. Firstly, consuming, wherein individuals only act as consumers of content, seeing and reading but not being a part of the production process. Secondly, participation, wherein user interactions with the content and each other take place. And, lastly, participation in production and distribution of content. In the recent years, the shift from distribution to circulation (both top-down and bottom-up) has given rise to a larger participatory culture phenomena in which people also shape, share, frame, or recreate media content in newer ways (*Anshari, 2018; Jenkins et al., 2013*). Fandom is said to be driven by three major motivations: self-care, social connection, and identity (*Yang, 2020*). In this way apart from acting as a stress-buster, entertainment is able to create a strong influence by spreading cultures. This participatory engagement is extremely essential given the interactive communication capabilities and enhanced networking of digital technology and the internet.

Talking about 'Wednesday', according to 'The Economic Times', '*Wednesday*' has set a new milestone for Netflix. 'Wednesday' aired on Netflix on the 23rd November 2022. The series, based on Charles Addams' legendary comic strip, 'The Addams Family', has received over 341.2 million hours of viewing time. The series has overtaken 'Stranger Things season 4', which previously held the record with 335.01 million hours in week one of release, in the English-language series for the most watched hours in the debut week itself. The current record for most views in its peak week is held by 'The Squid Games' accounting for 571.8M hours. But, Wednesday recorded 1.237 Billion hours viewed in the first 28 days itself. 'Wednesday' has entered the Top 10 in all 93 countries that Netflix monitors, and it is now No. 1 in 83 of them. According to Netflix, more than 50M homes watched 'Wednesday'. In the series, Wednesday Addams dances to the sound of The Cramps' 1981 track, "Goo Goo Muck." The choreography by Jenna Ortega herself sent the whole world imitating her steps. The dance went viral on TikTok after Lady Gaga recreated it to the tune of her hit single "Bloody Mary". According to the Indian Express, her video garnered 116M views on TikTok. Instagram recorded more than 400K remakes in less than a month. Does this induce a new self-love culture? Wednesday is not dancing to please, she is just dancing for herself. *Wednesday* was praised by critics and fans alike for its dark and gothic aesthetic and its strong feminism (Alves, 2022). According to a press release from Netflix itself, #WednesdayAddams has garnered over 22 billion views on TikTok since *Wednesday* premiered. According to Netflix, the original dance track "Goo Goo Muck" by the Cramps, saw a 9.5K% increase in streams on Spotify since the premiere. Obviously, as a result of the viral TikTok trend, Lady Gaga's "Bloody Mary" song has received a boost in streams, 11 years after its release, seeing a 1,800% increase in streams. According to Chart Data, the song got its biggest streaming day of all-time on Spotify shortly after *Wednesday*'s release in November 2022, garnering over 429,000 listeners in one day (*Malone, 2022*). Tutorials bombed the net showing Wednesday's gothic look to recreating Thing's presence with some fascinating DIY visual effects, Wednesday Addams makeup tutorials have also been popular with over 100 million views by fans of the series on TikTok. Wednesday has single-handedly been responsible for reviving the Gothic culture for Gen Z according to *The Guardian*, and this has led to the Wednesday Addams cosplay creating waves. The fact that fans are still using these methods to express their love for Wednesday, despite the brevity and transience of internet trends, is a testament to the enduring appeal of the series. Through these brief videos,

they not only convey the significance of this character and show to them but also find a sense of belonging with like-minded individuals who identify as misfits or weirdos and outcasts, much like Wednesday herself. Her gothic and morbid nature, as well as her wit and sarcasm, have made her a source of identification for those who feel alienated from mainstream culture. Additionally, her iconic black dress and braided pigtails have contributed significantly to her popularity, as they have become instantly recognizable to many individuals. Her unique style has even been embraced by the fashion industry, solidifying her status as a cultural icon. This is what gives rise to participatory cultures- the intense feeling of bonding and relatability.

A subculture is defined as a segment of a culture which holds different customs, norms, and values but is still a part of the larger culture. Goth is one such subculture. (Newman, 2018) The origin of the gothic subculture can be traced back to the early 1980's. British bands like *Bauhaus* and *Siouxsie And The Banshees* became a major contributors to the birth of the gothic subculture. Goths are people that like the darker side of life, see beauty in the morbid and are attracted to the weird and often horror themes. They identify with spooky music and dark makeup and black frilled clothing. (McKeever, 2022) Movies and shows like *Harry Potter* and *Gossip Girl* further gave fire to the popularity of the gothic subculture. (Agrawal, 2021) Gothic is more a lifestyle than just interests, more a state of mind than just fashion statements. They admire what mainstream society finds taboo and unsettling, which mainly revolves around horror and death. Gothic fashion is often thought of as striking and beautiful because it intentionally rejects and parodies mainstream ideals of beauty and good taste. (Latham, 2014).

