

A detailed, cinematic view of Hogwarts Castle perched on a rocky cliff. The castle features numerous towers with dark, conical roofs and many windows. The sky is filled with dramatic, golden-hued clouds, suggesting a sunset or sunrise. In the foreground, a stone wall and a small path lead up towards the castle.

DAVIDSON INSTITUTE

HARRY POTTER AND THE YOUNG SCHOLARS

AUGUST 5, 2024

[illegible]

What is 'Fandom' and how can it be studied?

Facts, Statistics, and *how* Harry Potter became the globe's best-selling fandom in history

Global Harry Potter destinations where *you* can live, eat, and play like a wizard for a day!

Harry Potter's viral culture

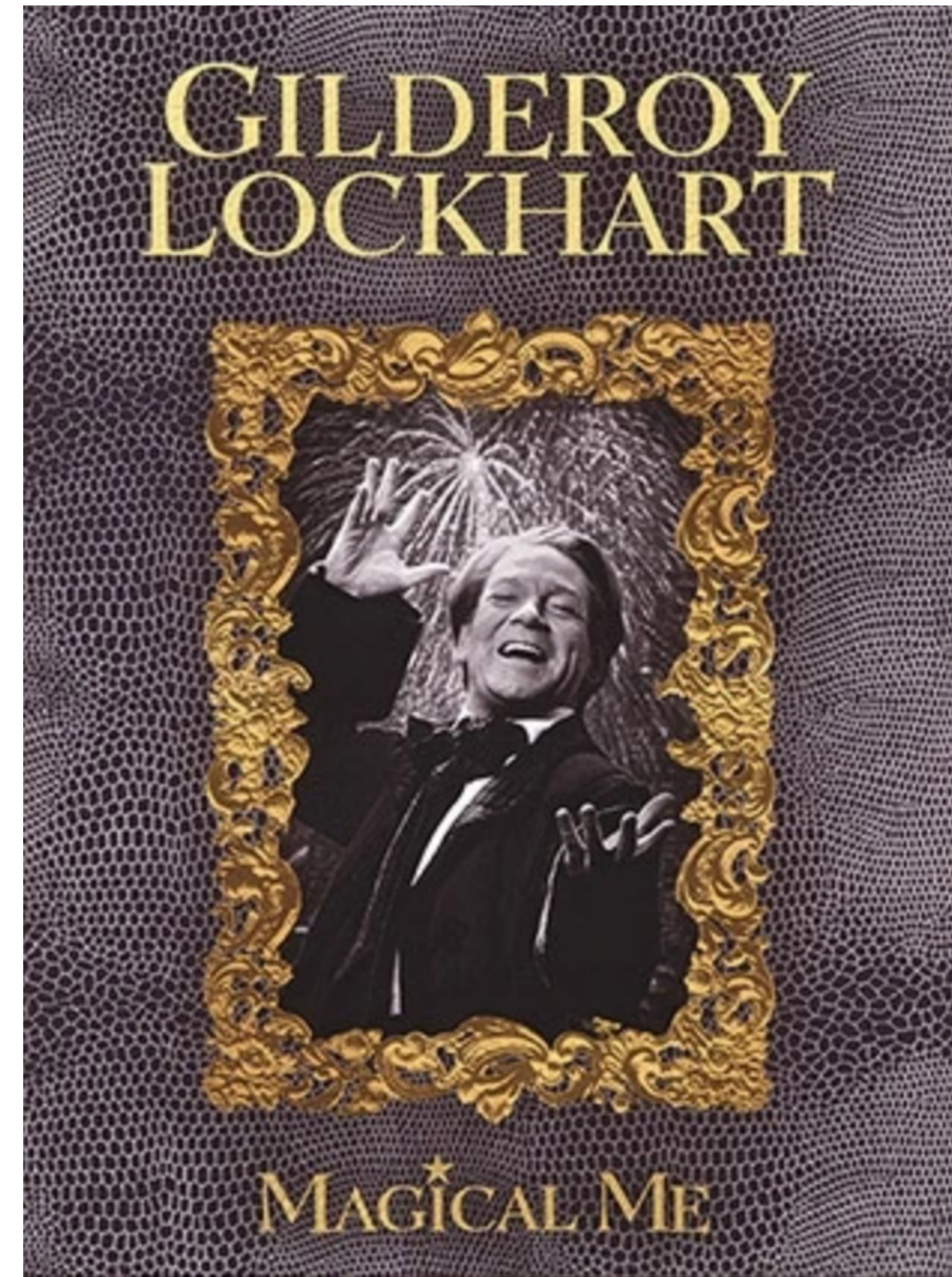
