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Robert A. Fancher

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## Abstract

### *Club Texas: Building Community in Electronic Music Fan Culture through Online Collaboration*

Robert A. Fancher, M.A.

The University of Texas at Austin,

Supervisor: Kathleen Tyner

Club Texas: Building Community in Electronic Music Fan Culture through Online Collaboration is a report of results from a content analysis that analyzes the role of participatory culture for community development and social capital within a local underground EDM (Electronic Dance Music) scene in the major metro areas of Dallas-Forth Worth (DFW). This study recognizes DallasDanceMusic.com (DDM) as the first and largest message board community to support the EDM community in Dallas since its launch in 1999. My research measures participatory culture and social capital using content analysis of the site during a period of high profile activity in 2012 (2 weeks before and 2 weeks after Meltdown Music Festival) in order to compare data gathered from the message boards in 2009 during the same 4-week period.

The final conclusions analyze and discuss the popularity of a New Media Community such as (DDM) with a contextualization of the information being posted within the forums. We begin to recognize key members of (DDM) whose activity has made the DFW web site a player in the regional DJ/Dance Music/Community discourse for all of Texas.

“...Not to get too misty, but the board format itself might deserve a nostalgic embrace. The Internet forum, that great old standby of Web 1.0., has become an endangered species....”, Virginia Heffernan (New York Times 06/10/11)

## Table of Contents

I. Introduction .....	1
II. Background and Significance of the Study .....	7
III. Research Methodology .....	8
IV. Results of the DDM Content Analysis: Meltdown 2012.....	13
V. Discussion of Results .....	18
VI. Conclusion .....	24
Bibliography .....	28

## List of Tables

Table 1:	Posts to the Music/DJ/Producer Forum .....	14
Table 2:	Posts to the General Discussion Forum .....	15
Table 3:	Posts to The Chill Room Forum .....	16

## **I. Introduction**

This research studies the role of online participatory culture for community development and social capital for a local underground EDM ‘scene’ (Electronic Dance Music) in Dallas, TX. We recognize DallasDanceMusic.com (DDM) as the first and largest message board communities to support the EDM community in Dallas, TX since its launch in 1999. My own research measures participatory culture and social capital using content analysis of the site during high profile activity for a four-month period in 2012.

DDM was launched as [www.Dallasraves.org](http://www.Dallasraves.org) in 1999 and operated for many years as a low-traffic informational source for DFW dance addicts and later matured into a high-population network of more than 10,000 registered unique members with active user profiles, post history, and avatar images.

The original management and owners of DDM.com held control of the site’s structure and content until 2006, when the domain and all included web content were sold for less than \$5,000. New ownership initially agreed to continue with the traditional of a headline news and updates page (updated once per month) with pictures and hyperlinks for “Featured DJs”, but the front page would be de-activated in 2008 and instead directs traffic straight towards the Message Board itself.

The DDM web community is cutting edge and high tech. Users have access to information and resources dedicated to the latest in technology and culture within Electronic Dance Music on the Internet as well as in Dallas/Fort Worth in order to connect one another within a larger social network framework. There are distinct sub-groups that come together to participate in the bonding between peers. The Internet provides a broader network of connections to expand participation, communication and sharing for smaller affinity groups of fans and professionals who possibly would not have the same opportunities to implement new ideas, innovations or discussion as theorized by Mark Granovetter (1983, pg. 202).

These participants each have a different role set within the community and seek out information as well as networking opportunities at their own pace. The connections made within an Internet forum have the potential to bridge weak ties among network leaders that make for substantial collaboration between clusters of interest that might not otherwise gather in face to face settings such as clubs or other music venues.

Collaboration between members that may engage in real life is likely increased by new communication and participation taking place on the latest message board and social media integration.

*Participatory Culture* has been hailed by many as the new way to interpret online communication and even to enhance the quality of exchange between members, or self-described affinity groups (Jenkins, et. al. 2006). With the increase of resources for online

media consumption online communities provide a space for critical discussion of a parallel 'real world' community that exists beyond the online virtual network.

Robert Putnam has written about the social capital and network structure within America's cities. His data shows a crumbling of network support for disadvantaged social actors. His theory about the declining social stature of culture is captured in data that shows a sharp decline in activity for bowling leagues in America. *Bowling Alone* illustrates the rate at which traditional social structures (group activity) has declined during a period of time from (1975-1991), a trend which was predicted to continue declining at a similar pace in the future.

