

# NICOLLE LAMERICHS

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## PERSONAL PROFILE

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Creative business is where I work, and what I love. In our strong team of researchers and professionals, my forte is the study of online subcultures and consumer culture, fandom, media technology, and grassroots creativity. I am a dedicated teacher and researcher, who enjoys motivating and coaching others. Research makes me tick. My book *Productive Fandom* (2018) is characteristic of my work. I study fandom and subcultures closely, and received my Ph.D. in 2014. As a writer, educator and consultant, I enjoy translating my insights to the professional field and education. My interests include fandom, consumer culture, platforms, and digital humanities.

**Key interests:** Applied research, fan studies & consumer cultures, new media, technology, inter/transmediality, platforms, play, media studies, ethnography, narratology, gender studies

## COMPETENCES

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**Research and planning:** an interdisciplinary and applied researcher, invested in teamwork and able to oversee large projects and strategies, thinks outside the box, identifies information and creates new ideas, empirically grounded, trained in interpretive and analytical skills, able to meet long-term goals and deadlines.

**Management skills:** Team lead in education and dedicated manager of people and projects. Proactive and enthusiastic. Caring teacher, adviser and moderator. Loves to motivate others and make them shine.

**Quality control and policies:** Project manager in educational quality control. Writer of self-evaluations and quality control documents (e.g. MDT, TNO). Internal / external auditor.

**Communication:** an established writer in Dutch and English, an engaging public speaker, a critical participant in discussions, provides constructive feedback to students and colleagues

**Languages:** English, Dutch, basic German

Data visualization  
Game design  
Relevant socials

Gephi, Netlytic  
Basic Game Maker, 7Scenes, Twine  
[Google Scholar](#), [Bluesky](#), [Linkedin](#), [Facebook](#)

## EXPERIENCE

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### Education

- 2010 – 2014 **Ph.D. candidate** Maastricht University, Faculty of Arts and Social Sciences, Department of Literature and Arts
- 2007 – 2009 **Research master** *Cultures of Arts, Sciences and Technology* Maastricht University
- 2004 – 2007 **Bachelor** *Arts and Culture* at Maastricht University  
Specialisation: Literature and art (GPA 8.2)  
Minor: Crucial Differences, Center for Gender and Diversity
- 1998 – 2004 **Gymnasium**, Trevianum. Specialisation: Culture and Society

### Experience

- 2021-ongoing **Associate Professor (HHD) Creative Business & Program Coordinator** MSc Sustainable Business Transition, HU
- 2020-ongoing **Quality Control, Accreditation and TNO** for MSc Sustainable Business Transition & Creative Business.
- 2018-ongoing **Senior lecturer & Team Lead** Creative Business, HU
- 2021-2022 **Consultant Immersion & Play** De Efteling
- 2020-2021 **Researcher Adult Fans (AFOL) & Engagement** for The LEGO Group
- 2018 **Consultant & Editor Fandom**, Expo *Character Building*, MAMA Rotterdam
- 2016-2018 **Senior Lecturer & Head of Media** International Communication and Media, HU University of Applied Sciences
- 2015 **Lecturer & Research Fellow** International Communication and Media, HU University of Applied Sciences
- 2013 – 2014 **Lecturer** New Media and Digital Culture. Department of Media and Culture Studies, Utrecht University
- 2010 – 2014 **Ph.D. Candidate & Lecturer**, Maastricht University  
NWO: Narrative fan practices. Dissertation: *Productive Fandom*, defended on March 26<sup>th</sup>, 2014.
- 2010 – 2014 **Event Manager** (2010-2012) and **Chair** (2013-2014) fan convention YaYCon
- 2013 – 2014 **Columnist** Strips2Go (*Geek Cultures*)
- 2012 – 2013 **Lecturer** at Utrecht University in Game Studies. Department of Media and Culture Studies
- 2008 – 2009 **Research Intern** at Van Abbe Museum, Eindhoven, and ICN Amsterdam in the project *Plug-In XL*
- 2007 – 2008 **Chief Editor** interdisciplinary essay journal *Mosaïek*
- 2006 – 2007 **Research Intern** Centre for Gender and Diversity. Project: biography of M. Vasalis with prof. Maaïke Meijer

