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„Judging a record by its cover: A netnography analysis of the consumers' preference for aesthetic retro technologies to signal their identity"

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Abstract

The ongoing digitisation process appears to challenge our relationship to goods and services: as part of the process, many consumers should have replaced older goods with the newer, digital version. However, for a particular group of products, called retro technologies, the opposite happened and they are experiencing a revival in a movement known as analogue rebirth. To understand why consumers choose retro technologies, two representative products were chosen – the vinyl record and instant camera – and a netnography analysis was performed on a large sample of users. The proposal of this work that consumers choose aesthetically pleasing products and the findings show that people will identify with them if they primarily use them to be admired, instead of using them only for their functional features.

Der laufende Digitalisierungsprozess scheint, unser Verhältnis zu Waren und Dienstleistungen in Frage zu stellen: im Zuge dieses Prozesses hätten viele Konsumenten ihre ältere Waren durch die neuere, digitale Version ersetzen müssen. Allerdings ist bei einer bestimmten Produktgruppe, den sogenannten Retro-Technologien, das Gegenteil der Fall und sie erleben eine Wiederbelebung in einer Bewegung, die als analoge Wiedergeburt bekannt ist. Um zu verstehen, warum Verbraucher sich für Retro-Technologien entscheiden, wurden zwei repräsentative Produkte ausgewählt - die Schallplatte und die Sofortbildkamera - und eine Netnographie-Analyse mit einer großen Stichprobe durchgeführt. Der Vorschlag dieses Werks ist, dass die Verbraucher ästhetisch ansprechende Produkte wählen, und die Ergebnisse zeigen, dass die Menschen sich mit ihnen identifizieren, wenn sie sie in erster Linie dafür benutzen, um bewundert zu werden, anstatt sie nur wegen ihrer funktionalen Eigenschaften zu benutzen.

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1. Introduction

Living in an ever-advancing world means that goods and services and their respective production and consumption are in a constant state of change. Human labour is increasingly delegated to or replaced by robots, due to technological advancements in fields like robotics, automation and artificial intelligence (Granulo et al., 2020). In terms of consumption, people now legally access goods and services instead of owning them (e.g., an Uber ride); at the same time, in a process called dematerialisation (or digitisation), tangible goods are increasingly being replaced by intangible ones. This process is driven by millennials, who would rather spend their money on experiences (Morewedge et al., 2021). Due to these changes, we now live in a "post-ownership economy" (Belk, 2014), also called the Experience Age – a "new golden age of technology" spearheaded by visual inputs, "experience-driven products" and a new consumer identity which merges our online and offline selves (Wadhera, 2016).

Definitely, one of the biggest advantages to come from these changes is that, as consumers, we never had as much freedom of choice as we do today; on the other side of the coin, "we've become victims of our ever-increasing capacity to store, organise, instantly access, and share vast amounts of cultural data" (Reynolds, 2011). Amidst the digitisation of so many aspects of our lives, individuality and ownership – specifically psychological ownership, the subjective feeling that a thing is "mine" (Pierce et al., 2001) – are threatened (Morewedge et al., 2021). Possessions are important to our identity because they act as markers in time, creating a timeline of our lives and thus helping us remember experiences, achievements and people; thus, possessions are part of our "extended self" (Belk, 1988). Although digital possessions can also be part of the extended self (e.g., avatars), dematerialisation has affected the way we experience many goods (Belk, 2013; 2014).

For consumers, it is hard to keep up with all the technological innovations; even though some technology theories dictate that a new product should always be preferred over an old one, this does not translate into the real world (Fernandez & Beverland, 2018). So, rather unexpectedly, the process of digitisation instead sparked an "analogue rebirth" (Balbi & Magaudda, 2018), prompting the revival of retro technologies, defined as technologies which were thought to be obsolete and displaced and which actually gained a "new lease of life" to become part of our everyday life (Sarpong et al., 2016). To avoid confusion, in this thesis, the term "technology" refers to "durable goods for which different variants appear sequentially, the next one being preferred to the previous one, all other things held equal" (Foucart et al., 2018), while "retro technologies" are defined as previously mentioned.

The "revival of retro technologies" can be used as a catch-all term for a number of movements of various sizes across industries. By far, the most prominent of them is the vinyl revival (Balbi & Magaudda, 2018): after a modest start in the mid-2000s, the vinyl record completed a seven-year-run of consecutive growth in 2021 and reached the 17th year of growth altogether in 2022 (Caulfield, 2023). Other retro technologies that have successfully come back are the instant film camera, whose sales have been skyrocketing over the past years, especially for Fujifilm's Instax camera; brick mobile phones, today known as "dumbphones"; retrogaming; and the cassette tape, whose "baffling" revival is largely driven by young people (Browne, 2022; Fujikawa, 2016; Magaudda & Minniti, 2019).