Magical Me

Harvard by day, *Harry Potter* by night!

- Harvard University (Class of '19 and '24)
Lecturer and PhD Scholar
- Academic Concentrations: Anthropology, Fandom Studies, and Popular Culture and Media Research
- Hogwarts House: Gryffindor

Harry Potter Favorites:

- Novel: Order of the Phoenix
- Film: Half-Blood Prince
- Global Destination: The Making of Harry Potter Studio Tour London
- Character: Dumbledore / Sirius Black
- Quote: "Happiness can be found, even in the darkest of times, if one only remembers to turn on the light."



Hogwarts: A History

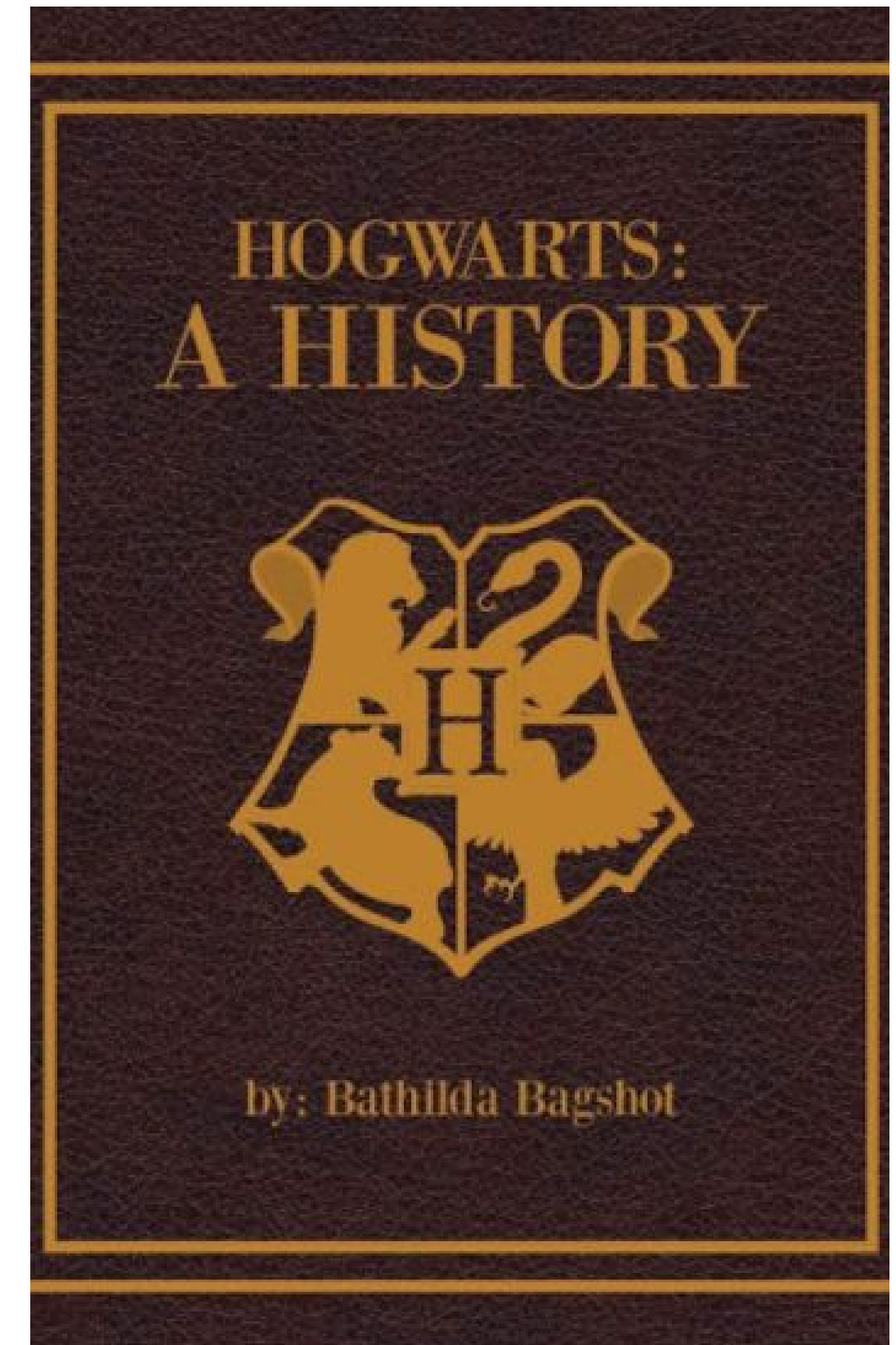
In 1997, Bloomsbury's initial release of *Philosopher's Stone* was a mere **500 copies**.

