

Index

Note: Page numbers followed by “n” indicate notes.

- Abidin, Crystal, 2, 6–7, 158, 162, 197–199, 212–214, 218, 238–242, 245
- Academic scholarship, 139
- Action, 38
- Activity-based approach, 23, 66
- Advertising, 181
 - confidence through postfeminist authenticity, 185–186
- Aesthetics in branding historical authenticity, 99–101
- Alt-right, 295, 307, 315
- Alternative Influence Network (AIN)*, 305
- Alternative influencers, 304–305
- Alternative Political Commentators (APCs), 14, 303
 - emojis and emotes, 309–310
 - on platforms, 304
 - post-authentic engagement on YouTube and Twitch, 307–309
 - US Election Day (2020), 310–318
 - on YouTube and Twitch, 305–307
- Amateurism, 293
- Anglo-American digital youth culture, 308
- Anthropology, 82
- Anthropomorphism, 32–33
- Antique, 140
- APIFY Instagram Scraper, 237
- Architectural phenomenology, 35–36
- Architecture, 31
- Artisan, 83
- Artistic creation, 90
- Audiences, 196
- Austrian Freedom Party (FPÖ), 283
- Authentic ‘consumer steward’ identity findings, 255–259
 - implications, 261
 - method, 254–255
 - theoretical background, 252–254
- Authentic advertising, 185
- Authentic brand love, 128–130
- Authentic change and negotiated authenticity, 34–35
- Authentic leadership, 249
- Authentic objects and living things, 32–33
- Authentic politicians, 268
- Authentic self-identification, 126
- Authentic selves, 201
- Authentic tourism experience, 21
- Authentic Womanhood, 163
- Authenticating acts, 84
- Authentication, 47, 82
- Authenticity, 1, 9–10, 32, 158, 160–163, 167–170, 195, 211–212, 218–220, 233, 269, 276, 289
 - authentic things, places and people, 6–8
 - binary in music subcultures, 169
 - bind, 234
 - in branding and consumption studies, 83–86
 - branding in, 90–91
 - citizen journalism and, 292–294
 - as constructed illusion, 269–270
 - contract, 269
 - digital age of in/authenticity, 5–6
 - dramas, 3
 - equation of, 168
 - gap, 218
 - historic buildings, 30
 - labour, 221

- marker, 218
- and modality, 91–93
- narrative, 8–9
- negotiations around, 201–203
- paradox, 2–4
- as political issue, 270–272
- producing and communicating, 8–9
- in reality television, 196–198
- seeking authenticity in times of uncertainty, 4–5
- in tourism studies, 23–26
- Authorised Heritage Discourse (AHD), 45
- Authoritative performances, 84
- Authority, 240–241
- Authorship, 212–213
- Auto-bibliographic inquiry, 214
- Axe, 186–187
- “Axe Effect” script, 182

- Barcelona Football Club, 132
- Batók* tattoos, 63–64, 70, 72–73
- Bauman, 251
- Behind-the-scenes glimpses, 238–240
- Benjamin, Walter, 5, 92–93, 100
- Best a Man Can Be, The campaign, 187–189
- BetterTTV, 314
- Biographical authenticity, 83
- Black Lives Matter campaign, 125
- Brand authenticity, 82–83
- Branding, 11–12, 90, 123, 200–205, 276
 - aesthetics in branding historical authenticity, 99–101
 - authenticity in, 83–86, 90–91
 - Carlsberg’s Website, 93–99
 - modality, 91–93
 - negotiations around, 201–203
- Brands, 126, 218, 275
- BreadTube*, 306
- Breitbart, Andrew, 295–296, 298
- Brewing, 95