Wednesday is cool but its popularity is because of something greater- relatability- it makes a clever, moody, condescending type personality, dangerously blessed with irresistible good looks and saddled with the baggage of past trauma seem desirable, who doesn't want to be loved after all? (Zara, 2022).

Objectives

Main objective

To Analyze how the popular Netflix show *Wednesday* has created immense buzz and how it has contributed to the online participatory culture.

Sub-objectives

1. To examine how this show has influenced the Fashion sense.
2. To understand the influence of the music and dance elements of the show on the youth.
3. To decipher the elements necessary to allow a show to influence consumers to actively engage and create content, impacting behavior and causing the participatory culture to go on a rise.

Each of these elements will be specifically analyzed to understand the impact this show has had on the viewers that have led them to form fan-clubs. The platform that will be used to study and analyze the sub-objectives are subreddits on Reddit. On Reddit, posts on *r/WednesdayTVSeries*- a Subreddit for the Wednesday series will be analyzed. The comments will be analyzed for the purpose of this study.

Methodology

The methodology used in this is qualitative research and virtual ethnography, i.e, Netnography. Netnography will be used to primarily understand the reception of the show and the impact it has had on audiences on the Reddit forums where online communities interact with each other. Virtual ethnography is an ethnographic method carried out in order to study social and cultural phenomena of users in the cyberspace to gain deeper audience understanding (Angelone, 2018; Nasrullah, 2014). The observations will then be used as a route to a broader cultural diagnosis. It aids in deciphering the online consumer culture thereby deconstructing the cultural norms and expressions that impact consumption decisions within the groups under study by keep a track of the discussions and events happening on the internet. Netnographers believe that social media platforms are manifestations of cultural phenomena, making them the perfect place to gain a rich and in-depth understanding of customers. An individual's free social conduct on the Internet is collected and analyzed via this which is impossible to get from a survey research where customers may react to avoid humiliation or to satisfy the moderator. Understanding customers is critical for service researchers. In this digital era, consumers are increasingly active online, and valuable information about their opinions, experiences and behaviors can thus only be retrieved from a variety of online platforms that give them the space to share what they identify with. Online customer information creates new opportunities to design personalized and high-quality service. (Heinonen, K. and Medberg, G., 2018) Therefore, it is beneficial for my study to use Netnography as the viewers are expressive online and this is the best way to capture them without disrupting their natural surroundings and line of thought and making them feel that they are forced to think or answer in a certain manner. This also helps me understand how fans, although from different regions of the World but united by certain common likings, interact with each other and actively participate in conversations and fan fics on the platforms they use 24/7. The process of coding will be employed to analyze the data collected.

Discussion & Analysis-

1. Reviving the Romanticism of the Gothic Subculture

The show led to a Gothic resurgence and the following elements made it stick true to its Gothicism (All comments and questions posted as EnidSinclair21 is by me).

A. Fashion- The Gothic Iconography

The show's lead character, 'Wednesday Addams' is seen to be following the Gothic dressing all throughout the show- Dark make-up, dressing and lipstick and the typical gothic braids. The audience fell in love with these. The below comments establish this:

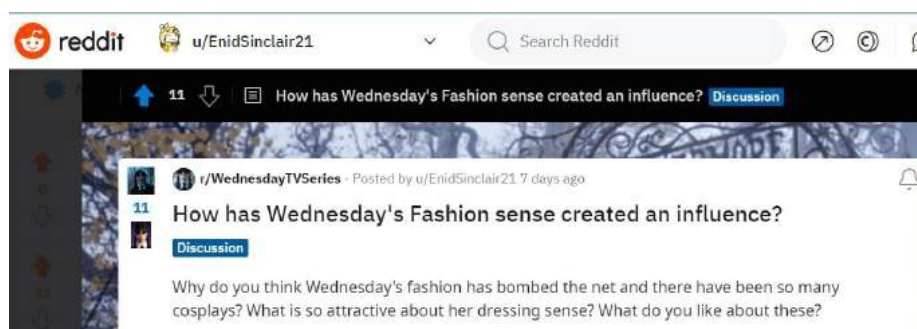


Figure 1: The question posted about fashion


2.5k 
Total Views

78% 
Upvote Rate

63 
Community Karma

0 
Total Shares

Figure 2: The metrics

 grimmreaper831 · 22 days ago

Jenna was born to rock the goth look









   Reply  Share ...


Figure 3: The comment

 allnamesareshit OP · 10 days ago





 Thing


The costume department definitely did an incredible job, it was the first time they had to modernize Wednesday's look too


   Reply  Share ...

 EnidSinclair21 · 10 days ago





Which one's your fav dress from it all??!!!!


   Reply  Share ...

 allnamesareshit OP · 10 days ago

 Thing

I love the outfit Wednesday wears throughout her date with Tyler and when Thing gets stabbed in Episode 7. I also really liked the leather jacket look. Tbh Wednesday became a style icon because of this show lol

   Reply  Share ...