Since its debut, **over 600 million copies** of the *Harry Potter* individual novels and series have been sold, ranking Potter the globe's **2nd best-selling books of all time**... second to **The Bible** which has been the world's best-selling book for centuries.

The *Harry Potter* fandom **legitimately created** the now globally famous **"Midnight Release" event** which debuts a new popular culture item, trend, or song, etc., at Midnight.

Potter by the Numbers (End of Fiscal Year 2023):

- **Seven-book series**, accompanied by **seven** record-selling **spin-off novels**
- **Eleven** feature-film franchise
- First audiobook series to ever be streamed over **1 Billion** individual times
- **Eight** international themed destinations with **two** new parks being built
- **Multibillion-dollar** merchandise empire
- Awarded Rowling the **first billion-dollar author in recorded history**
- The franchise has accrued over **\$35 Billion** in: book, box office, merchandise, home entertainment, table and media games, television revenue, global theme destinations, and stage performance sales
- **2023's Best-Selling Video Game** worldwide across all gaming platforms
- Currently in production: **10-Year HBO Show** deeply chronicling all 7 books



Oxford Dictionary: Fandom

/'fandəm/ fan·dom

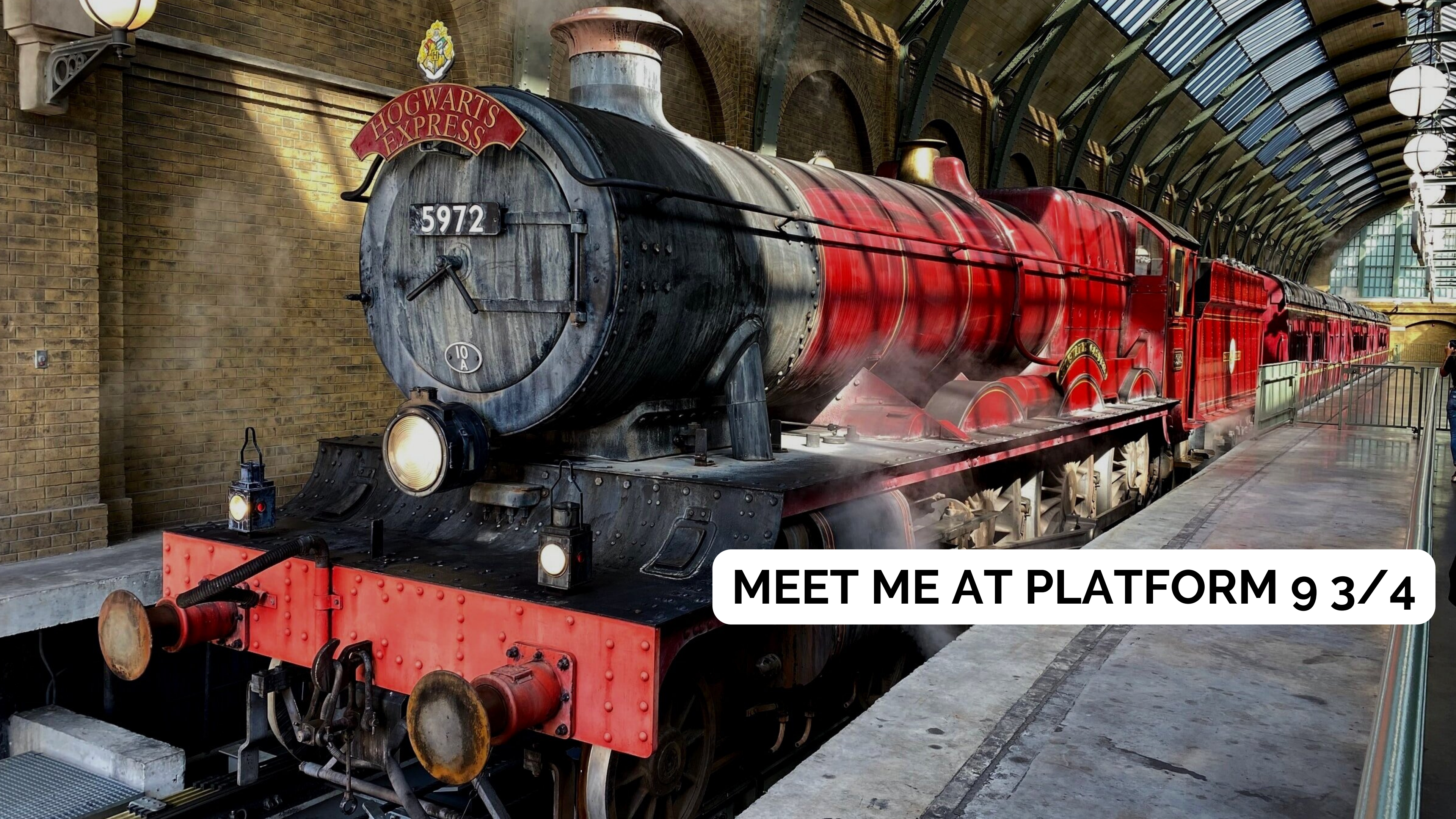
1. An interpretive community consisting of dedicated followers of any cultural phenomenon, such as a television series or serial or a particular film genre or film star.
2. An interconnected social network of such subcultural communities.
3. The process of becoming a fan.
4. Any or all of these as a field of academic study: Anthropology, Sociology, Psychology, History, Literature, Gastronomy, Retail and Merchandise, Tourism and Global Business Strategies, Finance, Law Studies, Statistics, Marketing and Communications, Film, Media, and Television Studies, Social Media Studies, and more.



“He’ll be famous – a legend – I wouldn’t be surprised if today was known as Harry Potter Day in future – there will be books written about Harry – every child in our world will know his name!”