Putnam theorizes that during our modern age of technology and information, large-scale social institutions are forced into less prominent roles in public social life. Still, he believes in the strength of strong personal bonds between individuals who maintain connection and perhaps friendship. He concludes "We get together with friends about twice as often as we attend organized meetings and we hang out at bars at twice as often as we engage in community services." (1641/14255, 1991). He later postulates that public identity for individuals within civic organizations has declined rapidly in recent decades with the advent of the Internet and that people are less likely to report themselves as part of a labor movement, or a PTA organization, or other special interest groups.

Nan Lin of Duke University records a new type of community function at the turn of the 21st century which could be seen within social network activity on the World Wide Web. Cyber-networks (virtual online communities) are noted in this research as popular hubs for the transaction of emerging social capital resources shared in a community. These loose connections, or weak social ties among the users, makes them more likely to participate in online communities such as HTTP message boards or a Facebook group or a Twitter following. These external network mechanics can lead to stronger ties and establish productive collaboration between the two parallel Internet and real-world affinity cultures. Those with dense networks of personal communication are less motivated to seek out online communities on the outside of their already mutual social engagements (Lin 2001).

Within a study of Internet users on a popular web site message board published by *The American Behavioral Scientist*, Barry Wellman et. al. (1998) considered the possibility that members of an online community who participate in social capital exchange could lead to a new type of participatory capital community in voluntary organizations. According to Wellman, these open communities can “afford opportunities for people to bond, create joint accomplishments, and aggregate and articulate their demands and desires” within the network community of social bonds. The networks most likely to succeed are thought to be those built around a common cause or interest. (Wellman et. al., 437).

With regards to the DallasDanceMusic message board research, the “Community Commitment” between members of the Internet message board at (DDM) can be measured by member posts and the frequency of reply within sub-forums. The Community part of this online experience seems to instill a strong sense of belonging that may strengthen a willingness to work together and collaborate effectively on projects online and events in the real-world local dance music scene. However, since a period of particularly high usage in 2000-2002, the (DDM Online Community) message board communication has declined.

Virginia Heffernan notes in a 2011 *New York Post* article, the decline of message boards & virtual communities with a basic “web 1.0” “nostalgic” online network community. She argues that while almost all message board activity across the Internet has suffered immensely with inception of Facebook and a new “web 2.0” social space, some message board communities (usually dedicated to non-profit groups or fan club) have been able to sustain this transition in WWW social networks.

Her online article mentions a web site named Jazz Aficionados, ([forums.allaboutjazz.com](http://forums.allaboutjazz.com)) which was still a very popular forum at the time of her writing. Heffernan points out that “Internet Message Boards were almost invisible to anyone intent on profiting off Web traffic”, and that these large web site forums require immense server space for archival and searching of all posted material. This decline has an economic implication. The message boards often have low staff capacity and are not able

to integrate advertising as easily as some other types of web communities. According to Heffernan, message boards have major problems with maintaining profitable models for the owners of these message boards and websites.

Patricia Drentea and Jennifer Moren-Cross of *Sociology of Health and Illness* (2005) investigated the potential for social capital and social networking potential within virtual community message boards on the Internet. After studying the message board community from a web site designed for new mothers, they came to 3 basic conclusions about the nature of online communication. 1) Social Support; 2) Instrumental support; and 3) community building (920).

Molly Wasko asks in *MIS Quarterly* (2005) “Why should I share?” Her results shed light regarding how the members of a virtual network can create positive social change with social capital transfers inside a community. However, her data cannot explain why strangers in an online network are so keen to share their data in the first place – members of a group may be willing to publish their results, share a story, or to debate opinions within a public or private community forum. Within a study of archived virtual community data, Wasko determined that low-activity users within a virtual community (often called “lurkers”) can indeed react to social opportunities within the network and potentially go on to share information with the message board community for the very first time, “when they perceive that it enhances their professional reputations, when they

have the experience to share, and when they are structurally embedded in the network” (35).

These “silent” members can be defined as any viewer or member of a virtual community that either has not registered an official online account, or it is a member who has simply made the choice not to make contributions to discussion threads until they are ready.

Her study concludes that for these particular users, their own eventual contributions to the virtual message board community will occur with almost zero regard for expected reciprocity back from that community. Wasko determines that even if they are not as prominent or vocal as the other members, these passive users can still prove as role players within the network - eventually.