 EnidSinclair21 · 10 days ago

I love that date outfit too although I hadn't paid much attention to the leather jacket one until all the buzz. But why do you think she became a style icon? Is it because of the Gothic dressing sense or because of Jenna? I mean I wake up one morning and the internet is ablaze with her cosplays, I'm still wondering why


Figure 4: The comments


 GlitteringNinja5 · 22 days ago

She single-handedly bringing back the goth look





   Reply  Share ...


Figure 5: The comments

 allnamesareshit OP · 10 days ago





 Thing


I mean Wednesday Addams has always been a goth icon, and this more modern teenage version of her struck a nerve within Gen Z. And Jenna obviously plays into it as well, as she herself is a style icon too. It's hard to say why it blew up the way it did


   Reply  Share ...

 EnidSinclair21 · 10 days ago

It's hard to decipher how just one show would bring the whole Goth look back so soon

   Reply  Share ...

 allnamesareshit OP · 10 days ago

 Thing

Yeah but it happened with Stranger Things and the 80s as well. Shows have an immense pop culture impact





   Reply  Share ...

Figure 6: The comments

“single-handedly bringing back the goth look”, “rocking the goth look” and “goth icon” show the audience awareness on this fashion and their involvement with the elements of this look and the degree to which viewers notice the fashion atmosphere of a show.

But it is interesting to note that the viewers unaware of this look too were fascinated by all that it encompasses.



Figure 7: The comment

When a deep-dive is made to understand the reason behind this liking, the upcoming findings are highlighted:



Figure 8: The comment

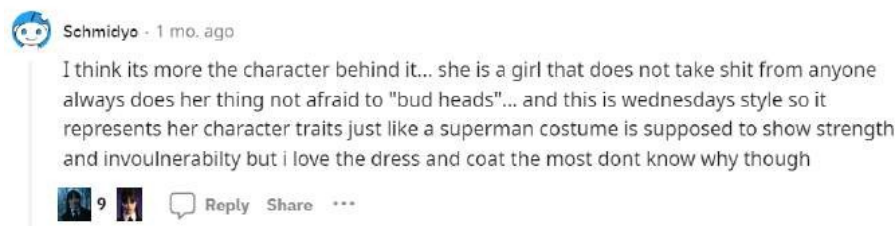


Figure 9: The comment

These comments to the questions posted helped me analyze the influence of the fashion sense in Wednesday on the viewers (Objective 1).

To the audience, black is symbolic of many traits like strength and even if the Gothic subculture is unknown to them, they have found a way of self-expression with this Fashion sense through the Wednesday character and series.

B. Classical Music to complement the show's Dark Aesthetics

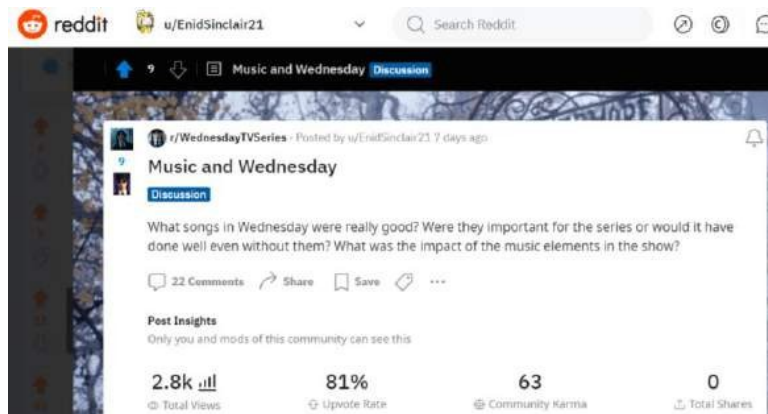


Figure 10: The question posted about music

i. Soundtrack Standouts- *How the music was used*

“Wednesday playing Paint it Black was most likely the scene that sold me 100% to the series. Danny Elfman, like always, did a great job for the classical film music as well.”

Music has been an essential component of the series and fans have indulged in participating by investing their time to analyze how the music fit the dark vibe and initiating conversations around the same.

The use of cello as an instrument was immensely appreciated because of its evocative power.



Figure 11: The comment

This indicates the importance of the classical music components to sell the series to viewers. The music fans also unraveled the disconnect felt after the direction of the last four episodes was not done by Tim Burton as the classical music saw a downfall in those.