Harry Potter and the Philosopher’s Stone
J.K. Rowling





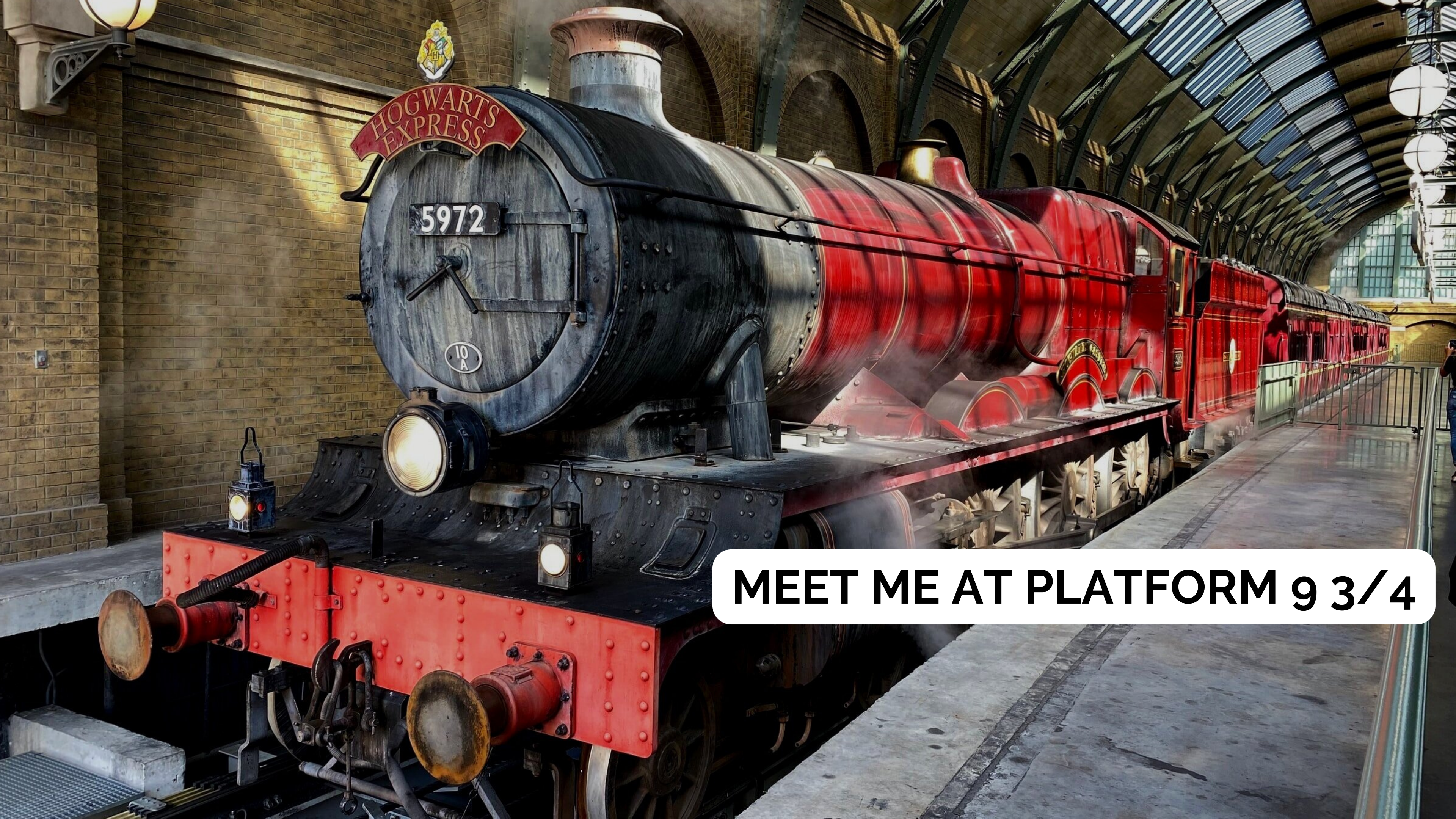
MEET ME AT PLATFORM 9 3/4

Meet me at Platform 9 3/4!



Meet me at Platform 9 3/4!