## II. Background and Significance of the Study

*Club Texas: Building Community in Electronic Music Fan Culture through Online Collaboration* contributes to the documentation of social capital studies in a virtual message board web site that meets the criteria for many of the same types of other previously studied underground communities published by prior scholars. This study explores the role of one online community, the **DallasDanceMusic** message board as a hub for social capital and participatory culture in the electronic dance music community in Dallas, TX. In the process, the **DallasDanceMusic** message board provides grounds for further research about role of the site in fostering online and offline communication and the future potential for the use of message boards for community building in the future.

### **III. Research Methodology for the Study**

Content analysis was used to measure attributes related to the research questions for postings from May 19th – June 16th, 2012 on the Dallas Dance Music.com ([www.dallasdancemusic.com](http://www.dallasdancemusic.com)) online message board. The time frame was selected to reflect a time of high activity corresponding with the Meltdown Festival series (June 2nd, 2012) which is a major festival event thrown once per summer that brings together many different social groups within the EDM fan/scene culture into one venue.

The content analysis collects data related to pre-festival hype, the announcements and link-up posts before the festival and the party reviews after the festival. This larger sample proved useful for data collection from certain forums with little year-round activity, and allows for all discussion board posts that may be related to Meltdown 2012, such as pre-party planning or post-party reviews.

Total user traffic statistics from the DDM site are not available and so the researcher counted individual posts. In addition, qualitative comments from 2009 and 2010 were selected to support the study's findings related to user traffic over time. The study worked from the following research questions:

RQ1: How does participation in an online electronic dance music (EDM) community

contribute to local social and artistic practices related to the social and artistic practices of DJs and amateur producers?

RQ2: How does participation in an online electronic dance music (EDM) community contribute to strong and weak ties in the EDM community?

RQ3: What does it mean for a virtual community if a substantial number of visitors are not as actively engaged with community discussion as more public users are?

The following considerations are relevant to the research methodology for the study and provide a context for the analysis:

1. Discussions in any one part of DDM virtual community are publicly visible to all registered members as well as anonymous visitors. The critical discussion of DJ performance, Style, Presentation and Promotion reach a broader audience through broadcast online and the debates that take place are archived for future (EDM) fans in DFW.
2. The posting and sharing of personal knowledge or stories within the appropriate DDM discussion forum allows for connections between members to bridge into new social spaces/ Common interest in one musical performance or artist may bring strangers together to meet at a show and go on to build a stronger tie within the larger EDM

community as whole.

3. DDM Community has always maintained a seemingly larger number of anonymous browsers who have access to information on the site, but neither register or sign up for a full account. These viewers may face a struggle to gain recognition within the social network compared to those registered with the community and making many posts.

Discrete sections from the DDM Message Board were used to organize and select posts related to the research questions. The following forums and sub forums were selected to measure attributes related the research questions:

**Posts to the Music/DJ/Producer Forum.** This section is devoted to EDM DJ and Producer talk discussion of practical discussion in the pursuit of DJing. Many DDM members will choose to discuss new ideas for their own personal new productions in this message board, seeking critical advice from other online fans of EDM. Some of the most heated debates that take place within the Music/DJ/Producer forum are debates about the style of a DJ performance or the tools used to create a music mix. EDM Geeks are comfortable discussing some of the most detailed and granular topics in Electronic Dance Music within this forum.

**Posts to the New Events Forum.** Within the New Events Forum, a DDM message board user can find listings for all of the most popular weekly events from the city's best-known

DJ/club promoters. This is arranged so that a casual viewer of the board's home page will have an opportunity to view upcoming events inside of a traditional Forum thread, in addition to the Calendar function used by promoters to excite crowds and give directions for parties.

The Calendar Function is a sub-forum of the New Events Forum and serves a dual purpose with the DDM Community: it can stand alone and be viewed online as a pure day-by-day listing for parties: when, where, who, and admission cost. The calendar is also integrated into the message board at all levels as well and this allows for promoters of parties to list a new DJ event in the "calendar" section and at the same time, start a brand new topic for discussion about this very same event listing within the appropriate message board. Users must be certified by site moderators in order to post new events to the Calendar section. The result is a very quick process that allows for almost anyone to post a new DJ Party event when they need to.