- Café, 106, 108
- Calculated authenticity, 271
- Calibrated amateurism, 158, 222, 238–239
- Campaigns, 269
- Carlsberg’s Website, 93
 - historical references, 94–95
 - rebrew project, 95–99
- Celebrification, 196
- Celebrities, 1, 305
 - endorsers or bloggers, 250
- Character, 32
- China, 44, 139
- Chinese Nationalist Party (*see* Kuomintang (KM))
- Citizen journalism, 289, 290–292
 - and authenticity, 292–294
 - definitions and characteristics, 290
 - ideology of right and authenticity, 297–299
 - media and (dis) trust, 294
 - right wing and, 295–297
- Citizen journalists, 290–291, 295–296, 298
- Citizen witnessing, 292
- Clubs, 125
- Co-option, 291
- Cock rock, 169–170, 173
- Collaboration, 259
- Commercial lifestyle bloggers, 212
- Commercialism, 174
- Commitment, 250
- Commodification of mediated authenticity in digital age, 219–221
- Commodities, 11–12, 83
- Common people, 277
- Community, 113, 115, 118, 128–130, 250
 - community-building strategy, 239, 241
- “Confident-appearing” pose, 186
- Conservation, 30
- Conservatism, 294
- Consistency, 223, 268
- Constructive authenticity, 24
- Consumer Culture Theory (CCT), 84
- Consumer stewards, 251, 254–255, 260

- Consumer stewardship, 254
- Consumers, 81, 128
- Consumption, 11–12, 184
- Consumption studies, authenticity in, 83–86
- Consumption-based authenticity, 82–84
- Corporate history, 89–90
- Corporate identity construct, 89
- Corporate Social Responsibility (CSR), 124, 132
- Costume jewellery, 141
- Craft, 6
- Creativity, 124
- Creator, 236–237, 237*n*2
- Credibility, 250
- Cross-Strait Service Trade Agreement (CSSTA), 322*n*2
- Cultural capital, 5, 131, 140, 144, 152
- Cultural goods, 100
- Cultural ideal of ‘authenticity’, 160
- Cultural legitimacy, 141–142, 149–150
- Culture, 106–107, 158
- Culture Seekers, 71–73
- Czech influencers, 237
- Czech Republic, 238

- Day9TV, 255, 257–258
- Democratic Progressive Party (DPP), 322
- Digital age of in/authenticity, 5–6
- Digital identity labour, 159
- Digital media ecology, 157
- Discourse, 45
- Distrust, 294
- Dollar Shave Club (DSC), 189–190
- Drag, 195–196
 - brand or selling out, 198–199
 - culture, 195
 - persona, 195
 - queens, 196
- Dream Crazyer campaign, 133
- Dualisms, 37

- E-sports, 251–252, 254
- Education, 291, 325
- Election campaigns, 276

- Elite, 277
- Emo, 168–170
 - authenticity construct in/of, 171–176
 - challenging authenticity binary, 176–178
 - methodology, 170–171
- Emo Trinity, 170
- Emo: How Fans Defined a Subculture*, 168
- Emojis, 309–310
- Emotes, 309–310
- Emotions, 280
- Enli, Gunn, 2, 235
- Epic Meltdown of TYT, 313
- Ethnic tourism, 66
- Ethnography, 47
- European football, 129
- Existential authenticity, 24, 66
- Existentialist thinking, 31
- Experience of authenticity, 35
- Explorative mixed-methods approach, 309
- Expressive authenticity, 82, 85
- Expressive individualism, 186

- Facebook, 5, 12, 69, 71, 73, 243
- Factual television, 197
- Fake, 244
- Fall Out Boy (FOB), 168
 - MySpace, 174
- Fans/fan culture, 128, 168
- Fashion, 219
- Fashion jewellery (*see* Costume jewellery)
- Feminine-coded username, 175
- Femininity, 157–159
- Feminism, 161, 163
- Feminist, 159
- “Find Your Magic” Campaign in 2016, 183, 186–187
- Flame war, 313
- Floating signifiers, 315
- Folk democratic authentication on digital heritage social media, 53–58
- 4chan, 172
- FrankerFaceZ (FFZ), 314