Why do consumers choose retro technologies over their modern counterparts? Answering this question is trickier than expected for three reasons. First, while it is not surprising that most of the literature focuses on the vinyl revival, since it is the largest movement, it does raise the question whether the vinyl record is really such a representative product for the entire class of retro technologies. Second, the available literature is either entirely theoretical or the samples used in the qualitative work, while insightful, are not

representative because they are too small and overwhelmingly feature only male participants (Fernandez & Beverland, 2018; Goulding & Derbaix, 2019; Magaudda & Minniti, 2019). Third, in the attempts to answer the question, literature could not reach a consensus. In their theoretical work, Magaudda & Minniti (2019) pointed out the narrow focus present in literature: many scholars have reduced the revivals to "a reaction to the digitalisation of physical objects and experiences" or to a "cultural fascination for vintage objects", without accounting for the symbolic processes that led to the comeback of these technologies. Others believe that nostalgia is driving the revivals: while some scholars show that both personal and communal nostalgia (buying vinyl despite growing up with digital music) are present among vinyl consumers (Minju & Newman, 2021), others firmly claim that nostalgia cannot be the sole determinant (Bartmanski & Woodward, 2015: 107; Foucart et al., 2018).

However, one thing that the returning retro technologies seem to have in common is that they are heavily used for hedonic purposes. For example, music is defined as a sensual experience by default (Giles et al., 2007) and the reasons why people participate in the vinyl revival range from liking to own music to engaging in the ritual of playing them (IFPI, 2022). Following their hedonic properties, in this thesis, I propose that consumers choose aesthetically pleasing retro technologies over their digital counterparts because they want to signal their identity. Tangibility is known to help materialise the connection between a product and its owner (e.g., Giles et al., 2007) and the current retro revival has been described as a "trend in meaningful connection" (Courier, 2021), but the aesthetic value of a product takes things further because it is conceptually linked to authenticity and self-identity (Goulding & Derbaix, 2019). The large cover art of a vinyl record and record collections, for example, are able to show off the owner's desired identity to others and make them stand out (see Bartmanski & Woodward, 2015; Berger & Heath, 2007; Giles et al., 2007).

I aim to contribute to existing literature on the topics of retro technologies and their revivals by providing a large number of insights from consumers, which describe their preferences in detail. To do so, netnography, in the form of the five-step framework developed by Bartl et al. (2009), was chosen as the most appropriate method, because it allows the researcher to observe social groups passively and unobtrusively on the Internet in order to deeper understand their wishes, opinions etc. I applied the framework for two products that are aesthetically pleasing and represent the current revival of retro technologies: the vinyl record, as the product *en vogue*, and the instant film camera, as the product experiencing a newer return to the spotlight.

The findings for the vinyl record analysis show that consumers are overwhelmingly choosing the product for its visual features rather than its utilitarian or kinaesthetic features. Two of these visual features, the artwork and the colour of the vinyl, emerged as the two most-mentioned concepts, being present in more than half of all comments. In the analysis for the instant film revival, however, the main finding is that consumers use instant cameras predominantly for personal reasons. Although, at a higher level, utilitarian features were collectively mentioned in about 43% more comments than visual features, the visual features of Instax and Polaroid film emerged as the second and third most mentioned concepts, respectively. The overwhelming number of comments discussing visual features in the vinyl revival analysis compared to mixed results of the instant film analysis indicate that, while aesthetics play an important role in both revivals, the vinyl record is the retro technology that is seen as more identity-signalling than the instant camera. For people who use the latter in non-professional contexts (i.e., day-to-day snapshots), aesthetics matter more from a functional point of view (e.g., how the colours of the film will pass the test of time).

2. Theoretical background

One of the ways that technological innovations affect the consumption of goods and services is that tangible goods are being replaced by intangible ones (Morewedge et al., 2021). This brings both benefits and losses: consumers gain things like accessibility, connectedness, convenience and endless opportunities to express themselves, yet dematerialising goods directly threatens self-identity and, in the process, psychological ownership and authenticity (Belk, 2013; Morewedge et al., 2021). However, instead of following the above path linearly, digitisation led to different media interweaving and to a "growing interdependence between politics, technologies, aesthetics, markets and practices". In other words, instead of wiping out tangible goods, digitisation sparked an "analogue rebirth" (Balbi & Magaudda, 2018: 209-210), bringing back technologies like the vinyl record, instant cameras, retro games and more. Collectively, these are called "retro technologies" (Sarpong et al., 2016).

For a better understanding of this disruption, I will first present tangible and intangible goods, how they relate to self-identity and digitisation affected how these goods. Then, I will discuss the revival of retro technologies from two perspectives: on the one hand, through a review of the current findings in literature, and on the other hand, through two case studies based on the vinyl record and instant film photography.

