

Analysis of Transmedia Storytelling in Pokémon GO

Authors : Iva Nedelcheva

Abstract : This study is part of a doctoral thesis on the topic of Hyperfiction: Past, Present and Future of Storytelling through Hypertext. It explores in depth the impact of transmedia storytelling and the role of hypertext in the realm of the currently popular social media phenomenon Pokémon GO. Storytelling is a powerful method to engage and unite people. Moreover, the technology progress adds a whole new angle to the method, with hypertext and cross-platform sharing that enhance the traditional storytelling so much that transmedia storytelling gives unlimited opportunities to affect the everyday life of people across the globe. This research aims at examining the transmedia storytelling approach in Pokémon GO and explaining how that contributed to its establishment as a massive worldwide hit in less than a week. The social engagement is investigated in all major media platforms, including traditional and online media channels. Observation and content analyses are reported in this paper to form the conclusion that transmedia storytelling with the input of hypertext has a promising future as a method of establishing a productive and rewarding communication strategy.

Keywords : communication, hypertext, Pokemon Go, storytelling, transmedia

Conference Title : ICSR2020 : International Conference on Scientific Research and Development

Conference Location : Chicago, United States

Conference Dates : December 12-13, 2020