

PREFACE

This book developed out of a “special topics” area of the Southwest Popular/American Culture Association conference, entitled *The Geek in Popular Culture*. Interest in the topic at the conference led to a visit with an editor at Palgrave, which led to this collection of essays examining depictions of the nerd and/or geek in popular culture. It was fascinating then—and still is—to hear people say “I’m geeking out” or to see a tweet that proclaims “We’re all NERDY teachers. Well. Some of us are NERDY grad students.” As these instances demonstrate, the denotation and connotation of these words is changing, as is the cultural perception of the nerd/geek stereotype. This collection of essays grapples with the evolution of these terms as seen in mediums that illustrate our lives—Twitter, television, film, fiction, sports, etc. It is not our intent that this book be the end of the discussion; we see it as the beginning of a valuable academic and social discourse. Each contribution deals with a particular type of media versus a variety of media; recognizing that no contribution is exhaustive. This collection is organized into sections which focus on a particular theme or media to simplify the reader’s navigation. Within this collection there are a variety of research methodologies demonstrated, and contributions from around the globe.

The editor would like to thank the contributors for their work, patience, and timely responses over the last two years. Furthermore, this

project would not have been possible without Shaun Vigil of Palgrave Macmillan, who offered guidance and support to a first-time book collection editor. Many thanks.

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Age of the Geek

Depictions of Nerds and Geeks in Popular Media

Lane, K.E. (Ed.)

2018, XV, 297 p., Hardcover

ISBN: 978-3-319-65743-1