2.1. The influence of tangible and intangible goods on self-identity

2.1.1. Definitions and constructs of tangible and intangible goods

In research, goods are frequently defined using dichotomies: tangible/intangible, physical/digital, material/experiential, solid/liquid and so on. The earliest distinction in literature defined a material purchase as "a tangible object that you obtain and keep in your possession" and an experiential purchase as "an event or series of events that you personally

encounter or live through" (Van Boven & Gilovich, 2003). Other scholars defined material purchases or "solid" goods, as something "to have", while experiential purchases are "liquid" goods, something "to do" (Bardhi & Eckhardt, 2017; Gilovich et al., 2015). Finally, literature does not provide one clear definition yet for terms like "material" or "materiality" (even though they are most often made synonymous with the physicality of an object; Fernandez & Beverland, 2018) and "digital materiality". Regarding the latter, digital consumption objects were defined as immaterial objects that "exist within digital space […] and may be accessed and consumed via combinations of hardware […] and software" (Watkins, 2015; as cited in Mardon & Belk, 2018). Because tangible objects (e.g., computers, keyboards, phones) are required to access the intangible goods (e.g., programs, online games), such a definition acknowledges the role of tangibility in digital materiality and the fact that digital goods are not entirely immaterial (Mardon & Belk, 2018).

Research has pointed out that some goods can fall under both tangible or intangible goods; for example, depending on how one sees it, a wine collection can be either tangible (the person actually collects the bottles) or intangible (enjoying a bottle of wine with your friends and family). Music is another famous example: one needs the tangible good (the vinyl record) for the intangible ritual of playing vinyl. This "blurry line" has been noted for a long time and it is expected to remain in the future (Carter & Gilovich, 2010; Gilovich et al., 2015; Morewedge et al., 2021).

The ongoing process of dematerialisation brought to light that dichotomies were causing problems in describing products and depicting technological change (Magaudda & Minniti, 2019). Even though theories such as the Technology Acceptance Model (TAM) dictate that an old product should be replaced by its newer version (Fernandez & Beverland, 2018), these theories often do not accurately represent reality. Rather, one should look to a term like "intermedia" or "intermediality", which describes "the fact that devices, markets, aesthetics

and media practices previously differentiated in specific media sectors […] have interwoven in the digitisation process". An example of this interconnectedness is watching a TV series from a streaming service on a peripheral device, like a tablet (Balbi & Magaudda, 2018).

These definitions and constructs bring to light a few main characteristics: tangible goods are material, permanent, more stable and can be owned, while intangible goods are immaterial, ephemeral, unstable, access-based, spontaneous and they are something one lives or has lived through (Atasoy & Morewedge, 2017). As explained below, there are both advantages and disadvantages to both types of goods, as well as benefits and losses that come with the process of digitisation.

2.1.2. Self-identity through tangible goods

In his seminal work on possessions and the extended self, Belk (1988) suggested that "we are what we have": possessions reflect our identity as they help us learn and define who we are, therefore becoming part of our "extended self". Objects become part of the extended self through ownership, control, mastery, creation, knowledge and contamination (attachment to objects through physical contact or proximity) (Belk, 1988). They also play an important role in transmitting one's desired identity to the world: Berger & Heath (2007) have shown that consumers are more likely to diverge from the majority or other social groups when it comes to product domains that people use to signal their identity, such as their favourite CD, music artist, music genre, hairstyle, car model or sunglasses, but not for products such as power tools or dish soap. The authors explain that people usually see products as more identity-relevant when choice is based less on function; however, even when a product is functional by default (e.g., clothing), there are product attributes that can reveal the wearer's personality, such as colour or style (Berger & Heath, 2007). Music, an afunctional product by default, is such a strong signal of identity, that it is the most common topic of conversation among strangers

getting acquainted. Consumers believe that their music preferences reveal more about their personality than their preferences for books, clothing, food or other forms of entertainment; previous research also shows that the stronger preference for music is more prevalent among young adults (Rentfrow & Gosling, 2006).

Tangible goods also perform an autobiographical function and act as markers in time, representing and reminding us of experiences, events, accomplishments, people and other important moments. It is interesting to note that this can extend beyond the owner's life: by passing down things to the next generation, a sense of immortality or generativity is created (Belk, 1988; Giles et al., 2007; Gilovich et al., 2015).

2.1.3. Self-identity through intangible goods

Digital goods can also be a part of the extended self and, to define the self in the digital age, one must look at the converging online and offline personas (Belk, 2013; Wadhera, 2016). Online, we can choose to present ourselves in either a virtual or a real way. In the virtual world, we can create an avatar and, thus, create a self that either fully represents us, one alternate self or one that we aspire to. There is evidence that consumers become attached to avatars or characters and to virtual goods; they can also fear and mourn their loss, just like with tangible goods (Belk, 2013). Social media, blogs, forums and so on are usually focused on real-life problems and real representations of the self (Benwell and Stokoe, 2006; as cited in Belk, 2013).

