

Eden Shurman
10 06 16

DHI Digital Projects Showcase Proposal

1. (Full title of poster / presentation):

Electronic Dance Music Culture's Communication Transition Through Social Media in North America.

2. (Names of all participants):

Eden Shurman, Interdisciplinary Studies major / Business Administration minor.

3. (A description or abstract of the material to be presented):

The project aims to link the past modes of communication utilized by participants in electronic dance music (EDM) club cultures and subcultures, to the current practice of using various social media platforms as a means of information conveyance about musicians, producers, DJs, events, and industry-related news. It will attempt to determine to what degree social media platforms influence electronic dance music culture, the positive and negative effects social media has on the culture, and whether the transition to digital communication modes is absolute. Finally, it will pose the question as to whether any further research on social media usage among EDM fans will be or has been performed as a result of the recent media consensus that the mainstream EDM bubble has burst, and that North America is on the precipice of a post-EDM future.

4. (Name of faculty mentor):

Dr. Margaret C. Stewart, Ph.D., Assistant Professor, Communication Studies