

# The Fame Index

You don't own your fame — the public does.

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## Fandom Is Exhausting Now — and That's Starting to Matter

We aren't falling out of love with culture. We are just tired of never being allowed to stop.

By Russell Glenister *Founder, The Fame Index* | December 2025

It has become almost a cliché to say that fandom is burned out. Sports fans talk about being tired of the endless, angry debates. Music fans complain that following an artist feels like a part-time job. Film audiences say franchises have stopped being fun and started feeling like homework. Even following creators—supposedly the most intimate form of connection—can feel emotionally demanding.

At first glance, this looks like a cultural mood swing: people are grumpier online, platforms are noisier, everything feels more intense.

But large-scale behavioral data suggests something more structural is happening. Fandom isn't just more exhausting — it is becoming **more expensive to participate in**. The cost has risen in time, energy, and emotional labor. And that shift has consequences.

### The Rising Cost of Being a Fan

Across sports, music, entertainment, and creator communities, the basic requirements of "belonging" have changed. **Ritual Inflation** has set in.

- **Sports:** You don't just watch the match anymore. You are expected to follow transfer rumors, argue about referees, analyze xG stats, and respond to ownership controversy — year-round. Sports fandom used to have seasons. Now it has none.
- **Music:** You don't just listen. You track charts, compete for tickets, defend the artist in disputes, and prove loyalty through visibility. Enjoyment increasingly comes with *pressure*.
- **Creators:** This is the most personal. Fans describe feeling responsible for a creator's views, income, and defense. Stepping back doesn't feel neutral; it feels like abandonment.

The common thread is not loss of interest. It is **continuous, public, and emotionally loaded participation**.

## **Burnout Without Disengagement**

Here is where the story becomes counterintuitive. Despite rising exhaustion, fandom participation is not declining. Identity attachment is strengthening. Engagement loops are intensifying.

**In other words, burnout and growth are happening at the same time.**

The reason is that fandom has quietly shifted from a **Retention-based system** to a **Churn-based system**.

- Veteran fans get tired, step back, or go "lurker."
- New fans arrive through memes, reaction clips, and controversy.

This is why burnout is so visible yet so ineffective at slowing the machine down. Fatigue does not stop the system; it feeds it. Conflict, disappointment, and meta-commentary generate engagement just as reliably as enthusiasm. **Fandom has become remarkably good at replacing people rather than resting them.**

## **When Growth Becomes Brittle**

This churn-driven model works — up to a point. But it carries hidden costs.

Long-time fans are often the ones who hold informal norms together. They know the history, moderate the conflict, and maintain shared meaning. When they disengage, communities lose memory. Newcomers arrive faster, but with less context and less patience.

The result is familiar to anyone online: more arguments, more volatility, less coherence. Participation stays high, but its quality degrades. When the emotional cost of participation rises too far, casual fans are quietly priced out — not financially, but psychologically. What remains is a smaller core of hyper-committed participants and a constant influx of newcomers who may not stay long. **That is not collapse. But it is fragility.**

## **The Special Case: When Care Becomes Currency**

Creator fandom reveals the issue most clearly. Here, emotional attachment is often monetized directly. Guilt becomes part of the transaction: *If you don't show up, support, or engage, you are failing the relationship.*

This **"Monetized Guilt"** is powerful. It sustains engagement even when fans are tired. But it also accelerates burnout because the boundary between "hobby" and "obligation" disappears. Short-term support rises. Long-term trust erodes.

## The Verdict: A More Honest Way to Talk About Fandom

The popular story is that people are “falling out of love” with sports, music, or films. The data suggests something else. **People still care deeply. They are just tired of never being allowed to stop caring.**

Fandom today is not dying. It is intensifying. But intensity without recovery is not sustainable indefinitely. Systems built on constant engagement and rapid replacement can grow for years — and then falter quickly when conditions change.

The question is not whether fandom will survive. It almost certainly will. The question is whether it can remain joyful, inclusive, and humane — or whether it will increasingly belong only to those willing to treat love of a thing like a second job.

**That is not just a cultural question. It is a structural one. And it is arriving faster than it looks.**

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## Methodology

This analysis draws on **The Fame Index Protocol v2.6.2+**, a behavioral-scoring system that measures how cultural objects accumulate and sustain fame across society.

The protocol evaluates **observable behaviors across regions, platforms, and rituals**, not sentiment or opinions, and applies a **HASHLOCK mechanism** to ensure that all scores remain tamper-proof, reproducible, and insulated from reinterpretation after scoring.

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