Experiences are frequently compared to tangible goods, particularly regarding self-identity, as some scholars claim that experiences are more self-defining than possessions are (Bhattacharjee & Mogilner, 2014; Carter & Gilovich, 2010; Gilovich et al., 2015). Although Belk (1988) stated that "we are what we have", Gilovich et al. (2015) instead say "we are what we do". Similar to tangible goods, experiences have an autobiographical function that turns

them into our memories and, “in a very real and meaningful sense, we are the sum total of our experiences” (Gilovich et al., 2015).

2.1.4. Consequences of dematerialisation: Psychological ownership

Consumers usually have a strong psychological investment in their possessions because they fulfil many roles: they are channels of self-expression, reminders of when they were purchased or symbols of a particular moment in one’s life (Gilovich et al., 2015; Peck & Shu, 2009). This form of emotional attachment between consumers and their goods is called psychological ownership and is defined as the feeling that something is “mine”. It is suggested that its roots are efficacy and effectance – one’s desire to control their environment; self-identity; and having a place – in one’s pursuit to find a “home”, the strong connection to a possession turns it into a safe space (Pierce et al., 2001).

The current wave of technological innovations has caused two major shifts in consumer demand: one in which consumers no longer legally own, but can legally access goods and services; and another one in which consumers are increasingly choosing intangible goods over tangible ones (Morewedge et al., 2021). Both of these shifts threaten psychological ownership: with intangible goods, consumers are confused as to who controls access-based goods. Also, even though there are ways of proving the purchase of digital goods, it is unclear whether consumers actually own these goods or not. For example, customers who buy digital books often mistakenly believe that they have bought more than just the right to view them. Because of this ambiguity, digital goods are often perceived as less authentic (Belk, 2013; Helm et al., 2018, as cited in Morewedge et al., 2021). Although intangible goods bring “exciting improvements in the lives of consumers and their welfare”, research has shown that people value digital goods less than physical ones due to the latter’s underlying capacity to garner psychological ownership (Atasoy & Morewedge, 2017).

2.1.5. Consequences of dematerialisation: Touch and authenticity

Psychological ownership is also felt through physical cues, such as holding, touching and manipulating an object. Berger (1972, p. 8-9) describes that "to touch something is to situate oneself in relation to it" and that, in the absence of other senses, touch can become a "static, limited form of sight". Indeed, feeling the weight or the texture of an object is part of its physicality; touch becomes a premium that people are willing to pay for (Sax, 2020). As humans, we innately crave physical interactions: merely touching an object can increase perceived ownership of a good (Peck & Shu, 2009) and these "tactile physical experience[s]" are not possible in an entirely digital world (O'Donnell, 2017).

The tactile cues described above are referred to as contamination ("the soul of the person rubbing off on or impregnating the object") (Belk, 1988; 2013) and as "aura" (Bartmanski & Woodward, 2015; Benjamin, 1968, as cited in Belk, 2013). Both concepts are associated with authenticity, a wider concept that is studied more in specific fields (such as vinyl consumption), but which lacks a universal definition. However, there are three broad ways of describing it – authenticity can be objectivist (something is authentic when it can be verified as real by experts using objective criteria), constructivist (socially defined and constructed authenticity, based on expectations, beliefs and images) and existential (intra- or interpersonal authenticity) (Goulding & Derbaix, 2019).

Patina, or "the small signs of age that accumulate on the surface of objects" (McCracken, 1988, as cited in Mardon & Belk, 2018), is a great example of an attribute that makes a physical product unique, timeless and authentic. For instance, in the case of vinyl, each copy of a record has an individuality of its own, starting from the etchings that master cutters place around the centre of the record and all the way to various signs of wear, such as little scratches on the disc or bent corners on the vinyl sleeve (Bartmanski & Woodward, 2015). In the process of dematerialisation, because digital files do not erode in time, the authenticity

and aura of the original product may be lost. This may explain why, in the absence of the tangible record and packaging of music (vinyl covers, jewel cases for CDs), digital music is perceived as having less emotional and monetary value (Belk, 2013).

2.2. The influence of aesthetics on self-identity

Aesthetics is briefly defined as "the philosophical study of beauty and taste", but providing an expansive, general definition for it is a difficult task (in fact, this is the task for modern-day aesthetics). The intricacy of the field reunites beauty, taste, criticism, enjoyment and charm, among others. For example, people use terms such as "beautiful" and "ugly" to express how they perceive things or other people. However, these terms are, on the one hand, too vague and, on the other hand, too subjective: somebody's point of view that an object is beautiful is not necessarily shared by another person. Historically, philosophers emphasised these two descriptors, but they are far from being the most important or most useful words when discussing and criticising what appeals to us. If anything, it can be said that a word such as "beautiful" conveniently represents a class of richer, more descriptive terms, such as "peaceful, soft, atmospheric, harsh, and evocative" (Munro & Scruton, 2023).

