

CONTENTS

1	How Was the Nerd or Geek Born?	1
	Kathryn E. Lane	
 Part I What Did You Call Me?: Defining Geekdom		
2	A Nerd, a Geek, and a Hipster Walk into a Bar	21
	Jessica Bodner	
3	Mediagasms, Ironic Nerds, and Mainstream Geeks: A Multimethodological Ideographic Cluster Analysis of <Nerd> and <Geek> on Twitter	43
	Steven S. Vrooman, Tiffany Sia, Michael Czuchry and Christopher Bollinger	
4	Changing Faces: Exploring Depictions of Geeks in Various Texts	67
	Kathleen M. Earnest	

Part II In or Out?: Defending Nerddom

- 5 **Geek Metafiction: Nerds, Footnotes, and Intertextuality** 91
Bernardo Bueno
- 6 ***Ich Bin Ein Nerd!:* Geek Identity in Insider
and Outsider Media** 113
Jessica Stanley Neterer
- 7 **Geek Is the New Jock: The Relationship Between Geek
Culture and Sports** 129
Łukasz Muniowski
- 8 **Geeking Out and Hulking Out: Toward an
Understanding of Marvel Fan Communities** 149
Peter Cullen Bryan

Part III I Saw It on TV: Depictions of “Other” Nerd/Geek Stereotypes on Television

- 9 **How Is It Okay to Be a Black Nerd?** 169
Johnathan Charles Flowers
- 10 **That Geek Look: Beauty and the Female Geek Body** 193
Lauren Rocha
- 11 **Modern Nerd: Alex Dunphy and Growing Up Geeky
in *Modern Family*** 213
Alissa Burger

**Part IV I Am A Nerd!: Depictions of the Nerd/Geek
Stereotype on Film**

12	From Zero to Hero and Back Again: Nerd Nobodies, Magic Makeovers, and the Power of the American Dream in Four Teen Films	233
	Jennifer Rachel Dutch	
13	The Geek as Rake: Roving Masculinity in Contemporary Film	251
	K. Brenna Wardell	
14	The Horror of the Geek: The Geek Archetype in Slasher Film	269
	Sotiris Petridis	
15	Survival of the Smartest?	285
	Kathryn E. Lane	
	Index	293

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