Desperately seeking methodology: New directions in fan studies research. Adrienne Evans Coventry University, UK. We see parallel debates taking place in feminist theory. At a time when women were finding themselves a subjectivity that was recognized as such (through access to education, reproductive rights, and equal pay/economic independence), an academic elite identified a new theoretical shift towards a de-centralized and deconstructed subject: '[o]nly a subject who historically has profited from the entitlements of subjectivity and the rights of citizenship can afford to put. I take it as a personal challenge to find a way to break cultural theory out of the academic bookstore ghetto and open up a larger space to talk about the media that matters to us from a consumer's point of view.3.