Our appreciation for beauty is innate, as revealed in personality research: aesthetics is one of six major personal values (along with theoretical, economical, social, political and religious) (Allport, Vernon & Lindzey, 1970, as cited in Townsend & Sood, 2012) and it is a value that applies not only to people, but also to products (Townsend & Sood, 2012). So, in an "aesthetic experience", as described by Kant, interacting with an object (the "aesthetic object") becomes a sensory experience in which people simply admire the object for what it is, with no other purpose in mind (e.g., to discuss or criticise it). If people go beyond admiration and the object also holds significance and value, then this forms the foundation of their taste. Taste is expressed through products, attitudes, preferences, etc. and it acts as a signal of identity. In

fact, “by our taste we betray ourselves” – people judge other people based on their purchase decisions, which is why choosing the aesthetic object is done carefully and intentionally, so as to transmit the desired identity to others (Berger & Heath, 2007; Munro & Scruton, 2023).

It is, therefore, no surprise that companies are increasingly capitalising on the power of aesthetics to make their offerings stand out. In a pool of various products, although quality and functionality are important product attributes, they are not always enough to make a leap and be the decisive differentiation factor. Aesthetics, however, can create strong associations for a brand, positively trigger product choice and an inclination to show off and care for a product (Reimann et al., 2010). For example, the name Coca-Cola immediately brings to mind the soft drink dressed in red and packaged in the distinctive bottle; in sports, Nike and Adidas are associated with the Swoosh logo and the three tilted stripes, respectively.

The latter brands are also known for providing consumers with an opportunity to imbue products with their taste by co-participating in designing them. Self-design is a form of mass customisation, where consumers can pick out the colour, shape, texture, and other attributes of their desired product using online configurators (Deng et al., 2010). Other scholars (Berger & Heath, 2007; Reimann et al., 2010) supported the relevance of colour, shape and texture and also mentioned luminance and style as other characteristics that can help consumers feel more unique relative to others. Such product characteristics can help create a sense of visual coherence, which is given by similarity, unity (how congruent the elements of a design are) and prototypicality (how well a product represents its category) (Deng et al., 2010). Of the three, prototypicality has been at the centre of debates in research: although some scholars claim that only atypical designs will stand the test of time and that consumers will prefer them over typical designs (Landwehr et al., 2013), others found that consumer preference is already at its highest for a moderate level of prototypicality and brand consistency (Liu et al., 2017).

Interestingly enough, the functionality of the product is not a necessary attribute for people to associate themselves with a beautiful product and, thus, feel better about themselves (Townsend & Sood, 2012). The recipients of an aesthetic experience regard the aesthetic object for what it is (Munro & Scruton, 2023) and this aligns with the behaviour of consumers everywhere today. When it comes to vinyl, for example, roughly half of the respondents that buy vinyl do not play it and instead use it as room decoration, according to a survey by BBC and YouGov (Wagner, 2018). The well-known photography brand Polaroid, whose tumultuous past almost killed the brand, made a triumphant return to the market by shifting their focus; due to its associations with other brands, music festivals, parties etc., Polaroid "became less about functionality and more about aesthetic" (Courier, 2021).

2.3. Self-identity through aesthetic retro technologies

2.3.1. The revival of retro technologies

Traditionally, in the process of innovation, a new (and, sometimes, better) product or technology arrives to replace an older version of it (Foucart et al., 2018). Digitisation has been singled out as the current shift in the evolution of consumption, in which consumers increasingly prefer experiential goods to material ones (Morewedge et al., 2021). At a more abstract level, tangible goods are being replaced by their intangible versions. Yet, a particular group of products emerged and disrupted this movement in a phenomenon called the revival of "retro technologies" (Sarpong et al., 2016) or the "analogue rebirth" (Balbi & Magaudda, 2018). In this revival, we can observe the "effective return, generally in niche contexts, of technologies considered obsolete and frequently (mistakenly) declared dead" (Balbi & Magaudda, 2018).

The revival of retro technologies is actually a broader phenomenon composed of several standalone revivals and trends, such as the vinyl revival, the largest of them all and one of the earliest retro technologies to be acknowledged both publicly and academically (BPI, 2018; Magaudda & Minniti, 2019; Willman, 2022). Arguably the second most important revival to highlight is the triumphant comeback of the instant camera, thanks to the success of brands like Fujifilm and the reinvention of Polaroid (Fujikawa, 2016; Magaudda & Minniti, 2019). Other notable revivals, albeit in a smaller scale, include: cassettes and analogue synthesisers in music; retro-gaming in video gaming; the persistence of physical books over e-books; and "dumbphones" (a new term for phones that provide the very basic functionalities of calling and texting, such as the Nokia 3310) (Balbi & Magaudda, 2018; BPI, 2018; Fernandez & Beverland, 2018; Fujikawa, 2016; Magaudda & Minniti, 2019; Statista, 2022; Willman, 2022; Wood, 2016).