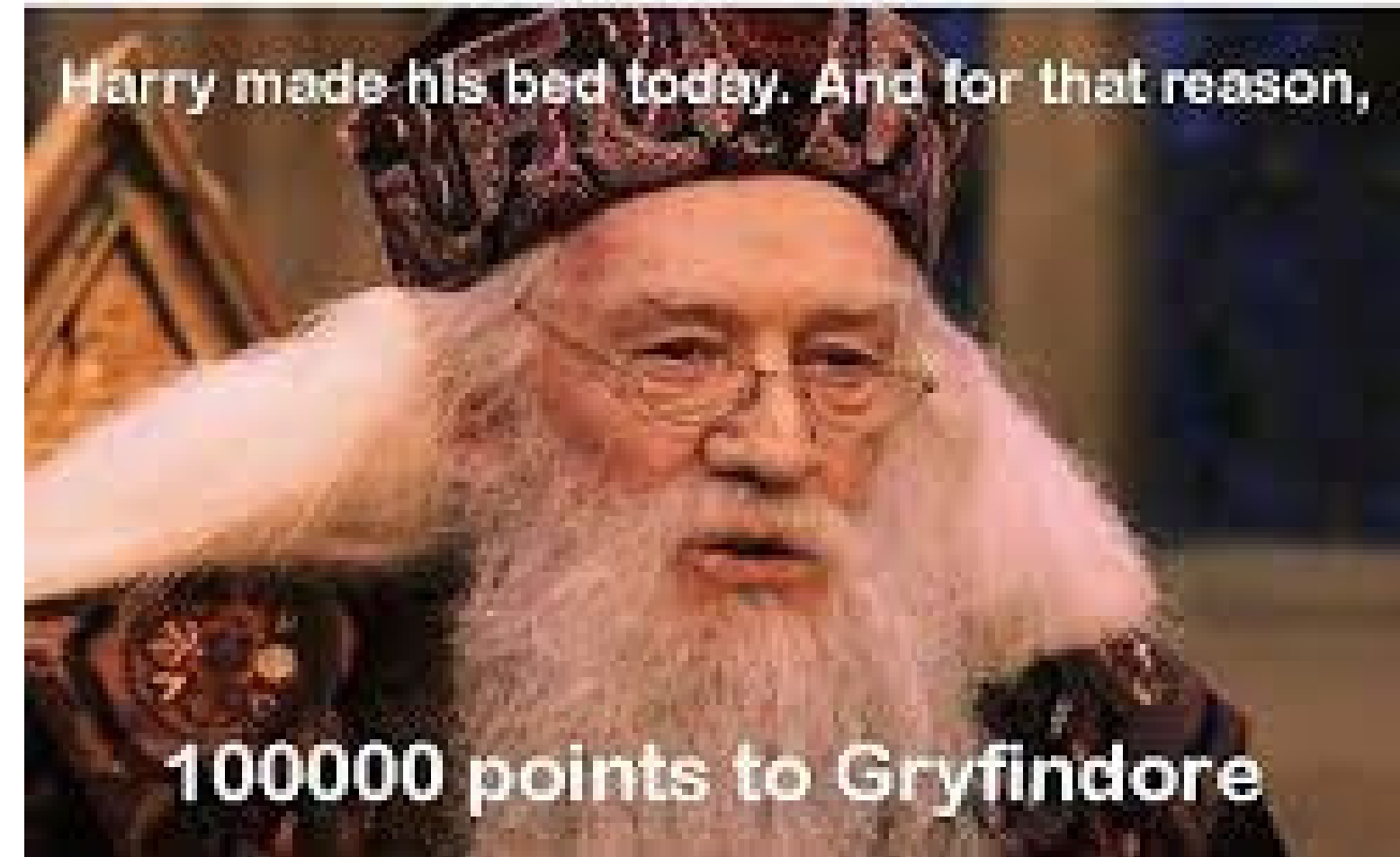
MEET ME AT PLATFORM 9 3/4

Fantastic Memes and Where to Find Them

Oxford Dictionary: Meme */mēm/ meem*

1. An element of a culture or system of behavior passed from one individual to another by imitation or other nongenetic means.
2. An image, video, piece of text, etc., typically humorous in nature, that is copied and spread rapidly by internet users, often with slight variations.
3. A variation of folklore, myths, fables, jokes, and generational old wives' tales.

Any other houses: *wins*
Dumbledore:



Fantastic Memes and Where to Find Them

Some Original Memes...