## Grants

- 2021 - AHRC Research Networking Grant (Project leaders Dr. J. Coates. & Dr. I.Kavedzija)
- 2019 - RMeS Seminar Grant (UvA) for Research Day on Fan Studies at HU Utrecht
- 2018 - NWO Open-Access. Publication Productive Fandom, Amsterdam University Press
- 2010 - NWO Cultural Dynamics. PhD position in project Narrative Fan Practices

## PUBLICATIONS

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### Books

- 2024 – *Affect in Fandom: Fan Creators and Productivity*. (Ed. with Ciesielska, D. & Zarzycka, A.). Amsterdam: Amsterdam University Press. [Open-access](#)
- 2024 – *Leven als Fan: De Waarde van Fandom*. Amsterdam: Walburg Press. [Order here](#)
- 2018 – *Productive Fandom: Intermediality and Affective Reception in Fan Cultures*. Amsterdam: Amsterdam University Press. [Open-access](#)
- 2014 – *Fan Studies: Researching Popular Audiences*. (Ed. with Chauvel, A., Seymour, A.) Oxford: Inter-disciplinary.net. [Open-access](#)

### Peer-reviewed Publications & Edited Book Chapters

- 2026 – ‘Sustainable Design: Creating Responsible Products and Services with Fans’. *Bridging Design and Fandom*. Jacobs, N. (ed). Leeds: Emerald Publishing.
- 2025 – ‘Sustainable Fandom: A Virtual Ethnography of Sustainable Cosplay and Material Culture on Instagram’ & ‘Introduction’. *Affect in Fandom: Fan Creators and Productivity*. Amsterdam: Amsterdam University Press. [Open-access](#)
- 2025 – ‘Comics-Fandom’ (Übersetzt von Stephan Packard). Bachmann, C., et al (eds.). *Handbuch Comicforschung*. Berlin: De Gruyter, pp. 365-377.
- 2025 – ‘Towards a Responsible Metaverse: Digital Fashion, Avatars, and the Promise of Identity in Virtual Worlds’. Beil, B., Freyermuth, G., Hamm, I. & Ossa, V. (eds.) *Gaming the Metaverse*. Transcript Verlag, pp. 335-350. [Open-access](#)
- 2025 – ‘Surreal Swirls, Goths and Ghouls: Identity, Fashion and Costumes Inspired by the World of Burton’. *The Nightmare Before Christmas*. Antunes, F., Eldridge, B. & Williams, R. (eds.). London: Bloomsbury, pp. 157-173.
- 2024 – ‘Sustainable Fandom : Responsible Consumption and Play in Game Communities’. Op De Beke, L., Raessens, J., Werning, S. & Farca, G. (eds.). *Ecogames: Playful Perspectives on the Climate Crisis*. Amsterdam: Amsterdam University Press, pp. 543-558. Open-access. [Open-access](#)
- 2024 – ‘Fandom, Algorithm, Prompting: Reconsidering Webcomics’ with Vanessa Ossa. *Studies in Comics*, 14, pp. 137-149. [Pre-print](#)
- 2023 – ‘Generative AI and the Next Stage of Fan Art’, in *Image 37*. Open-access.
- 2023 – ‘Cosplay Round Table’ by Escurignan, J.; Lamerichs, N. & Scott, S. In: *Journal of Asia-Pacific Pop Culture*, 8 (1): 127–137. [Download here](#)
- 2023 – ‘Droids on the Runway: Fandom, Business, and Transmedia in Star Wars Luxury Fashion’. In: Scott, S. & Affusso, E. (eds.). *Sartorial Fandom: Fashion, Beauty Culture and Identity*. Michigan: University of Michigan Press, pp. 99-114. [Open-access](#).
- 2022 – ‘The Emotional Realism of Anime: Rewriting Characters and Affective Reception in Evangelion 3.0+1.0: Thrice Upon a Time’. *Mechademia*, 15 (1), pp. 81-102. [Download here](#)
- 2022 – ‘Frozen Fever: Fan Fashion, Costumes, and Revisions of Elsa and Anna Designs’. In: Mittermeier, S. (ed). *Fan Phenomena: Disney*. Chicago: Intellect, pp. 12-23.