Why do consumers return to these tangible products, if the modern, intangible version is more readily available and convenient? Research was not able to come to a consensus. In a literature review, Magaudda & Minniti (2019) pointed out that the phenomenon is often explained from a narrow point of view with the cultural fascination for vintage objects, nostalgia and using an outdated old/new media distinction which does not account for change. Also, many studies do not actually analyse how retro technologies are being used and embedded in practice. Other scholars (e.g., Bartmanski & Woodward, 2015; Foucart et al., 2018) dismissed nostalgia as the driver behind the revival and attributed it to "a reaction to the digitalisation of physical objects and experiences" – even though the revival includes the comeback of early digital technologies, such as retro-gaming – or to their popularity. This was particularly noted in music, where major pop stars play a big role in the success of vinyl and cassettes by releasing their music in limited editions in these physical formats (Browne, 2022; Magaudda & Minniti, 2019; Willman, 2022).

There are exceptions in literature, however, that offer a broader perspective to the question posed above. One explanation states that, in digitisation, the replacement of tangible goods with intangible ones was never black and white: the previously defined process of intermediality states that devices, markets, aesthetics and elements (technical, social and cultural) of tangible goods were mixed up in the process. Furthermore, there is a constant tension between continuity (the tendency to preserve consumption habits and cultural media formats) and change (the tendency to shake up consumption practices and cultural forms triggered by digitalisation). This paved the way for the interweaving of different media and a "growing interdependence between politics, technologies, aesthetics, markets and practices, which were previously distinct and separate" (Balbi & Magaudda, 2018).

Another insight describes the comeback of a technology by mapping out a product and its first, second and third generation. Using examples from music (the vinyl record), photography (the instant camera) and the mobile phone industry (the "dumbphone"), the authors describe a scenario in which the first generation of a technology is completely substituted by the second generation, in turn completely substituted by the third generation, but then the first generation offers enough advantages to co-exist with the third one. Therefore, for a technology to come back, what matters is not its overall performance, but the specific performance in the context in which it adds value to the latest generation (Foucart et al., 2018). Music constitutes the perfect case: vinyl records (first generation) were almost completely replaced by CDs (second generation) and digital music (third generation) almost completely substituted CDs. Records offer the tangibility that is missing from the intangible music files and, nowadays, they are designed in such a way that tangibility is clearly emphasised.

2.3.2. Case study 1: The vinyl revival

The music market today is "the most competitive in memory": there have never been so many ways for fans to discover new music and for artists to get discovered. The global recorded music market continues to grow and, in 2021, its revenues reached an all-time peak; streaming (65% of total revenues) continued to be the dominant format. Physical music – consisting of vinyl records, CDs and cassettes – accounted for the second largest (19.5%) share of revenues and posted growth for the first time in 20 years, thanks to a particularly strong revenue growth in vinyl sales (51.3%, up from 25.9% in the previous year), as well as a strong engagement with CDs (IFPI, 2022).

Among the physical formats, the vinyl record has made an impressive comeback in a phenomenon dubbed "the vinyl revival". This retro technology was largely abandoned in the 90s, due to the dominance of the CD, but it has been growing consistently since the early 2000s. In fact, in a twenty-year span, the market for vinyl records grew 33 times in size (Foucart et al., 2018; Willman, 2022). Its early success led to the creation of Record Store Day in 2007, an annual event which celebrates independent record stores by inviting artists to release their music in limited edition vinyl or, as of recently, cassette formats. The physical format has recently registered its 17th consecutive year of growth in the United States, even though 2022 marked the end of a seven-year rapid acceleration in sales, possibly due to either slow demand or supply issues (Caulfield, 2023).

The long-lasting impact of the vinyl revival is seen from multiple points of view. Firstly, in the form of events: in time, Record Store Day grew to be one of the most impactful events in the industry, with bigger names in music and more fans participating every year (Willman, 2022). Secondly, since 2021, separate vinyl charts are published nationally and globally (e.g., Billboard, 2022; IFPI, 2022; Luminate, 2023; Official Charts, 2023a). Finally, vinyl is continuously breaking records worldwide. For example, in the United States, a top music

market globally, 2022 was a particularly great year for vinyl. It was the second consecutive year in which vinyl was the leading physical format, the largest single-week vinyl album sales ever was reached twice (it is currently held by Taylor Swift's "Midnights" with 575.000 copies), and, in December 2022, the largest week for vinyl album sales overall was registered since tracking began in 1991, with 2.232 million LPs sold in the week before Christmas (Luminate, 2023).