- GamerGate, 183
- Gatekeeping, 168–169
- Gender, 160–163, 167–170, 183
 politics of mediated authenticity, 159
- Gendered authenticity, 234
 bind, 234
- Gendered strategies of authenticity-building, 241–243
- Generations, 322
- Genre, 167–170
- Get Ready film, 189–190
- Gillette, 187–189
- Goffman, Erving, 8, 197, 213, 220, 235, 278–279
- Grooming advertisements, 182
 advertising confidence through postfeminist authenticity, 185–186
 case studies, 186–190
 confidence, 191–192
 performing masculinity, 183–184
- Grounded theory approach, 309
- Hard rock, 167
- HasanAbi on Twitch, 314–318
- Heritage, 11, 29
 authenticity, 46
 community, 45
 designation and evaluation, 44
 discourse, 45–46
 scholars, 48
 tourism, 24, 66
- Historic buildings, 32
 authenticity of, 30
 conservation, 33
- Historical specificity, 145–148
- History, 89
- Home, 110
- Honesty, 240–241
- Hot authentication, 47
- Hotdog, 204*n*2
- Iconic authenticity, 91
- Identity
 under AHD and heritage authenticity, 51–53
 authentication as authenticity, 46–47
- IKEA, 110
- Immediacy, 280
- Impression management, 221, 278
- Inauthenticity, 127–128
- Indexical authenticity, 91
- Indexicality, 91
- Influencers, 211, 218, 220–221, 233–234, 236, 237*n*2
- Instagram, 217, 234
 authenticity and performance on social media, 235–237
 elements of influencer content on, 219
 gendered strategies of authenticity-building, 241–243
 honesty, integrity and authority, 240–241
 markers of authenticity on social media, 221–223
 methodology and context of research, 237–238
 negotiating authenticity and commerce, 226–228
 presence on, 223–225
 self-expression and commodification of mediated authenticity in digital age, 219–221
 #Unfiltered photos and behind-the-scenes glimpses, 238–240
 “Instagram vs. reality” trope, 238
- Instagramism, 222
- Intangible cultural heritage (ICH), 11, 43–44
 designation and assessment, 50–51
 findings, 50–58
 folk democratic authentication on digital heritage social media, 53–58
 identity under AHD and heritage authenticity, 51–53
 methodology, 47–50
 official authentication and orthodox authenticity discourse in Nūshu, 50
 theoretical framework, 45–47

- Integrity, 240–241, 269
- Intergenerational analysis
 analyses of unconventional
 politicians and authenticity,
 325–330
 breaking of authenticity contracts,
 330–331
 mediated and performed
 authenticity, 322–323
 methodology, 323–325
- International Boxing Federation
 (IBF), 127
- International Council on Monuments
 and Sites (ICOMOS),
 29–30, 36
- Interpretation model, 73
- Intimacy, 222, 279–280
- Journalists, 293
- Kalinga culture, 66
- Kuomintang (KM), 321*n*1
- Language, 23–24
- Leagues, 125
- Left-wing APCs, 306
- Lifestyle, 219
- Lindholm, Charles, 4, 6–7, 64, 70, 74
- LINE, 327
- Liquid modernity, 252
- Liquid' identity, 251
- Liquidity, 252–253
 in late modernity, 253
- LiveJournal, 171, 176
- Liverpool Football Club, 125
- Locus, 37–38
- London, 106
- LowkoTV, 255
- MacCannell, Dean, 1, 6, 8, 21–22
- Mafia, 109*n*2
- Mainstream media, 277
- Male grooming, 189
- Manchester United (UK football
 team), 127
- Manufactured authenticity, 182
- Manufacturing, 128
- Marketing, 83
- Masculinism, 167, 170
 critique, 176–178
- Masculinity, 161–162, 167, 182
- Mass coordinated displays, 129
- Material authenticity, 82–83
- Materiality, 146
- Materials, 32, 84–85
- Media, 158–159, 160–163, 294
 aesthetics, 90
 consumers, 297–298
- Mediated (extra) ordinariness,
 222
- Mediated authenticity, 278,
 322–323
- Mediated political authenticity,
 268
- Men as opinion-leaders, 240–241
- #MeToo movement, 161–162, 187
- Metrosexual moment, 184
- Mixed-method analysis, 218–219
- Modality, 91–93
- Moscow, 12
- Multiple authenticities, 107
- Music, 167–168
- My Chemical Romance (MCR), 168,
 176
- Mythical role preferences, 253
- Narrative theory of conservation, 34
- Naturalistic coding orientation, 93
- Negotiated authenticity, 34–35
- Neoliberal brand culture, 182
- Netflix, 196
- Netnography, 254
- New Power Party (NPP), 322*n*3
- New questions, 25–26
- New York, 296
- Nike, 125, 128
- No Sense of Place* (1985), 198
- No-filter strategy, 240
- Non-fungible tokens (NFT), 215
- Nüshu, 11, 43
 culture, 47
 official authentication and
 orthodox authenticity
 discourse in, 50
 scripts, 44
- Nüshu Biography, 56