- 2022 – ‘Protagonist to Empathy Machine: Exploring the Interpretive Communities and Affective Reception of Characters’. *Narrative*, Volume 30, Number 2. [Open-access](#).
- 2022 – ‘Transmedia’. In: Grabarczyk, P. (ed.). *Encyclopedia of Ludic Terms* (Spring 2022 Edition). [Open-access](#)
- 2021 – ‘Material Culture on Twitch: Live-Streaming Cosplay, Gender and Beauty’. In: Beil, B., Freyermuth, G. & Schmidt, C. (eds.). *Paratextualizing Games*. New York: Columbia University Press. [Open-access](#)
- 2021 – ‘Robots, Androids, and Deities: Simulating Artificial Intelligence in Digital Games’. *Popular Culture Journal*, 9:1 (Special issue on *Robots and Labor* edited by Faber, L.) [Open-access](#)
- 2021 – ‘Agency in Fan Studies. Materialities, Algorithms, and Tiny Ontologies’. In: Jung, B., Sachs-Hombach, K. & Wilde, L. *Agency Postdigital*. Halem Verlag. [Preview chapter](#)
- 2021 – ‘Frozen Fever: Fan Fashion, Costumes, and Revisions of Elsa and Anna Designs’. In: Mittermeier, S. *Disney Fan Phenomena*. Intellect.
- 2020 – ‘Scrolling, Swiping, Selling: Understanding Webtoons and the Data-driven Participatory Culture around Comics’. *Participations*, 15:2 (Special issue by Einwächter, Ossa, Sina & Stollfuß) [Open-access](#)
- 2020 – ‘The Promise of Cake: Food Fandom, Tourism, and Baking Practices Inspired by Portal’. In: Reinhard, C., Largent, J. & Chin, B. *Eating Fandom: Intersections Between Fans and Food Cultures*. [Order](#)
- 2020 – ‘User Tactics and Algorithms: A Digital Humanities Approach to YouTube and Tumblr’. In: Nyugen, D., Dekker, I. & Tasmadir, S. *Understanding Media and Society in the Age of Digitalisation*, pp. 35-54. [Order](#)
- 2019 – ‘Characters of the Future: Machine Learning, Data and Personality. *Image*, 29. (Special issue: *Recontextualizing Characters*). [Open-access](#)
- 2018 – Lamerichs, N., Lange-Böhmer, A. Nguyen, D., Puerta Melguizo, M. & Radojevic, R. ‘Elite Male Bodies: The Circulation of Alt-Right Memes and Framing of Politicians on Social Media. *Participations*, 15 (1), pp. 180-206. [Open-access](#)
- 2018 – ‘When Production Is Over: Creating Narrative Closure in Fan Edits’. In Williams, R. (2018). *Everybody Hurts: Transitions, Endings, and Resurrections in Fandom*. Iowa: University of Iowa Press, pp. 139-150.
- 2018 – ‘Hunters, Climbers, Flaneurs: How Video Games Create and Design Tourism’. In Lundberg, C. & Ziakas, V. (2018). *Handbook on Pop-Culture and Tourism*. London, New York: Routledge.
- 2018 – ‘Cosplay and Conventions: Exporting the Digital’. In Banks: J. (2018). *Avatars Assembled*. New York: Peter Lang Publishing. [URL](#)
- 2018 – ‘Fan Fashion: Re-enacting Hunger Games through Clothing and Design’. In Booth, P. (2018). *Companion to Media Fandom and Fan Studies*. New York, Oxford: Wiley Blackwell. Fan Studies, pp. 150-172
- 2017 – Ritteco, A., Klein, L. & Lamerichs, N. ‘Honours and (re)design of the Curriculum: How to bridge the Gap between Honours and Bachelor Programmes’. *Journal of the European Honours Council*, 1 (1). [URL](#)
- 2016 – ‘Otaku: Representations of Fans in Manga and Anime’. In: Booth, P. & Bennett, L. *Seeing Fans*. Chicago UP: Chicago. [Google Books](#)
- 2016 – ‘The Reenactment of Popular Culture. Constructing Meaning and Affect in Cosplay’. In: Dreschke, A., Huynh, I., Knipp, R. & Sittler, D. (2016). *Reenactments: Medienpraktiken zwischen Wiederholung und Kreativer Aneignung*. Bielefeld: Transscript Verlag, pp. 237-257. [URL](#)