marian
@gayrauder

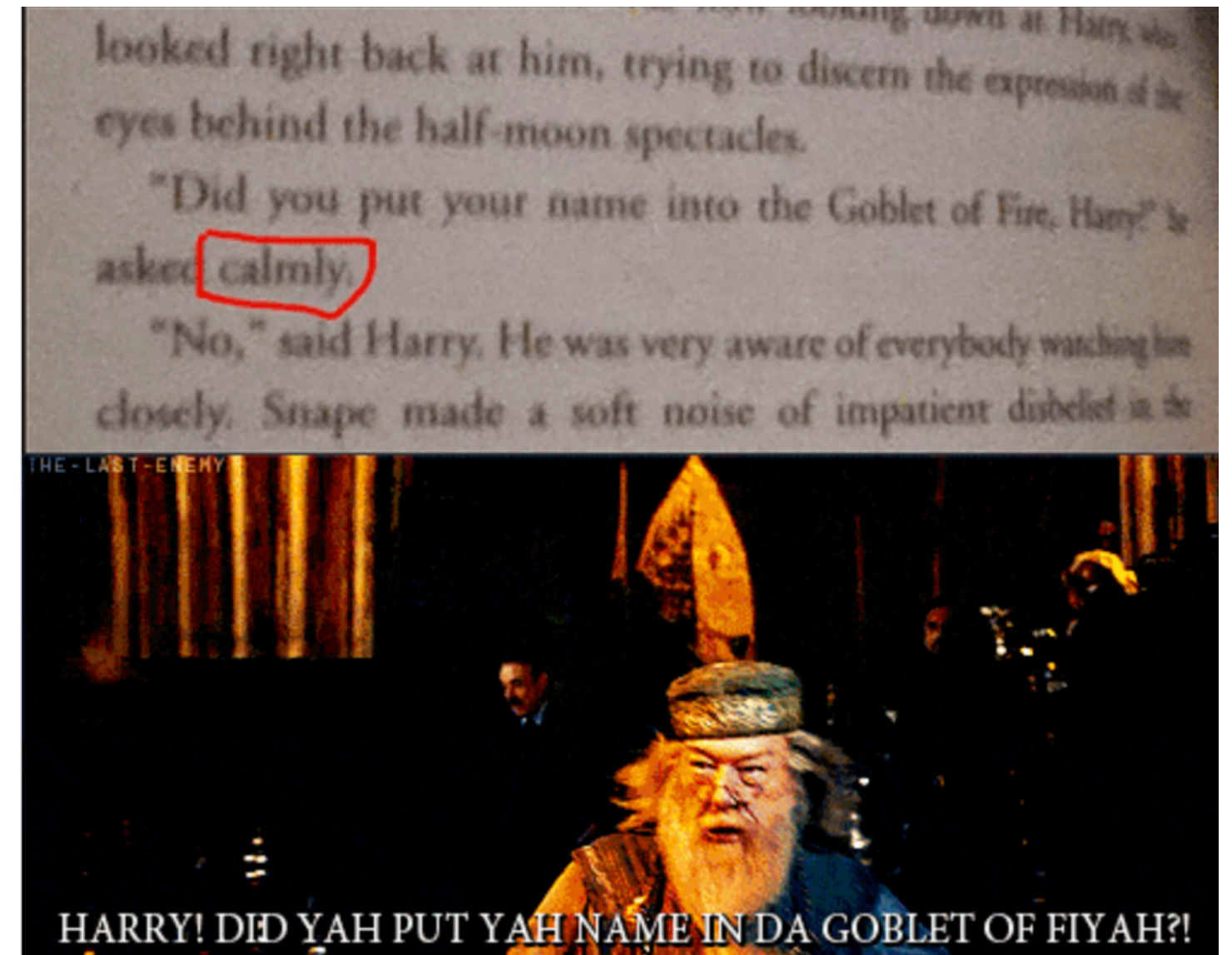
cedric diggory:



hogwarts band:



Haggord: You dun it nao Arry Porrer



Fantastic Memes and Where to Find Them

Today's Memes...



I basically have 3 hairstyles...
Straight, wavy and Hagrid.