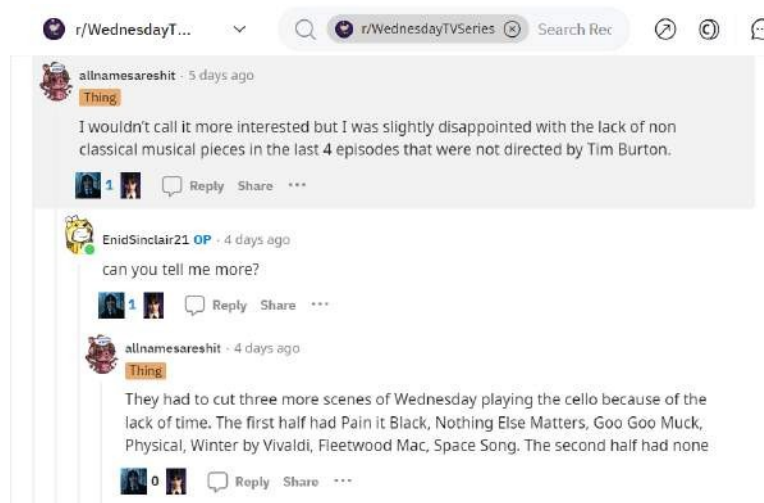


Figure 12: The comment

The music was appreciated because of the bands and artists involved, which were the face of the Gothic era back then.



Figure 13: The comment about bands

ii. Emotive Soundscapes- How the music felt

Music has the power to evoke strong emotions and create a deep sense of connection with the listener, transporting them to different places and times, and often serving as a powerful tool to express complex feelings and experiences.

Some of the comments about why the audience was fond of the music was: *“I loved the scene when Wednesday played the cello. The first one! I like the idea of music because it gives feelings to a certain scene like that.”*

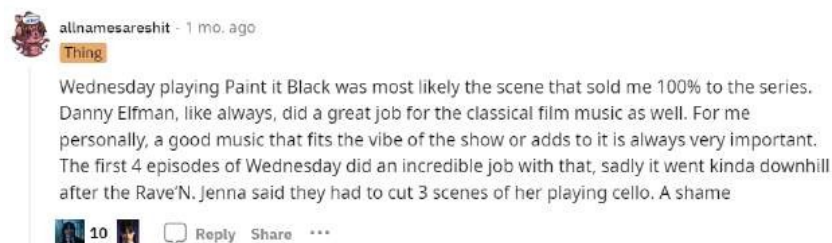


Figure 14: The comment



Figure 15: The comment

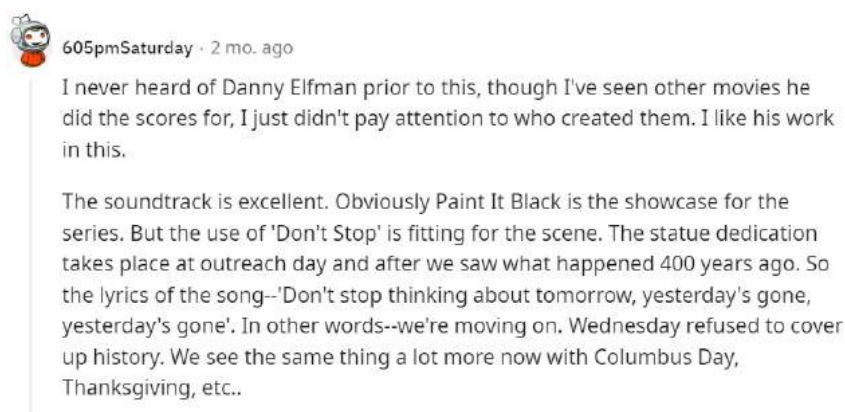


Figure 16: The comment

These comments helped me understand the influence of the music elements on the youth (Objective 2).

To the viewers, the placement of music was very attractive and the use of classical instruments enhanced the scene further. This helped them further connect with the Gothic vibe of the series.

2. *The Elements of Success for 'Wednesday'*

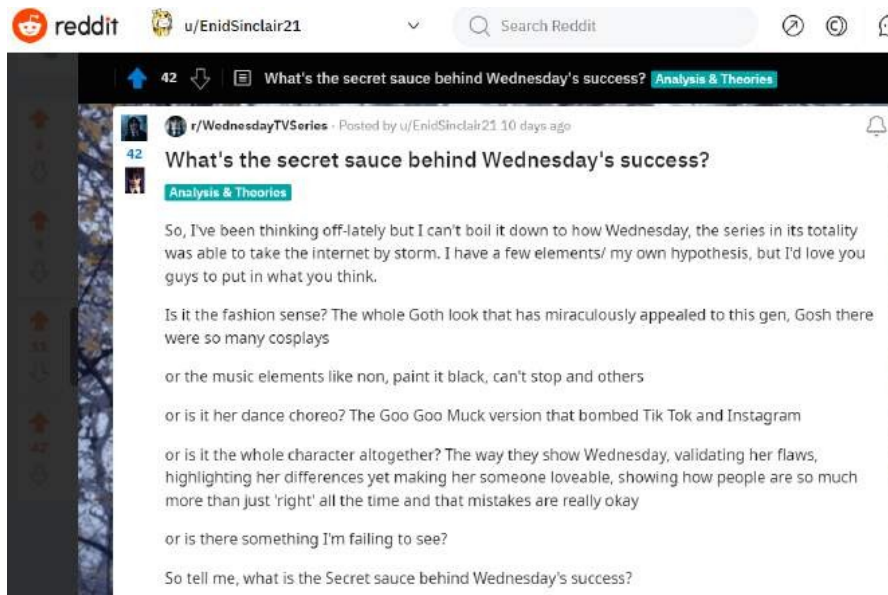


Figure 17: The question posted



Figure 18: The metrics

The responses received helped me segregate the elements of success (Objective 3) into the following categories:

A. *The Role of Relatability in making viewers feel seen*

Some of the significant comments supportive of this are:

i. **Reminiscence of the Addams Family Franchise**

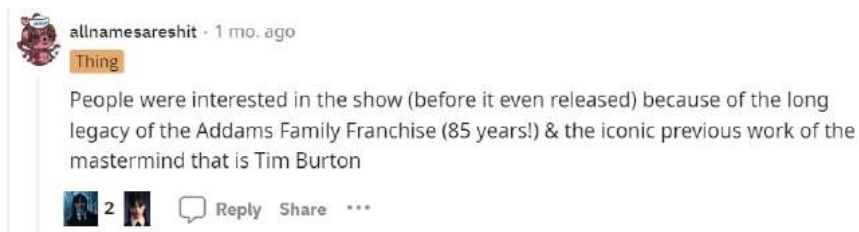


Figure 19: The comment

“Plus the fact that everyone knows who Wednesday and the Addams family are. If I'm being honest, I wasn't really planning to watch Wednesday until my mom told me to watch it together... and the rest is history.”

“Wednesday is special because I like this franchise, especially old movies from 1990s. That's it.”

These responses suggest that Nostalgia may play an essential role in making people watch the show, or at least start watching as it creates a sense of familiarity and comfort with the older audiences. This may also attract younger audiences who may be curious about the shows their older generations indulged in.

ii. Viral and Iconic Performances

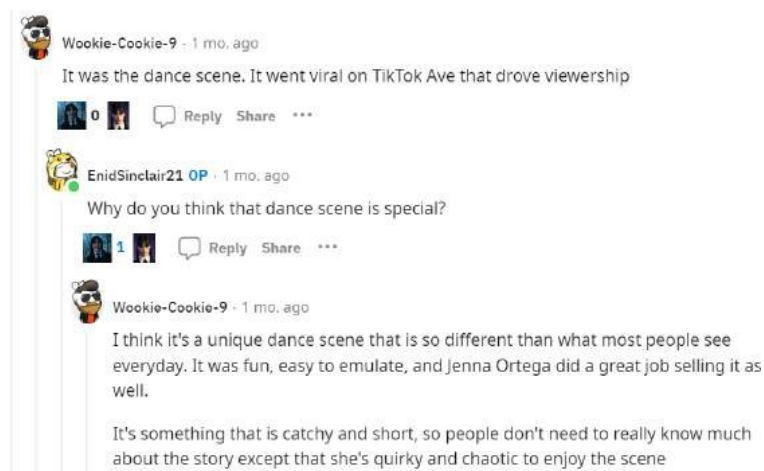


Figure 20: The comments

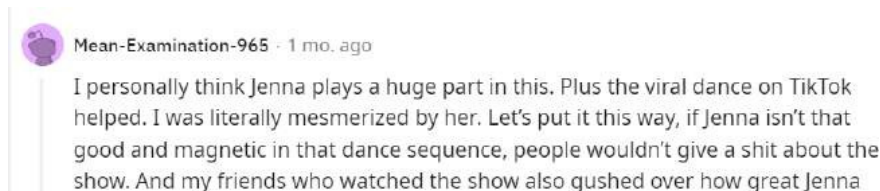


Figure 21: The comment

These responses (only a few of many) help understand the influence of dance elements on the youth (Objective 2) and these decode why there were so many dance remakes bombing Tiktok and Instagram.

iii. Connection with the dark vibe and Gothic Aesthetics

“I was completely blown away by Jenna's performance and her dark vibe. The way she talks and moves her eyes makes me instantly fall in love with her.”



Figure 22: The comment

The influence of the dark vibe is evident from the many comments received. This was definitely one element which ensured why the show became so popular.

iv. Mode of Gen-Z self-expression

“Plus, Wednesday the series and the character are made for this generation.”



Figure 23: The comment

These comments reflect that the success of the show heavily relied on the way it was crafted for the audience of this generation, which established a stronger connect with them.

v. Importance of Emotional Resonance

“The series became my safe space while struggling with mental health. I’ve seen it 12 times in like 3 weeks.”

“I like draw fan art, yes. But Wednesday is special too.”