- Nüshu Cultural Research and Management Centre (NCRMC), 50–51
- Nüshu Custom, 44
- Nüshu Transmitter, 52
- Objective authenticity, 24, 32, 34, 65
- Office Mountaineers, 70–71
- Offline ethnography, 47–49
- Olympics, 131
- Online, 211
- Online consumer communities, 251
- Online culture, 308
- Online ethnography, 47–49
- Opinion-leading strategy, 241
- Oppositional authenticity, 3
- Ordinariness, 280
- Ordinary people, 277
- Overbranding, negotiations around, 201–203
- Panic! At the Disco (Panic), 168
- Paramount+, 196
- Participation, 37
- Participatory journalism, 291
- Patagonia, 125
- People, 277
- Pepe the Frog*, 314
- Perceived authenticity, 278
- Perceived political authenticity, 268
- Performance, 213, 234
- Performative authenticity, 37–38
- Performativity, 24–25
- Performed authenticity, 278, 322–323
- Performed political authenticity, 268
- Persistence of masculinism, 167, 170
- Personal authenticity, 82–83, 85
- Personal ethics, 250
- Personal meaning-making, 126
- Philippines, 63
- PiG, 255, 257–258
- Place, 11, 22–23
- Pocket Poetry, 107
- Policy analysis, 50
- Political authenticity, 267, 278–280, 322
- Political brand, 275
- Political campaigns, 270
- Political communication research, authenticity as analytic concept in, 268–270
- Political influencers, 305
- Political marketing, 276
- Politicians, 268–269
- Politics, 267
- and political communication, 14
- Popular culture, 12–13
- Populism, 271, 276–277, 293
- Populist anti-elitism, 282
- Populist leadership and representation, 283–285
- Populist performance, 276–278
- Populist style, authenticity in, 280–283
- Porous authenticity, 238
- Post-authentic engagement, 304
- on YouTube and Twitch, 307–309
- Post-authenticity, 305
- Postfeminism, 191
- Postfeminist authenticity, advertising confidence through, 185–186
- Postmodern authenticity, 24
- Presidential elections, 303
- Production, 26
- Professionalization, 236
- Public relations, 8, 189, 191
- QAnon conspiracy theory movement, 298–299
- Queer influencers, 199
- Quiksilver, 124
- Real emo, 173–174
- Real people, 277
- Real real emo copy pasta, 176
- Reality TV, 195–196
- authenticity in, 197
- preparing brand for, 204
- Rebranding, 204–205
- Rebrew project (1883), 95–99
- Red Bull, 130
- Rees' Authentic Brand Wheel, 125
- Relationality, 24–25
- Representative Transmitters, 50–51
- “Rhetoric of real” in advertising, 182
- Right wing, 295–297