There are several factors behind the success of this physical format. First of all, in the United States, current releases (no older than 18 months and currently charting on the Billboard 200 chart) on vinyl started to outperform older releases in 2021 and the first half of 2022 (Luminate, 2022; Luminate, 2023). The impressive growth of vinyl can be partly attributed to pop superstars and more mass retailers stocking up on the format. Data shows that, even though rock albums still have the lion's share in vinyl album sales (about 52%), pop releases – which come third in album sales – had the biggest gains from 2020 to 2021. Of the top ten selling vinyl albums of 2021 and 2022 in the US, more than half of the albums belonged to pop artists, such as Adele, Harry Styles, Olivia Rodrigo and Taylor Swift (Caulfield, 2023; Willman, 2022). As a matter of fact, Taylor Swift had such an impact on vinyl sales in 2022, following the release of her new album "Midnights", that one in every 25 records sold in the US was a Swift album (Caulfield, 2023). The final factor is the vinyl buyer. Research suggests that the vinyl revival is actually driven by the younger generations, particularly by Gen Z (Garvan, 2013; O'Donnell, 2017; Willman, 2022). Recent reports in the United States revealed that, compared to the average listener, Gen Z fans spend 10% more money on music every month and are 27% more likely to purchase vinyl records (Luminate, 2023).

The contemporary vinyl record is an attractive product to own and collect for several reasons. Records nowadays are offered as an "aesthetic package deal", where many important product attributes are highlighted. First, as previously mentioned, the way a record

complements the dominating digital format is through its tangibility (Foucart et al., 2018). The comeback of vinyl coincided with the emergence of a new standard for this format: the 180 gram vinyl. It is a much thicker and more durable disc, compared to the one initially introduced in the 20th century, which is why it is perceived as a "premium" version of a record. The heaviness of the disc does not affect the sound quality, but it does influence tactility, in that it is "more satisfying to handle and to place on the turntable". The overall aesthetic of a record also includes attributes such as colour (colour palette, coloured discs); gatefold sleeves (the way the package opens like a book); art on the front and back cover, inside the gatefold sleeves, on the record sleeves, in the booklets, on posters (if any); and texture (quality of the cardboard, e.g.) (Bartmanski & Woodward, 2015).

Through its aesthetics, the record is associated with authenticity and, therefore, identity. It is a medium "par excellence" with "a certain human quality" because of its capacity to link it to specific moments in one's life. This is an important point in the digital age because consumers do not need to buy music physically to consume it, but if they do, they show their cultural consumption and the record becomes a measure of uniqueness (Bartmanski & Woodward, 2015; Giles et al., 2007; Goulding & Derbaix, 2019). In time, a collection of records will become a cultural autobiography for the owner, by "attaching to specific moments, events, and relationships". The authenticity and pathway to self-identity comes not just from owning the physical good, but also from interacting with it. The interaction happens as part of a ritual, which can be loosely described as follows. Before purchasing a record, an eager fan will immerse themselves in the experience of taking a trip to the local record store. This is an important place where they can seek and belong to a community of like-minded people and where they can also get personal recommendations from the more experienced staff (Garvan, 2013). After browsing through the crates and purchasing the desired record, the post-purchase phase is what comes to mind when people talk about the "ritual of playing vinyl": unpacking

it, getting the record out of its sleeve, placing it on the turntable and hearing the crackle as the needle touches the grooves. As the songs play, one can admire and interact with the contents of the packaging: the cover art, the gatefold sleeve (if present), the photos, posters, lyrics, liner notes and so on. These elements, along with the warm sound, durability and collectability, are what constitute the vinyl's aura and by interacting with these elements, a fan builds a new or maintains an existing consumer-artist relationship (Bartmanski & Woodward, 2015; Giles et al., 2007).

To summarise, what is so noteworthy about vinyl today is that it is not playing by old rules anymore. The contemporary vinyl record is a reinvented product that maximises the aesthetic without necessarily sacrificing sound and, instead of continuing to sell old titles from the rock scene to generations that grew up with records (such as Gen X), the vinyl revival is instead driven by the younger generations, who buy current music releases on wax. This does not mean, however, that everything is moving into the mainstream, just that there is some "increased diversity" in the landscape (Willman, 2022).

2.3.3. Case study 2: The instant camera revival

Instant photography may have been invented in 1947 by the Polaroid Corporation, but the instant picture that we know today, the one that comes out fully developed after clicking the button, was introduced in 1972 with the launch of the Polaroid SX-70 and it was called "absolute one-step photography" (Minniti, 2016). In a twist of fate, digital photography, the successor of instant photography and the reason for Polaroid's early demise, was strongly influenced by the one-step shooting process. Actually, Polaroid instant cameras can be seen as an intersection between analogue and digital photography not just because of their instantly

developed pictures, but also thanks to the various ways of manipulating these pictures, e.g., by shooting with double exposure or using coloured lenses (Balbi & Magaudda, 2018).