- 2016 – ‘A Donut For Tom Paris: Identity and Belonging at European SF/Fantasy Conventions’. In: Telotte, J. & Duchovnay, G. *Science Fiction Double Feature*. Chicago UP: Chicago. [Google Books](#)
- 2016 – Lamerichs, N., Chin, B. & Bourdaa, M. ‘The Transmedia Practices of Battlestar Galactica. Studying the Industry, Stars and Fans’. In: Hutchin, A. & Tindall, N. *Public Relations and Participatory Culture*. New York, London: Routledge. [Google Books](#)
- 2015 – ‘Euromanga: Hybrid Styles and Stories in Transcultural Manga Fandom’. In: Brienza, C. *Global Manga* (Working Title). Ashgate: Ashgate Publishing. [Google Books](#)
- 2015 – ‘Express Yourself: An Affective Analysis of Game Cosplayers.’ In: McCallum-Stewart, E. & Enevold, J. *Game Love*. Jefferson: McFarland. [Google Books](#)
- 2015 – ‘The Remediation of the Fan Convention: Understanding the Emerging Genre of Cosplay Music Videos’. *Transformative Works and Cultures*, vol. 18. [URL](#)
- 2014 – ‘Transmedia Performances: Gender and Geek Feminism in *Glee*’. In: Olivieri, O. & Leurs, K. *Everyday Feminist Research Praxis*. Cambridge Scholars Press. [Google Books](#)
- 2014 – ‘Embodied Fantasy: The Affective Space of Anime Conventions’. Reijnders, S. Duits, L. & De Zwaan, K. (2014). *The Ashgate Companion to Fan Culture*. London, Lund: Ashgate Publishing. [Pre-print](#)
- 2014 – ‘Cosplay: The Affective mediation of Fictional Bodies’. Chauvel, A.; Lamerichs, N.; Seymour, A. (2014). *Fan Studies: Researching Popular Audiences*. Oxford: Interdisciplinary.net, pp. 123-131.
- 2014 – ‘Costuming as Subculture: The Multiple Bodies in Cosplay’. *Scene*, 2, 1, pp. 113-125. [PDF](#)
- 2014 – ‘Romancing Pigeons: The Deconstruction of the Dating-Sim in *Hatoful Boyfriend*. *Well-played: A Journal on Video Games, Value and Meaning*, 3 (2). [PDF](#)
- 2013 – ‘The Cultural Dynamic of Doujinshi and Cosplay: Local Anime Fandom in Japan, The States and Europe’. In: *Participations: Journal for Audience Studies*, special issue on fandom (edited by Lucy Bennett and Tom Philips). [PDF](#)
- 2012 – ‘Sherlock Abroad: Dutch fans interpret the famous detective’. In: Busse K. & Stein, L. *Sherlock and Transmedia Fandom*. Jefferson: McFarland, pp. 179-193. [Google Books](#)
- 2012 – ‘The Mediation of Fandom in Karin Giphart’s *Maak me blij*’. *Transformative Work and Cultures*, 11. [Open-access](#)
- 2012 – Selected Entries, ‘Fandom’ and ‘Pervasive Games’. In Mark J.P. Wolf (ed.) *The Video Game Encyclopedia*, Greenwood Press. [Google Books](#)
- 2011 – Stranger than Fiction: Fan Identity in Cosplay. *Transformative Work and Cultures*, 7. [Open-access](#)

### Whitepapers & Other Publications

- 2021 - Antorini, Y.M. & Lamerichs, N. *High Affinity LEGO Fan Typology 2021* (Internal whitepaper and research for The LEGO Group)
- 2019 - *Affect and Materiality in Fan Cultures. An interview with Nicolle Lamerichs by Henry Jenkins*. Confessions of an Aca-Fan. [Part 1](#) | [Part 2](#) | [Part 3](#) | [Part 4](#)
- 2018 - *The State of Fandom Studies: Lincoln Geraghty & Nicolle Lamerichs*. Confessions of an Aca-Fan. [URL](#)

### Keynote speaker

- 2026 – Playing with Identity. Critical Play in Fandom. *Ouroboros: Games & Authenticity Workshop*. Digital Lab, Leiden University, January 23, 2026

- 2021 – Material Fandom: Objects, Affect and Sustainability. *Experimental and Interactive Storytelling*. University Augsburg. (16.07.2021)
- 2019 – Platform Fandom: When Technology Meets Affect. *Artifacts, Archives, Affairs. Perspectives on Fan Productions*. Jagiellonian University in Cracow, Poland (11.20.2019-12.10.2019).
- 2018 – Futures of Participation: Characters and Connections in a Fan-Centric Economy. *De/Recontextualizing Characters* (Winterschool). University Tübingen. (26.02.2018-02.03.2018).