**The Useless Blabber Forum.** Fan culture is on vibrant display within the "Useless Blabber" Forum on the DDM message board. The title of the forum belies critical discussion and feedback about the world around each DDM user in this section. There are no rules, or guidelines, about what can and cannot be posted within this section, as there are with every other type of forum at DDM. The Useless Blabber Forum can be thought of as a "general posts" area in which members connect to each other on many levels beyond electronic dance music. Discussion within this forum often branch into further communication/collaboration

between members with the exchange of Twitter accounts, Facebook names, or even email addresses.

Content analysis was used to measure attributes related to the research questions for postings from May 19th – June 16th, 2012 on the Dallas Dance Music.com ([www.dallasdancemusic.com](http://www.dallasdancemusic.com)) online message board. The time frame was selected to reflect a time of high activity corresponding with the Meltdown Festival series (June 2nd, 2012) which is a major festival event thrown once per summer that will bring together many different social groups within the EDM fan/scene culture into one venue.

Discrete sections from the DDM Message Board were used to organize and select posts related to the research questions. The following attributes were measured in the following forums and sub forums of the DDM message board:

#### **IV. Results of the DDM Content Analysis: Meltdown 2012**

Results of the content analysis are organized by the analysis frames, in order of popularity, as measured by number of posts. Public forums available at **DallasDanceMusic** (DDM) provide for 3 sections of message board content: the Music/DJ/Producer section, a space for New Music announcements and discussion of style and taste between artists and promoters and fans; The Main Room, a place to post new events and general discussion; and The Chill Room, a space for opinions and rants.

Within each of 3 main forums are distinct sub-categories of message postings. A set of volunteer members from the forum work as content moderators equipped to moderate the user comments for appropriate forums. Three tables display results related to activity of discussion forums for each of distinct sections for DDM community. Measurements were taken during a 1-month time period beginning 2 weeks before and two weeks after the major electronic dance music festival, Meltdown 2012; which takes place on June 2, 2012.

The **Music/DJ/Producer** section of DDM's chat forums is intended for discussion of Electronic Dance Music topics and posts concerning DJ performance, style. Reviews of new releases, both professional albums and amateur releases, are also prominent in this forum of DDM.

Within the Music Forum is a sub-forum called **New Music Releases** where DDM users are encouraged to post details about new EDM titles for any kind of media, such as vinyl, cd albums, or digital download. These New Releases are almost always coming from digital record labels and sold exclusively for download in compressed waveform. The results of the content analysis show that the most common form for a post will include: album cover, artist title, song/album title, label information, and a hyperlink for purchase of this particular album at several different online distributors of independent electronic dance music productions. Table 1 displays the total number of posts to this forum.

**Table 1: Posts to the Music/DJ/Producer Forum (n=57)**

(May 19-June 16, 2012)

Music	Total Posts
Music/DJ/Producer Talk	32
New Music Releases	25

The Music/DJ/Producer Talk is the most popular area of this forum. Results show 32 new posts (56%) in the Music/DJ/Producer Talk section and 25 new posts in the New Music Releases section (44%) for a grand total of 57 new threads for discussion during the 4 week Meltdown 2012 sample period.

The next domain for content analysis was the New Events sub-forum of the General Discussion Forum (also called “The Main Room.”) The New Events Forum is the place to post and discuss upcoming events in the Dallas / Ft. Worth area taking place at EDM venues for EDM fans. New posts can be created by any DDM member but it is the promoters for each event who are generally responsible to post to this forum with information and media to preview an upcoming party. These promoters have organized local ‘dance collectives’ or “tribes” that will pool resources in pursuit of bigger parties for their DJs and more options during the week for the fans.

**Table 2: Posts to the General Discussion Forum (n=41)**

(May 19-June 16, 2012)

<b>The Main Room</b>	<b>Total Posts</b>
New Events Announcement	28
Classified	7
Link-Up	5
Party Reviews	1
Raves, Rants, and Complaints	0

A total of 41 discussion threads were counted in the New Events sub-forum of the General Discussion Forum. Most of the activity in General Discussion (The Main Room) is dedicated to the New Events section (68%). Other sub-forums include Classified

(17%), Link-up (12%), and Party Reviews (2%). No posts were made to the Raves, Rants and Complaints section during the study's time period.

The third section analyzed by the study was The Chill Room Forum. The Chill Room contains two sub forums related to random, non-moderated discussion (Useless Blabber) and awareness of risks and benefits of the dance music scene and political statements (Awareness and Politics).