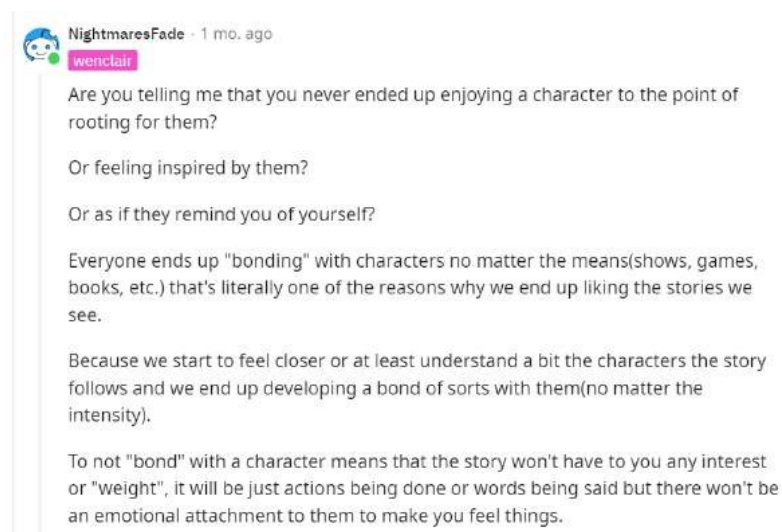


Figure 24: The comment

“Yeah I see what you mean about Wednesday I feel like I'm more like her as well.”

The audience feels that having an emotional bond and being able to feel like the character itself is really important to understand their actions.

vi.

Sociopathy and anti-heroism

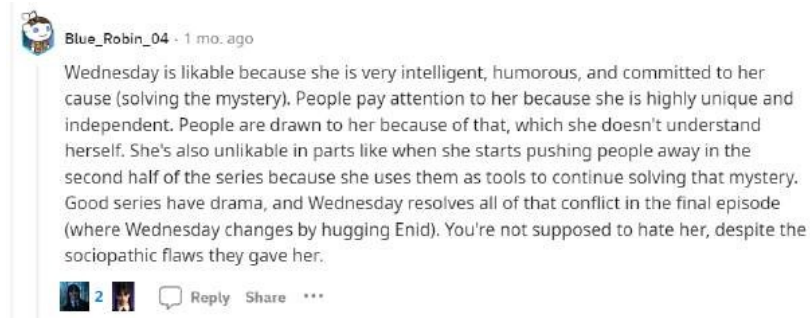


Figure 25: The comment

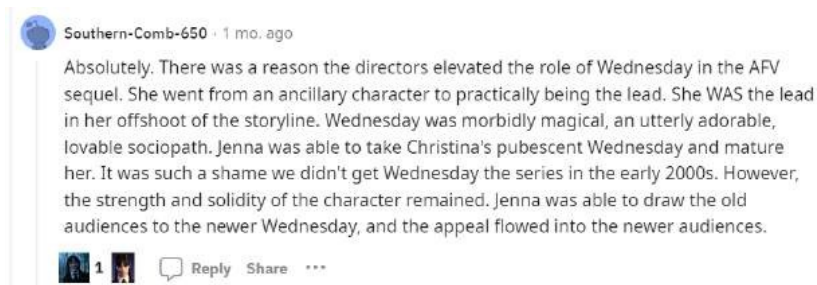


Figure 26: The comment

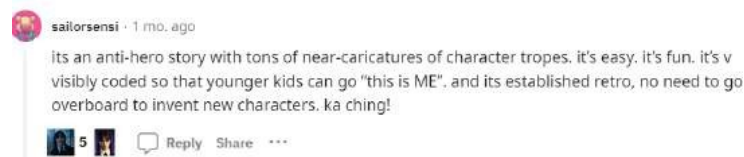


Figure 27: The comment

The word 'sociopath' connects with the Gen-Z as they find this trait alluring and familiar to the way they feel sometimes, which is not always appreciated in reality but this show intends to alter that equation.

vii.

