

- Exploring the furry fandom
 - I'm Matthew Scott, or Makyo
 - Write for [adjective][species] along with Klisoura the collie, Zik the otter, and the awesome JM, an Australian horse in the UK.
 - Want to talk about exploring furry through data
- Why?
- Furry is interesting
 - Growing fast
 - No membership requirements
 - Spans boundaries
- There's a lot to explore
 - Understanding individual aspects
 - Understanding change over time
 - Making sense of the fandom as a whole
- So what is exploring
- Collection
 - First we need to collect information
 - Two main resources
 - Surveys and spelunking for outside data
 - Introspection for inside data
- Understanding
 - Looking through data
 - Searching for stories
 - Verifying against other sources
 - Deciding on interesting points
- Giving back
 - Data presentation
 - Data visualization
 - Data accessibility
 - Data description
- Dialog
 - Sharing - social currency
 - Commenting
 - Differing opinions
 - What's missing
- Explore cycle
 - Exploration is really a cycle
 - Collect data
 - Piece it together into a story
 - Pull it into a presentable format
 - Start a dialog
 - Learn what/where/how to collect next time
- What do we have to work with?
 - Gerbasi et al.
 - Anthropomorphic research project
 - Klisoura
 - [a][s]
 - Some others
 - Introspection, but will get into that later
- What have we learned so far?
 - Quite a bit, really

- Diverse fandom in some ways, not others
 - Growing fandom
 - Problems with our own definition
 - But that's okay, leads to looser membership "requirements"
- Before I continue...
 - Want everyone to pay attention to something
 - I am going to talk about the following things:
 - sex and gender
 - sexual orientation
 - importance of sex
 - age
 - population distribution
 - Pay attention to your own reaction
 - What is surprising and new?
 - What did you already expect was the case?
 - Will explain why this is important after.
- Sex and Gender
 - Wide gap here
 - The 80-20 numbers are telling
 - Ties in with the next slide
- Orientation
 - Kind of heartening
 - Oft-quoted 10%
 - More even spread along kinsey scale
 - Tie in with last slide: large number of same-sex relationships due to the skewed gender numbers (i.e.: many who identify as bi wind up in same-sex relationships)
- The importance of sex
 - Perhaps a little surprising?
 - Explain numbers:
 - Blue: importance to respondent. Not terribly important
 - Green: perceived importance to rest of fandom. More important than self
 - Red: perceived importance to fandom by public. Big difference
 - What does this say?
 - Are we really crazy sexual, or are we just defensive about sexuality?
- Age
 - Not too surprising that furry is young
 - Still a long tail
 - Does this also imply that there's a drop-out age?
- Population distribution
 - US
 - This is one way to correct for population density
 - California in the lead, not too surprising, maybe
 - Doing pretty well in Colorado!
 - World
 - Disclaimer: english survey, raw data
 - Even so, casual observation makes it feel as though it's relatively true
 - What about the US makes it so easy to wind up in the fandom?
 - Possibilities: access to net, access to travel, but could be as simple as having so many examples and role models in societal subconscious (Coyote up to Ratatouille)
- Doxa and Introspection

- What is doxa?
- What we accept as truth without needing proof, common belief and judgement
- What is the doxa within the fandom?
- Look at the data:
- What is intuitive?
- What is surprising?
- Where do we go from here?
 - This was our dialog. What do we need to collect?
 - Where can studies be improved?
 - Where can we gain more information?
- (Open for questions)