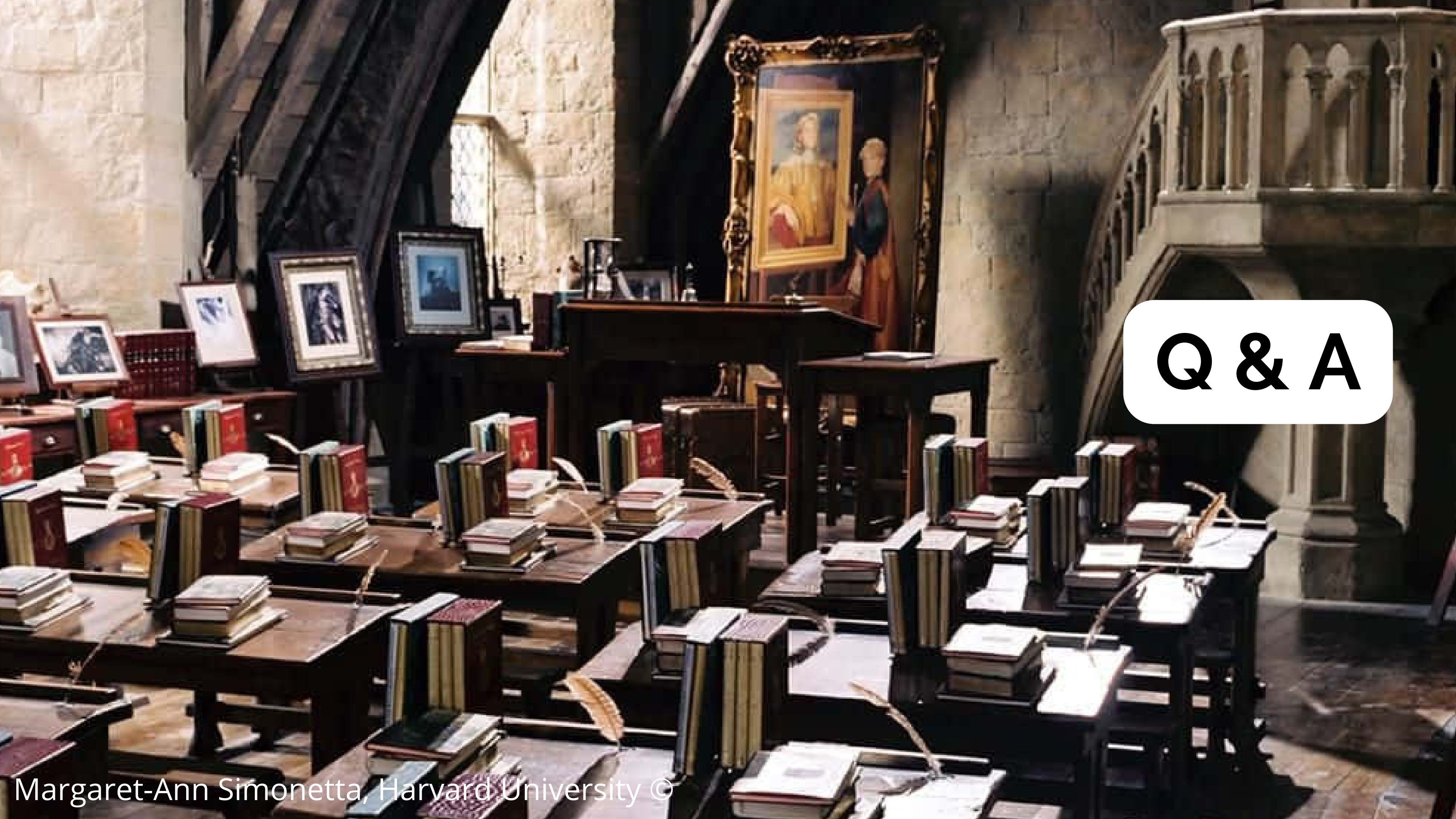


roses are red
you are a liar,





HOGWARTS WILL ALWAYS BE THERE TO WELCOME YOU HOME

A detailed photograph of a historical library or study. The room features high, vaulted ceilings with exposed wooden beams and stone walls. In the foreground and middle ground, several dark wooden desks are arranged, each covered with stacks of old books and papers. Some quills are visible on the desks. In the background, a large, ornate gold-framed painting of a man in historical attire hangs on the wall. To the right, a stone staircase with a decorative balustrade leads to an upper level. The overall atmosphere is one of a well-used, scholarly space from a past era.

Q & A