Flawed but authentic

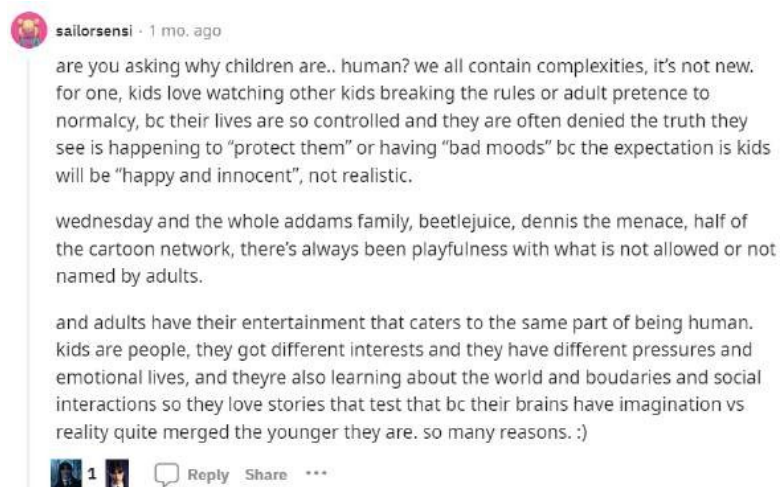


Figure 28: The comment

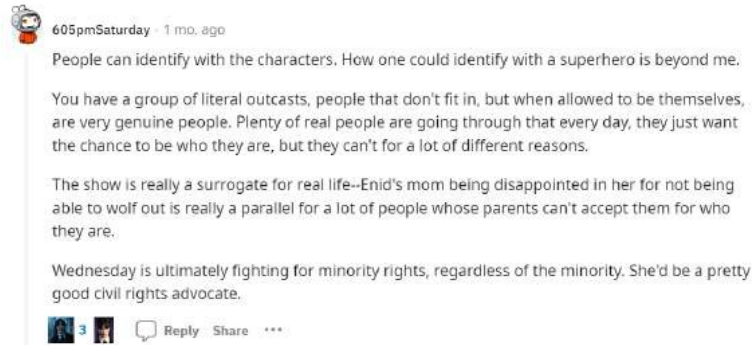


Figure 29: The comment

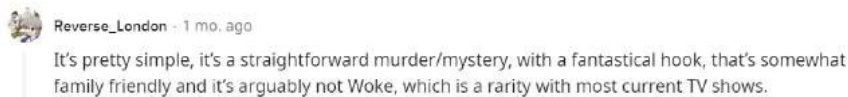


Figure 30: The comment

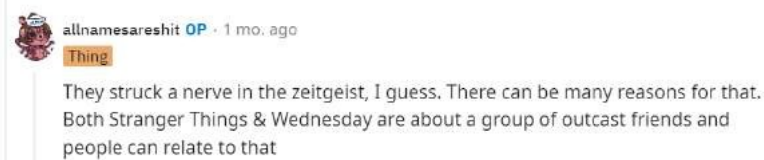


Figure 31: The comment



Figure 32: The comment

As is reflective from above, being outcast is relatable as everyone has felt out of place because of their individuality at some point in their life. This heavily highlights the role relatability plays in ensuring popularity.

B. Important elements for commencing a viewing experience

The following responses draw attention to the importance of proper casting, a good crew and a breath-taking plot to ensure appreciation from audiences. The family friendly elements increase the chances that more households will indulge in viewing the show.

i. Artistic vision and Audience Engagement

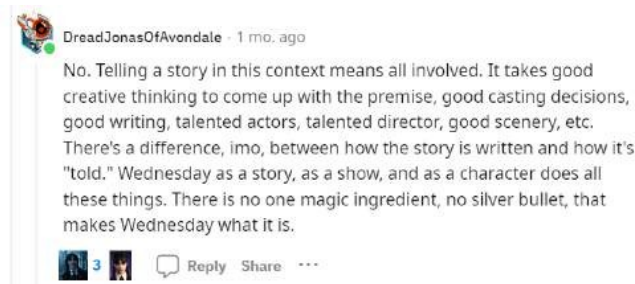


Figure 33: The comment

“I think what people like is good storytelling” “Tim Burton’s work is admirable.”

ii. Enchanting and Inclusive Entertainment

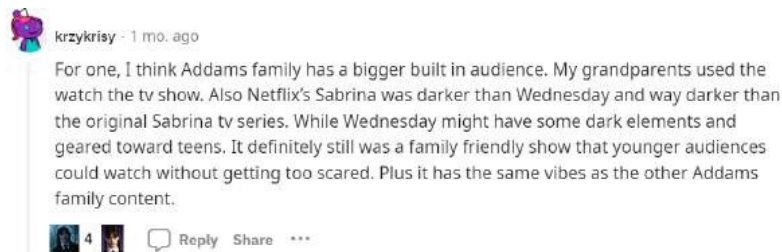


Figure 34: The comment

None of the female characters are infallible, including Wednesday herself. While she does excel at many things; she's not invincible, nor is she perfect, and surprisingly she is wrong from time to time. And she does have to rely on other people—a good bit of them being men. The biggest surprise is that she actually loves & respects her father Gomez—she's actually grateful for all the things he's taught her over the years.