The Useless Blabber sub-forum is a place for chat and discussion by any DDM member regarding any topic that does not fit within the structured forum postings. A review of the posts indicates that members on the DDM message board love to debate the "*State of the Scene,*" or similar discussions about the fading underground rave culture.

The Awareness and Politics sub-forum is meant for constructive discussion about Awareness of critical issues related to the EDM scene. Drug abuse is a major topic of discussion for this forum and users are known to offer "harm reduction" flavored advice to DDM users who are having problems with illegal drug use or addiction.

**Table 3: Posts to The Chill Room Forum (n=12)**

(May 19-June 16, 2012)

The Chill Room	Total Posts
Useless Blabber	12
Awareness and Politics	0

As seen in Table 3, all of the postings within The Chill Room appear within the “Useless Blabber” topic category. There were zero posts within Awareness and Politics during the four-week sample period.

## V. Discussion of Results

The number of posts analyzed on the **DallasDanceMusic** message board from May 19-June 16 in 2009 and then again in 2012 indicates the most active area of the DDM site is in the DJ/Producer Music Forum. Although there are almost 10,000 registered users of the DDM site, there only 57 unique posts to the DJ/Producer Music Forum during the time period studied. This indicates that the accounts are either dormant or that users of this site are primarily “lurkers.”

A comparison of past years of the DDM message board indicates far more user activity. For example, Meltdown Summer Festival was the talk of the town in the summer of 2009 and users were posting dozens of new message threads per day covering every part of fandom that EDM enthusiasts know before attending the actual Meltdown event.

Although this study did not have access to user traffic data from 2009, posts from the Meltdown 2009 time frame indicate that this same DDM community message board was ablaze with activity as recently as 2009. The “Announcement” thread for Meltdown 2009 Festival was followed by a hearty welcome within DDM community and this initial post by JeremyWord (a major figure in DFW Dance music) was followed by 17 pages of replies, with each page containing 15 responses from unique members.

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**Jeremy Word, 09/25/09**

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Prototype Industries presents MELTDOWN : FESTIVAL FOR THE FEARLESS / Sat  
Nov 21, 2009  
Prototype Industries presents  
In Association with Full Access & Insomniac  
MELTDOWN : FESTIVAL FOR THE FEARLESS  
Saturday, November 21st, 2009  
Dallas, TX

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In 2009, more than 250 enthusiastic replies to the initial Event Announcement discussion thread were posted before the first record had even been dropped for that night's party.

In comparison, when JeremyWord makes the same type of announcement post for the Meltdown 2012 festival, but the replies are sparse and short.

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**JeremyWord, 06/02/12**

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MELTDOWN MUSIC FESTIVAL : Unity Thru Music // Saturday June 2 2012 // QuikTrip Park

Prototype Industries, Full Access & Disco Donnie present  
**MELTDOWN MUSIC FESTIVAL : Unity Thru Music**  
Saturday, June 2nd, 2012

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Only 7 posts by 2 unique visitors reply to this announcement thread by JeremyWord. There are some posts in other forums (Link-up) and (Useless Blabber) that do contain discussion about the Meltdown 2012 festival, but there are fewer posts than in previous years.

A similar comparison can be made between 2009 and 2012 in The Event Reviews Forum.

The following is the first review post of Meltdown 2009 after the party.

**Dallasmale33, 06/01/09**

First time to see David Guetta, he was great! Had the crowd really into it. Good turnout, not as packed as Tiesto but good crowd. Aude was good playing some good remixes, A-trak showing some good skills, Kid Sister was ok in parts but not really my cup of tea, but I like the idea of having band/DJ hybrid acts, there are others out there that I would like better...

The biggest disappointment was that Lonestar side room. Need to improve the production value of that sideroom because it wasn't very happening, you couldn't really see the DJ stage very well when you walk into the room, the lighting wasn't good, it smells and looks foggy/musty and I noticed that people would walk in for a minute and then walk out and go back to the main room where all the good lighting and video screens were, wish Morgan Page could have been in the main room...