### **Invited lectures and talks**

- 2024 – *The Platformization of Comics: Fandom, Data and Creativity in the Digital Age*. The Commercial Business of Comics. University of Chichester, May 12, 2024.
- 2023 – *Playful Consumption. Co-Creation, Participation and Activism in Cosplay*. Forms of Play Symposium. Aarhus University, November 11, 2023.
- 2023 – Generative AI: The Next Stage of Fan Art. *Responses from Media Studies toward a “New Paradigm” of Image Production*. University of Tübingen, February 14, 2023.
- 2022 – Characters, NFT and the Metaverse: The Tokenization of Gaming. *Clash of Realities*. Technische Hochschule Köln, Cologne Game Lab, September 28, 2022.
- 2022 – The New Media Mix. The Platformization and Tokenization of Manga. *Postdigital Manga Symposium*. University of Pontevedra, May 31, 2022.
- 2021 - Fan Studies and Data-Driven Participatory Culture. *Feinfühlig Institute Colloquium*, Albert-Ludwigs-Universität Freiburg. [Podcast](#)
- 2021 - Virtual Tourism: Game Fandom and Belonging. *Game series*, Centrum Badań Gier Wideo. Uniwersytet Marii Curie-Skłodowskiej. April 24, 2021.
- 2021 - Data-driven Participatory Culture Monetizing and Automating Fandom. Universidade Unisinos. *Platform Studies* (Graduate level). May 5, 2021.
- 2021 - Beauty, Fashion, and Staging the Self in Platform Culture. *Media Convergence series on Self-Optimization*, University Tübingen. January 17, 2021.
- 2020 - Feelings and Characters. A Framework for Affective Reception and Play. *Seminar Character Studies*, ITU Copenhagen. November 1, 2019.
- 2019 – Agency, Artificial Intelligence, and Character Culture. In lecture series: *Agency in the Digital World*: University Tübingen. (27.05.2019).
- 2018 - Cosplay Worlds: Creating, Sharing and Embedding Characters. *MAMA Showroom*, Opening of Character Building Exhibition. [Podcast](#).
- 2018 – ‘Cosplay in Japan: Amateur Practices in a Fan-Centric Economy’. *Groups, Clubs, and Sākuru: Amateur Arts Practice in Japan*. Sainsbury Institute for the Study of Japanese Arts and Cultures, Norwich. (05-07.10.2018).
- 2018 – Becoming a Character: Creativity, Storytelling and Costumes in World of Darkness. Introduction to World of Darkness (Documentary). *Imagine Film Festival*. (18.04.2018). [URL](#).
- 2017 – Cosplay over Thirty. Panel with several cosplayers including cosplayer and author Karen Heinrich, *Animecon* (10.06.2017).
- 2016 – Making it Real: Cosplaying Video Games. *Gamefest*, Computerspielmuseum: Berlin, (22-25.04.2016).
- 2016 – Dragons in Neverending Story and Beyond. *Radboud Reflects*. Special lecture series related to exhibition on dragons in Limburgs Museum.
- 2015 – Understanding Dress-Up in the Participatory Culture of Gaming. *Subotron*, Vienna. (27.11.2015).
- 2015 – Seksualiteit in Strips. *Go Get a Room*, MU Eindhoven, (23.04.2015).
- 2014 – Gender in Manga and Anime. *Klik!*, Eye Amsterdam, (01.11.2014).

- 2014 – Cosplay: Affect and Embodiment in Fan Cultures. *Medienpraktiken des Reenactments*. Siegen University, April 24-25, 2014.
- 2014 – Sherlock Fandom. Literary Characters as Celebrities. Research School for Literature, OSU. *Litteraire Celebrities*. January 31, 2014.
- 2013 – Heldhaftig: De Kracht van Karakter. *Festival Mooie Woorden*.
- 2012 – Gamification in Business. In *Y-Community*. Amsterdam: Nemo.