- APCs, 306
- populism, 276
- Rousseau, Jean Jacques, 4, 7
- Running Club apps, 126
- RuPaul's Drag Race (RPDR)*, 196, 199–200
 - authenticity in reality television, 196–198
 - drag brand or selling out, 198–199
 - showcases for authenticity and branding, 200–205
- Russia, 106
- Scarcity, 144–145
- Self-awareness, 250
- Self-branding, 257
- Self-expression, 219–221
- Self-identification, 124, 128–130
- Self-identity, 219–220
- Self-making, 31
- Self-presentation, 81, 86, 185, 224, 278
- Sexuality, 169, 172
- Shouting, 129
- Similarity, 258–259
- Sincerity, 124
 - of motive, 85
- Singing, 129
- Skateboarding in Tokyo 2020 Olympics, 131
- Social Democratic Party (SDP), 322*n*3
- Social meaning, 141–142, 148–149
- Social media, 13, 170, 211, 276, 307, 323
 - authenticity and performance on, 235–237
 - for heritage-making, 54
 - markers of authenticity on, 221–223
 - organizers, 55
 - profiles, 68
 - sites, 73
- Social media influencer (SMI), 198–199
- Social networks, 279
- Social resonance, 81
- Social semiotics, 91–92
- Solid structures, 253–254
- Spirit of place (*genius loci*), 31
 - authentic change and negotiated authenticity, 34–35
 - authentic objects and living things, 32–33
 - negotiating, 35–37
 - performative authenticity, 37–38
- Sponsorship, 199
- Sport Social Responsibility (SSR), 133
- Sporting organisations, 125
- Sports brands, 123
 - authentic brand love, self-identification and communities, 128–130
 - authenticity, 124–126
 - manifestation of authenticity in, 126–128
 - sport as authentic cultural phenomenon, 130–131
 - sport brand-building programmes, 127
 - sport social responsibility, authenticity and activism, 132–134
- Sports organisations, 126
- Staged authenticity, 213
 - theory, 21
- Stakeholder, 43
- StarCraft II brand community, 252, 255
- Stewards, 251
- Strategic authenticity, 268
- Strategic political authenticity
 - authenticity in populist style, 280–283
 - political authenticity, 278–280
 - populist leadership and representation, 283–285
 - populist performance, 276–278
- Strategies influencers, 234
- Subcultures, 85
- Sunflower Movement (2014), 321–322
- Super League plan, 129
- Super-honesty, 30
- Swansea City Football Club in UK, 125
- Symbolic interactionism, 278
- Taiwan, 321
- Taiwan Network Information Center (TWNIC), 325
- Taiwan People's Party (TPP), 325*n*9

- Taiwanese society, 321
 Taste, 140
 Tattoos, 64
 authenticity, heritage and tourism development, 65–67
 hermeneutic circle of tourism authenticity, 73
 methods and context, 67–68
 typology of tattoo pilgrims, 68–73
 Taylor, Ian, 65, 90
 Television, 161, 197
 Tencent QQ, 48*n*3
 Textual “markers of authenticity”, 219
 The Young Turks (TYT), 306, 310
 Theoplacity, 25
 TikTok, 5
 Total Request Live (TRL), 175
 Tourism, 11, 66
 places, 22–23
 Tourism studies, 21
 authenticity in, 23–26
 Tourist gaze, 66
 Tourists, 25, 64
 Training Club apps, 126
 Transparency, 223, 250
 Transphobia, 163
 Travel, 23
 Treehouse, 108
 Trend chasers, 68–70
 Triplet of ordinates, 30, 32
 Trump, Donald, 183
 Tumblr blogs, 176–177
 Tverskaya Branch, 111
 Twitch, 303–304
 APCs on, 305–307
 post-authentic engagement on, 307–309
 Twitter, 5, 204, 284

 Uncertainty. seeking authenticity in times of, 4–5
 #Unfiltered photos, 238–240
 Uniqueness, 142–144, 257–258
 US Election Day (2020), 310–318
 US politics, 304
 User-generated contents (UGC), 54, 235, 291

 VH1, 196
 Victimhood, 161–162
 Vintage consumption, 140
 Vintage costume jewellery (VCJ), 140–141
 authenticity and value of VCJ to Chinese consumers, 141–150
 methods and context, 141
 Vintage Duette Brooch, 143
 Visual rhetoric, 93
 Visual-material rhetoric analysis, 107
 Voters, 271–272
 Voting, 272

 WeChat, 48
 WeChat Official Account, 48
 Whang-od, 63–64
 brand, 69
 signature, 67
 Wild boars, 68
 Women as community-builders, 238–240
 Word of mouth (WOM), 129
 World Boxing Association (WBA), 127
 World Boxing Council (WBC), 127
 World Boxing Organisation (WBO), 127
 Writing, 43

 #YesAllWomen hashtag, 183, 186
 Young Turks on Election Day, 311–314
 YouTube, 255, 303–304
 APCs on, 305–307
 post-authentic engagement on, 307–309
 YouTube Live, 307

 Ziferblat, 105–106
 ethnographic snapshot, 107
 history, 107–110
 in London, 113–115
 in Manchester, 115–118
 in Moscow, 110–113
 Zukin, Sharon, 7, 90, 106