The Meltdown 2009 review in the Event Reviews Forum is followed by 7 pages of replies and 105 unique posts. Follow-up posts (within this same main discussion thread) show even more activity in the weeks following the event. Users were eager to post content related to detailed accounts and reviews of personal experiences as well as commentary on DJ style and music presentation. With a discussion thread lasting for over 100 comments, the Meltdown 2009 Event Review Discussion thread was extremely popular that year. When compared with activities related to the following post in 2012, a decline in user activity is apparent:

**Dallasmale33, 06/03/12**

Had a good time overall at Meltdown. I liked the fact that at Quiktrip Park there are plenty of seats to sit down in the stands. I thought a lot of the earlier acts were either pleasant and others almost annoying. The real show started for me with Sander Van Doorn. Nadia Ali was great as usual. Steve Angello was good...

One request I have for any future shows at Quiktrip, please make sure that there is a bathroom attendant or custodian that keeps the bathrooms clean because apparently 17yr old- twenty something ravers don't know how to use the restrooms without destroying the toilets or otherwise rendering them useless.

\$20 for parking was completely ridiculous and excessive.

The Meltdown 2012 Event Review thread did not inspire as many supportive or passionate postings as could be seen in 2009. There were a total of 7 replies to the Meltdown 2012 Review discussion, as compared to more than 100 replies about the same event in 2009.

At the beginning of 2009, **DallasDanceMusic** linked to a Facebook home page that offered a special newsfeed containing special deals at clubs and dance music events. Users of the DDM board are still contacting each other. They are still visiting dance clubs in Dallas and they are sharing new Various Artist DJ Mixes with each other. If DDM site activity is any indication, these media and information are disproportionately shared via Facebook directly to friends.

Results of the content analysis indicate that although the electronic dance music culture remains strong in Dallas, TX, the DDM message board is experiencing a decline in user activity. Several factors may contribute to the decline in user traffic on the **DallasDanceMusic** message board.

1. The integration of Facebook accounts into the DDM forum during a period of transition in 2008 allowed for users to connect to each other online. It may be that it is more efficient for them to use Facebook to check into the community than to engage in the focused discussion of the DDM Forum. Facebook users do not have to have “friend” status to see the posts about EDM. In this way, the DDM community connects and

collaborates with both a wider audience, using weak and strong ties on Facebook. This is a broader network than the stronger ties that they use on the DDM forum. The following post indicates a shift from DDM to Facebook.

m, 3/12/12

**Re: DDM FORUM FAILURE - have you ever seen a forum fail as hard as DDM?**

ddm is mostly just a casualty from facebook's popularity. it's a local board, so i can see why someone with a facebook would just use that instead. i stop in every once in awhile here but mostly i just use fb. anyone i'd care to speak with is on my facebook. but, if any of you who aren't on my list care to add me my email is moobz6925@gmail.com.

2. The amount of hosting space available to amateur artists has increased and so more users than ever can put their work online on the DDM site. It is cheap and easy for amateur artists and promoters to continue to post to a targeted audience online to the DDM site at the time of this research.

Seinmeil, 5/30/12

**Let's Revitalize the RAVE/Club scene....**

I'm talking about a revolution again! Let's change the world, get people out dancing and doing great things at clubs and renegades, let's find a legal way to bring it back! Let's dress up and wear braceletts, and PLUR shirts! Let's get the dubstep in check and get rid of it, most of it anyways. Let's find new ways to get this site bumping like it was when it was draves, come on people! I want the scene back! Do whatever it takes.

3. The New Events Message Board was merged with the Calendar function in summer of 2008 in order to allow for synchronized browsing of the entire DDM online network. When a user posts information for a new party in DFW, that event is then automatically listed within the “New Events” message board – instead of requiring the user to make a 2nd action to share the event on the official calendar.

The practical effects are immediately appreciated by active users and passive ones alike. As of 2012, there still exists a vibrant outlet designed for users to review, rate, praise or complain about absolutely any DJ event listed at DDM using the Calendar Function. The calendar function continues to be of use to promoters of parties and club owners. Calendar/Forum sub-forum allows for comments by users on Calendar events automatically and remains one of the more viable components of the DDM site.

**GranadaDallas, 6/16/12**

**A Place for House?**

From the people that brought you Barcadia, Beauty Bar. Meltdown & Full Access Bring you a new spot to dance your ass off! If you're the type of person that likes good old fashion house music... a la chuck love, mark farina, Miguel migs and alllllll the above and between? ..... it'll do in dallas. We got surprises coming your way starting june 16<sup>th</sup>

4. DJ/Music/Producer Talk has traditionally been the gathering point for the most potent discussions between members and remains a valuable place for dialogue between amateurs and professionals in the EDM community. This post from 2012 shows the urgency for a central gathering place that supports a range of users in the EDM community.

