BEYOND THE BOX
TELEVISION AND THE INTERNET

SHARON MARIE ROSS
Contents

Acknowledgments viii

Introduction: Online/Offline: What It Means to “Watch (and Make) TV” in the Age of the Internet 1

1 Fascinated with Fandom: Cautiously Aware Viewers of Xena and Buffy 35

2 Power to the People, or the Industry? American Idol Voting, Adult Swim Bumping, and Viral Video-ing 71

3 Managing Millenials: Teen Expectations of Tele-Participation 124

4 No Network Is An Island: Lost’s Tele-Participation and ABC’s Return to Industry Legitimacy 173

Conclusion: The Remains of the Day: The Future of “TV” 218

Index 265