

# A Study of Textual Production and Informal Learning in Manga Doujin Culture: Based on Doujinshi Artists' and Cosplayers' Experiences

## Abstract

Manga doujin culture has been active and popular among young people in Taiwan, but researchers haven't paid enough attention to the issues of the textual production and informal learning in the culture. In order to understand these phenomena, this study was therefore conducted through exploring eight doujinshi artists' and eight cosplayers' experiences. Its final goal is to provide insights for art teachers, art education and other researchers.

The goal of this study was pursued with a qualitative research inquiry with a multiple-case research method. This study used three major data collected from the following resources: (1) an in-depth interview, (2) observation on the cultural phenomena of ComicWorld, (2) documents such as the participants' doujinshis and cosplay photos, drafts of drawings, drafts of costume design, etc. This study is focused on exploring the participants' experiences in making doujinshi and cosplay, as well as in learning of manga drawing and cosplaying techniques. Content analysis was the method chosen for analyzing the data deeply.

Results of this study can be grouped into two clusters as follows:

1. Aspects of participants' experiences of making doujinshi and cosplay: Three features are found, (1) each participant's experience as featuring both personal and social meanings, (2) imitation as an access to textual reproduction and intertextuality, and (3) making doujinshi and cosplay functioning as psychological and social conciliation.
2. Aspects of participants' experiences of learning manga drawing and cosplaying: The experience is featured with self-directed learning and situated learning, but results of learning vary according to each participant's efforts and opportunities and self-confidence.

**Keywords:** doujin culture, manga doujinshi, cosplay, textual production, informal learning, self-directed learning, and situated learning.