**TrueLou, 10/28/12**

**A Place for House?**

I love all forms of EDM, but I consider myself a house purist. Aside from going to a show when a major headliner comes to town, I don't know of many places to go in Dallas for regular house music. I'm 26 and I like my house on the deep side - sexy, soulful, and sophisticated. Warm bass lines, smooth vocals, with a splash of funk is right up my alley. Where's a place in Dallas that's all about the music and caters to a self-proclaimed house aficionado? I'm not necessarily looking only for deep house, but mainly house sounds and vibes. Examples of what I'm looking for would be Miguel Migs, Mark Farina, Ben Watt, older Kaskade, Late Night Alumni, Head Kandi tracks, Stereo Sushi, Defected...I hope you get my drift.

## **VI. Conclusions**

*Club Texas: Building Community in Electronic Music Fan Culture through Online Collaboration* studies the role of online participatory culture for community development and social capital for the electronic dance music scene through content analysis of a seminal local online message board, DallasDanceMusic.com (DDM).

When a user logs into the forum, s/he can see the total number of users who are logged in at any given time. Yet few of them actively post to the site or engage in dialogue.

Although 10,000 users are registered, at the time of the study from May 19-June 16, 2012, very few of these registered members are actually making posts and most could be characterized as “lurkers”.

There have always been more lurkers than active users in the history of the DDM site; the total user traffic has become more passive over time since 1999. These less active users contribute to a participation gap on the site. Some of this may be due to the fact that the site is increasingly automated with fewer moderators or gatekeepers to review and approve posts.

The leaders in the community are often moderators or administrators and these leaders are increasingly not as necessary to the site due to the increasingly efficient automated system that is available online. For example, the DDM Forum/Calendar section is able

and ready to process as many events and discussions as users are willing to engage with but with this automation process. As a result, the need for active leadership within the virtual community was diminished and the natural leaders within the community were no longer able to gain as much support as in the years past. One might assume that this would result in more un-moderated postings. However, the postings have declined in recent years.

One factor leading to this decline was the introduction of Facebook on the **DallasDanceMusic** site. Facebook Connect was a popular feature when installed to the message board in 2009. Within one year of Facebook integration into the DDM forums, however, member J. Feas is not impressed by the amount of participation taking place with the DDM virtual facebook community.

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**J. Feas, 04/07 2010**

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**DDM facebook has 419 members**

wonder if those people look at ddm? there sure arent 419 regular posters.

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**Girl, 04/07 2010**

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**Re: DDM facebook has 419 members**

lurkers read here & don't post. some posted a long time ago & got tired of being told their posts weren't cool enough. they tell me irl every so often.

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User J. Feas points out the obvious problem. Although the site had 419 Facebook members in 2010, this does not necessary translate into 419 active users. According to some members there is a palpable disconnect between virtual DDM community spirit and the new rise of Facebook activity. Frustration among the users grows rapidly as members

begin to discuss the he long-term effects for Facebook integration on their own smaller DDM forum. Passive participants of the message board are again referenced by a further reply from Girl, stating plainly her opinion to define the decline of DDM Message Board Activity. Many of the regular users of DDM community have grown hostile towards passive members – questioning their spirit in the “rave scene”, asking out loud if they really are there to support dance music (2010).

The automated New Events / Calendar functionality of the DDM site may lead to a more passive Membership base. A visitor can browse the calendar for specific types of event at certain types of establishments, giving the DFW public a great resource for keeping track with new Electronic Dance Music events in the area without having to actually log into the proper “message board” section of the web community itself to see new event listings.

The # of participants in the user directory of DDM virtual identities (10,000 unique names) is a relic of a bygone era for the types of Electronic Dance Music Internet discussion that peaked during a period of 1999-2004. Today, discussion and replies are still shared regarding the most high-profile topics for the DDM virtual community.

Although new threads in most of the forums each week and new replies almost every day can be seen, and regular members are still there to make vital new posts, activity on the site is dwindling. Users tend to gravitate to Facebook to participate in the community. Increasingly, the EDM community uses Facebook to reinforce their strong ties and to

reach out for weak ties. The energy from the forum has been sapped and no one in the community is under the impression that it will be this very same message board that may bring them together in the future, as the original site did on its launch in 1999.

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