Figure 35: The comment

“The show has great rewatchability.”

iii. Compelling Cast Performances

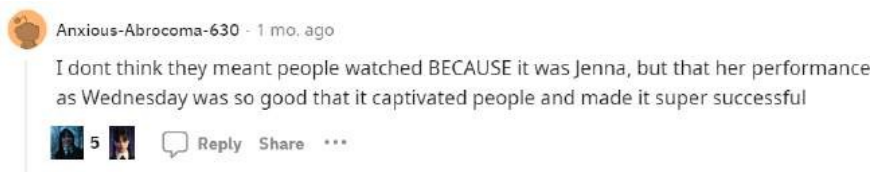


Figure 36: The comment

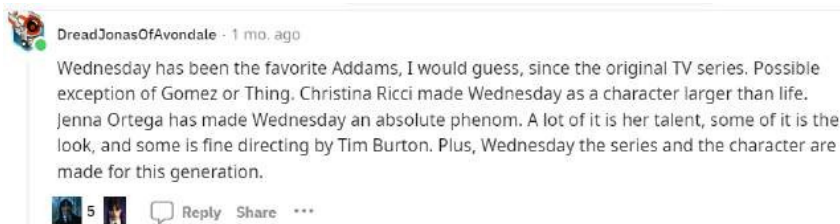


Figure 37: The comment

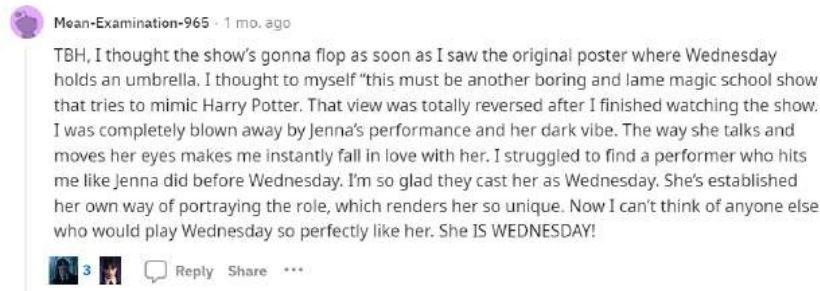


Figure 38: The comment

“Jenna Ortega. That's the sentence. You come out of watching the series believing that she's a star, which she is. Her performance was likable, unlikable, dark, feminine, and everything in between, and you had to watch the series to see it for yourself.”

The success of "Wednesday" can be attributed to a combination of factors that resonated with audiences including relatability, emotional resonance, and inclusive entertainment, and its compelling cast performances. The artistic vision and engagement with the audience also contribute to the show's success. The exploration of themes relevant to the current times added depth to the storyline, making it more than just a mere adaptation of an old franchise. All in all, "Wednesday" managed to strike a chord with its audience and is a testament to the power of good storytelling and relatable characters.

Conclusion

The major themes identified were the Dark vibe, the classical music used, Tiktok as a tool to elevate their success and relatability with the show. According to the comments, it is evident that a huge part of Wednesday's success is attributed to Jenna Ortega for making the character of *Wednesday* believable and relatable to the teens because she is able to make being misfit in the society seem normal. Kids don't want to follow rules and want to be able to listen to their own heart and that is why *Wednesday* is attractive to them. Her dance went viral because everyone wanted to participate in a culture of being funky and weird, raw and attractive in their own sense. The Gen-Z connected with the Dark vibe that was reflective of the series by the fashion sense and touch of the classic music used. The fact that the show has great rewatchability is reflective of the success of the show.

All in all, for a show to be successful, the resemblance and relatability with the characters is essential. Once the audience feels emotionally attached with a character, there are slim chances they would leave midway. It is also safe to say that a show that pulls the previous generation because of nostalgia but is made for this generation has a huge chance of being vogue. Additionally, social media is a great tool to attract eyeballs and gives a platform for fans to indulge in participatory cultures which gives them a space for self-expression and bonding with like-minded people. This generation is also heavily influenced by the fashion and music elements and connects to those. Direction and cinematography also play a huge role in getting viewers to start watching but the plotline and characters are what make them keep going.

Limitations and constraints

The Limitations of this study are mostly related to time. In Netnography, a major part revolves around waiting for people to participate in comments and provide their views after you've posted your question. It is definitely a time-taking process as one cannot anticipate when the target audience will reciprocate. And as it is scattered in terms of receiving replies based purely on their convenience and time zone because of its global nature, so a discussion that would otherwise feel short might span a few days. In-depth analysis of what they think happens gradually by placing the right conversation triggers over time.

Acknowledgement

I would like to extend our heartfelt gratitude and appreciation to my mentor, *Sasi Kiran RM*, for his outstanding mentorship and unwavering support throughout this research endeavour.

I would also like to thank my unofficial mentor, *Professor Aditi Kashyap*, who guided me back whenever I got lost midway. Her insights were more than valuable for my research to be what it is today.

I would like to express my sincere appreciation to the respondents of my netnographic study who shared their experiences and insights that have been crucial in making this research and data analysis possible.

Furthermore, I extend my heartfelt gratitude to my family and friends, their constant love, guidance, and unwavering belief in my abilities have been an incredible source of motivation and inspiration for me.

Lastly, I would like to acknowledge and thank my Dean, *Professor Sajith Narayanan*, the staff and resources at FLAME University for their invaluable assistance in facilitating this research project.

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