### **Selected conference papers**

- 2025 – Sustainable Game Design Workshop with Marta Tymieńska and Agata Włodarczyk. DiGRA: Malta (30.06.2025).
- 2020 – Comics Interfaces: Digital Innovation and Fandom on Webtoon. Panel with Marissa Delbressine & Anne Delseit. *Comfor* (8.10.2020).
- 2019 – Queer Play: Affect between LGBTQ+ Audiences & Characters. *Audience Lost*: Ghent (22.11.2019). [Slides](#)
- 2019 – Interdisciplinary Media Studies: Transmediality, Closure and Technology in Fandom and Comic Studies. *GfM Seminar on Comic Fandom* (AG Parzipafan/AG Comics): University of Cologne. [Slides](#).
- 2019 – The Rise of AI Creators and Moderators. *GfM Medien-Materialitäten*: University of Cologne.
- 2018 – Star Wars on the Catwalk: Fan Fashion in the Age of Creative Business. *Fan Studies Network*. University of Cardiff (01.07.2018). [Slides](#)
- 2015 – From Text to Screen. Metafiction in the Webcomics Property of Hate and Homestuck. *Amsterdam Comic Studies Conference*. Amsterdam. [SLIDES](#)
- 2015 – Fan Participation in Cartoon Endings. *Fan Studies Network*. Norwich, UK.
- 2014 – A Fan Study of Indie Games: Interpreting Gaming Capital in The Stanley Parable (Conference in Fan Studies). *Fan Studies Network*. Norwich, UK.
- 2014 – Battlestar Galactica The Boardgame: Revisiting the TV Show Through Meaningful Play and Narrativity. Worldcon (Loncon 3): London.
- 2013 – Cosplay: Affective Reception in Fan Cultures (Conference in Fan Studies). *Fan Studies Network*: Norwich, UK.
- 2013 – Cosplay: Material and Transmedial Culture in Play. *DiGRA*. Atlanta.
- 2013 – Transmedia Play: The Possible Worlds of Firefly. *Narrative Minds and Virtual Worlds*: Tampere.
- 2013 – Cosplay: Embodied Affect. *Fan Studies Conference*. Oxford.
- 2012 – Where is the Love? Show me the Love! – *Design Workshop and Panel Discussion on Game Love Culture & Aesthetics*. (With Enevold, J., MacCallum-Stewart, E., Brown, A., Flynn-Jones, E. & Sturrock, I.) *Under The Mask*: Luton.
- 2012 – Global Conventioneers? Local Doujinshi and Cosplay scenes. *European Fandom & Fan Studies Conference*: Amsterdam.
- 2011 – ‘Can’t Stop The Signal?’ The Design of the Dutch Firefly LARP. (Think Design Play ed.). *DiGRA* : Hilversum.
- 2011 – BBC’s Sherlock Fans in Search of the Canon. *Transforming Audiences*: London.

### **Book reviews & edited blogs**

- 2016 – ‘Game Play: Paratextuality in Board Games’, by Paul Booth. *Journal of Fandom Studies*, 4 (1), pp. 127-129.
- 2016 – ‘Post-Object Fandom: Television, Identity and Self-Narrative’, by Rebecca Williams. *Cinema Journal*, 55 (3), pp. 171-175.
- 2015 – ‘Online Games, Social Narratives’, by Esther McCallum-Steward. *Transformative Works and Cultures*, 19. [URL](#)

- 2014 – ‘Manga’s Cultural Crossroads’, by Jaqueline Berndt and Bettina Kümmerling-Meibauer. *Transformative Works and Cultures*, 17. [URL](#)
- 2012 – ‘Sherlock en het Transmediale Publiek’. *Crossmedialog*. [URL](#)
- 2012 – ‘Gamification: Meer dan Speelse Marketing’. *Crossmedialog*. [URL](#)

