Fandom
Cultural insights from the conversation on Twitter.
Fandom is a fast-evolving trend on Twitter.

Here’s an in-depth look at one of the conversations shaping culture.

How we found this trend

From January 1, 2016 through December 31, 2019, billions of Tweets in the US were analyzed to uncover the most-used hashtags, then mapped to cluster themes of conversation.

Through both human coding and machine learning, commonplace topics like politics and sports were removed, and significant growth areas and contextual shifts in conversation identified.

With the help of cultural insights experts at CrowdDNA, 18 emerging trends were uncovered.
Trend: Fandom | Conversation graph

#Stanning goes viral

Conversation around expressions of fandom

Sharing on social platforms has helped forge a stronger bond between idol and fan, reinventing the meaning of fandom.

Mentions of the word “stanning”

Meanwhile, #stanning is on the rise, as fans express their love and devotion in almost obsessive ways.

Tweet volumes at monthly increments, geo-filtered for US market, growth stats compare Q4/2019 vs. Q1/2016
I HAD A DREAM THAT I WAS FRONT ROW AT A BTS CONCERT MAYhaps THIS IS A PREMONITION
Trend: Fandom | Key driver

Fan Armies

Fan armies compete to earn their idols the top spot at award shows and radio competitions. They use hashtags to spread the word and encourage others to vote, creating a competitive atmosphere within the fandom.

Trend: Fandom | Key driver

Fan Tourism

+39%

Fans travel all over the world to immerse themselves in their favorite fictional universes, as locals take the opportunity to create fan tours. #Croatia, #Dubrovnik and #GameofThrones are the top three hashtags in this driver.

Fans embrace and internalize the positive and uplifting messages promoted by their idols, and some even credit the music, art or characters they follow with improving their happiness and mental health.

The popularity of fan art not only shows fans’ dedication to their idols, but also a willingness to share their talents online. The K-Pop subgenre is a common muse for these artists.

As with fan art, Live Action Role Players showcase their makeup and costume-making abilities while acting out and riffing on their favorite pop culture moments.
Reciprocal influence

Competitions like the #iHeartAwards encourage fans to promote their favorite artists for awards and recognition. In return, these idols often respond to their fan armies and even individuals, strengthening the personal relationship between artist and fan.

Creativity

#Fanart is a way to prove dedication. We see this hashtag associated with fantasy and fiction, as people create illustrations depicting the content they love, like the Dungeons & Dragons series “Critical Role.” Many artists curate their own followings within each fandom, seeking to monetize their work.

Tribes

Intense fandom “tribes” form on Twitter, and most major fandoms have a nickname, from #BTSArmy to the “critters” of #CriticalRole. There's a sense of community and identity in these strong emotional attachments.
Larp is life y'all
Trend: Fandom | Conversation tone

Emoji used in Fandom Tweets

Sentiment & tone

Emoji used in the conversation around Fandom convey feelings of emotional intensity, adoration, energy, joy, and celebration.
How to use this trend in your next campaign

Connect with the fandom conversation by activating during major fan events and music awards. Speak the language of your fans by sharing who your brand “stans.”