

## Research project and supervisor team

<b>Supervisory Team</b>	<a href="#">Dr. Celia Lam</a>
<b>Short introduction &amp; description of research project</b>	<p>Online microcelebrities constitute a growing field of influence in many facets of everyday life; from teaching new skills, to understanding political movements, to the spread of information and disinformation, to the products people consume. Prior to Covid-19, the influence of online microcelebrities, while acknowledged as a growing industry, was commonly viewed by many scholars as a supplementary mode of digital celebrity. Microcelebrities were viewed as subordinate to the traditional mode of celebrity production afforded by legacy media systems such as film, television and journalistic/popular presses. However, the shift to online spaces triggered by Covid-19 lockdown measures has changed the balance of influence such that the reach, clout and relevance of 'traditional' celebrities is challenged in favour of more accessible online microcelebrities.</p> <p>This project examines the technical, industrial, social, and regulatory factors affecting the production of identities, influence and income by microcelebrities in Australia and China. It focuses on microcelebrities in the cultural and creative industries (as opposed to political opinion leaders), to identify key directions in the development of online creative economies in a post-Covid era.</p> <p>Possible areas of focus from within the creative and cultural industries include music, video production, fan subbing, live streaming, vlogging, dance, and photography.</p>
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