### **Selected interviews and criticism**

- 2024 – ‘Swifties’ tot ‘Trekkiés’: Overeenkomsten tussen Fandom onder de Loep. *Villa VdB*. [Video](#)
- 2023 – Minkel, E. Sexy AI Chatbots Are Creating Thorny Issues for Fandom. *Wired*. [URL](#)
- 2022 – RMeS podcast. On Media Studies and Career Advice for Researchers. [URL](#)
- 2021 – *Fan Service*. Episode 1. Podcast Interview on Fan Service as a trend with Mike Dooyeweert. [URL](#)
- 2020 – De Ploeg, P. Elk Meisje Wil Elsa Zijn (interview). *NRC*. [URL](#)
- 2019 – De Wit, E. Droomkostuum. *Quest Psychologie* (interview). [URL](#)
- 2018 – Interview with Pepijn van der Gulden. Gillend Gek: Waarom de Fanatiekste Fans Flippen Wanneer ze Oog in Oog Staan met Hun Idool. *Quest*. [URL](#)
- 2017 – Interview with Nina Polak. Hoe Harry Potter al twintig jaar een niet zo geheim gezelschap veroverd. *De Correspondent*. [URL](#)
- 2016 – Overgewaaid uit Japan: Kattenootjes veroveren de straat. *RTL Nieuws*. [Video](#)
- 2016 – In de Huid Kruipen van je Favoriete Anime-Karakter. *Een Vandaag*. [URL](#)
- 2015 – Ritchie, M. ‘Calgarian Cosplayers Say the Expense of Their Craft is Worth the Experience’. *Calgary Journal* (16 April). [URL](#)
- 2014 – Public speaker in the panels ‘Cosplay is Not Consent!’, ‘Cosplaying out of Type’, ‘Commercializing Fans’, ‘Worldbuilding through Music’, and ‘Game Love’. *Worldcon* (Loncon 3). London.
- 2014 – Vegterlo, A. “Minecraft”. *NRC* interview. [URL](#)
- 2012 – Interview with Tamar Stelling. Manga in de Polder. *NRC* interview. [URL](#)
- 2012 – Het is maar een spelletje! [television broadcast]. In *Goeiemiddag Limburg*. (5 March). Maastricht: L1.

### **Organization and memberships**

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|--------------|---|
| 2021-ongoing | Digital Games Association Programming Committee   |
| 2021         | Organizer Eurovision Research Meeting (Erasmus University, Rotterdam)                         |
| 2019         | Main Organizer Research Seminar (funded by RMeS) on Fan Studies with Keynote by Lori Morimoto |
| 2015         | Conference organizer European Fan Cultures, 12-13 November (Erasmus University, Rotterdam)    |
| 2013 – 2014  | Member of task team for Maastricht Centre for Arts, Conservation and Cultural Heritage (MACH) |
| 2012 – 2013  | Conference organizer MASH: Making and Sharing, 5-6 July, (Lumiere, Maastricht)                |
| 2011 – 2013  | Expert panel Tropenmuseum exhibition <a href="#">Cool Japan</a>                               |
| 2010 – 2014  | Member of research networks TWC and DiGRA   |
| 2010 – 2014  | Member of research schools RMeS and NOG   |

## TEACHING

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### Curriculum Design

- 2024-2025 – Professional Profile & self-evaluation Sustainable Business Transition
- 2021-2022 – Didactic vision & curriculum set-up Sustainable Business Transition.
- 2021-2022 – Project manager and co-writer MDT and TNO Sustainable Business Transition.  
Panelist and contributor accreditation Creative Business.
- 2017-2019 – Curriculum Committee ICM and Creative Business. Experience with accreditation and national CROHO meetings.

### Course developer

- 2022 – *Future Thinking*, Msc Sustainable Business Transition
- 2019 – *AI & Creativity*. BA Creative Business, year 4
- 2018 – *Participatory Cultures*, BA Creative Business, year 2
- 2018 – *Philosophy of Digital Society*, MA Data-Driven Design
- 2017 – *Technology*, BA Creative Business, Communication, CMD and Journalism
- 2016 – *Media Culture*, BA Creative Business, year 1

### Coordinator

- 2021-ongoing – Programme Coordinator *Sustainable Business Transition* (MSc)
- 2016-2018 – Coordination *Honours track* of International Communication and Media
- 2018-2022 – Coordination *Honours track* of Creative Business
- 2018 – Coordinator *Participatory Culture*, BA Creative Business
- 2017 – Coordinator *Media Culture, Technology* BA Creative Business
- 2016 – Coordinator *Media Culture*, BA International Communication and Media
- 2015 – Module leader *Media Year 4*, BA International Communication and Media
- 2014 - *Interface Culture*. BA Onderwijs Geesteswetenschappen, Niveau 3, UU.
- 2012 - *Game Studies*. BA Arts & Culture. Maastricht University.

### Lecturer

- 2019 – *Advanced Creative Business, AI & Creativity*. Year 2-4 Creative Business.
- 2018 – *Data Storytelling, International Creative Business*. Year 2 Creative Business.
- 2017 – *Technology, Participatory Culture and International Creative Business*
- 2016 – *Media Culture, Research Lab and Methods, Online Research and Big Data*
- 2015 – *Digital Storytelling, Marketing Principles, Media Trends and Analysis* and more
- 2014 - *Interface Culture*. BA Onderwijs Geesteswetenschappen, Niveau 3. UU.
- 2014 - *Cultuur & Maatschappij: Media and Performance*. BA TFT, Niveau 1, UU.
- 2014 – *Ethnography & Interview Training*. Guest lecturer during the course Data Analysis.  
BA Communicatie- en Informatiewetenschappen, Niveau 2. UU.
- 2013 - *Games: Cultuur en Analyse*. BA Onderwijs Geesteswetenschappen, Niveau 2. UU.
- 2012 - *Game Studies 2*. MA New Media and Digital Culture. UU.
- 2012 - *Digital Games*. BA Arts & Culture. Maastricht University.
- 2011 - *Analysis of Paintings and Literary Texts*. BA Arts & Culture. Maastricht University.
- 2010 - *Digital Games*. BA Arts & Culture. Maastricht University.

**Thesis supervision:**

2023-ongoing – MSc thesis Sustainable Business Transition.

2018-2019 – BA thesis, work placements and honours assignments. BA Creative Business

2017-2015 - BA thesis and work placements, BA International Communication and Media

2013-2014 - MA Thesis & Internships. MA New Media Digital Culture. Utrecht University.

2013-2014 - BA Thesis in Game Studies. BA TFT, CIW, Utrecht University.

2010-2013 - BA Thesis in Media Studies. BA Arts & Culture. Maastricht University.

**Skills courses**

2012 - *Game Design. Conceptual & Game Maker*. BA Arts & Culture. Maastricht University.

2012 - *Serious Game Design in 7Scenes*. MA New Media and Digital Culture, UU.

2012 - *Introduction in Dreamweaver*. BA Arts & Culture. Maastricht University.

**Selected lectures:**

2025 – *Netnography*. Sustainable Business Transition (MSc). HU: Graduation Workshop.

2021 – *Generative AI and Creativity*. HU: Lecture series Creative Business.

2019 – *Data-Driven Characters & Stories*. Maastricht University: The Future of Literature.

2018 – *Fan Culture en Cosplay*. UU: Media en Participatie.

2016 – *Research Concepts*. HU: Lecture Series in Basics of Research & Method, HU.

2016 – *Digital Humanities and Data*. HU: Creative Business, Humanities.

2014 - *Strategies and Tactics: The Power of Platforms*. UU: Interface Culture.

2014 - *Remediation: The Interplay of Old and New Technologies*. UU: Interface Culture.

2014 - *Interface: Performance and Materiality*. UU: Interface Culture.

2013 - *From Princess to Cyborg: Gender and Games*. UU: Game Studies.

2013 - *Cosplay: Performance and Visual Culture in Media Fandom*. UCM: Cultural Studies.

2013 - *Textual Affect and Reader-Response Theory*. UCM: The Future of Literature

2012 - *Transmedia design: Aesthetics and Critique*. UCM: Digital Media.

2012 - *Ludification: Introduction to Game Studies*. UU: Game Studies 2.

2012 - *Game Culture: Contemporary Play Practices*. FASOS: Digital Games.

2012 - *Remediatie: Wisselwerking tussen Oude en Nieuwe Media*. (St. Joost, 2012)

2011-2012 - *The Subcultures of Contemporary Gothic* (2011; 2012). UCM: Gothic Fiction.

2010-2011 - *Reworking the text: Fan Practices and Digital Media*. UCM: Digital Media.

**OTHER**

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**Extracurricular**

Organizes fan conventions, creates comics and illustrations, enjoys swimming and hiking

*References available upon request*