Analogue photography had a grip over the photography sector for almost three decades, thanks to its ubiquity and qualitatively superior models. Unfortunately, between the 1980s and 2001, Polaroid camera sales were declining, forcing the company to declare bankruptcy. Polaroid sold their assets and relaunched as a digital brand, but these efforts were unsuccessful and they had to declare bankruptcy a second time, in 2008. Moreover, the company announced it would stop producing instant film, due to financial and market troubles, kickstarting a seemingly imminent obsolescence for the instant film format. At the same time, digital photography was growing in popularity, especially after the 1999 release of Nikon's first reflex camera, which attracted the attention of non-professional, amateur photographers. Thanks to increasingly better quality and accessible prices, in 2003 in the United States, digital camera sales overtook analogue camera sales for the first time (Balbi & Magaudda, 2018; Coldewey, 2020; Lusina, 2021).

Given the circumstances, Polaroid cameras took on a new meaning, which led to the emergence of a group of amateur photographers, who called themselves "polaroiders", not photographers, and who committed to only shooting instant photos. These users were also "marketers, distributors, repairers, and even producers" of these cameras, referring to a practice still in use today of tweaking one's instant camera for a variety of reasons, like expanding its shooting skills. After Polaroid abandoned the market, the void was filled by The Impossible Project, a company founded in 2008 whose goal was to create new kinds of instant film compatible with existing Polaroid cameras. Thanks to this new social group and to the new company, the seemingly inevitable obsolescence of the instant film format was reversed and a new era for Polaroid and for contemporary instant photography was born, named "Polaroid 2.0" (Minniti, 2016).

Since the beginning, the appeal of instant cameras was largely centred around its aesthetics. Different from their contemporary counterparts, instant cameras make you "think before you click", due to the limited number of photos available and the price of a set of photos. Before snapping the perfect picture, you have to plan the shot in your head, think about composition and wait for the results (unlike digital cameras, where everything is continuous and live). The final photos all have their "personality" in the form of imperfections, be they out-of-focus shots or some unintended fingers in front of the lens, and their beauty is because they "fit[s] the picture in your mind of how something was" (Bound et al., 2020).

Similar to the vinyl record, the aesthetics of the instant photograph is associated with a particular kind of authenticity. In this case, the materiality of the picture, the creativity that comes from experimentation and unpredictability and the reflective experience of shooting on instant film (referring to the mental and technical preparation before the shoot) are all part of what makes instant film photography more authentic than its digital counterpart (Minniti, 2016).

The photographic process presented above strongly influenced contemporary photography practice: the initial success of the social network Instagram was due to the fact that users could digitally emulate the typical square format of Polaroid and other effects of analogue photo lenses. As an industry sector, photography did not only overlap with social media, but also with the telecommunications, hardware/software and Internet sectors (smartphone cameras, webcams etc.) (Balbi & Magaudda, 2018).

The instant film photography market has been recovering and growing in popularity, with an annual industry growth rate of 16% between 2013 and 2016 and a predicted annual industry growth rate of 2.5% between 2020 and 2026 (Courier, 2021). The leader in instant cameras nowadays is Fujifilm, the producer of Instax cameras. Their success is so impressive, that they managed to overtake two of their fiercest competitors, Nikon and Sony, based on

Instax camera sales alone (Rooke, 2022; Schneider, 2022). Their photography sector has been registering a steady growth since the COVID-19 pandemic and, even during decreasing sales in the overall photography sector, the company reported increasing sales for instant cameras (Fujifilm, 2021). Polaroid is the second most important brand in instant photography today. The company managed to revert back to its original name and branding after The Impossible Project, the company that was created to keep the instant film format alive, managed to acquire the Polaroid brand name and intellectual property in 2017, relaunched itself as "Polaroid Originals" in 2017 and, later, as "Polaroid" in 2020 (Coldewey, 2020). Other brands that have launched successful instant cameras and instant/digital hybrid cameras are Lomography, Kodak or Leica.

3. Method

The aim of this thesis is to observe the revival of retro technologies through two representative products, the vinyl record and instant camera, and understand why consumers pick the "older", tangible good, instead of the newer, modern and intangible version. An appropriate research method to get insights directly from consumers is netnography ("Internet" & "ethnography"), a research technique invented by Kozinets (1998) with the goal of investigating consumer behaviour of online cultures and communities. Bartl et al. (2009) later expanded on this work: the new framework they presented was used as a basis for this research and will be explained below.

3.1. About the netnography framework

Netnography focuses on passively and unobtrusively observing social groups found in "forums, blogs, chat rooms, consumer portals, newsgroups, and user generated content platforms" with the purpose of understanding them in depth, along with their wishes, opinions and so on. Some of the advantages of this approach include using it as a virtual customer integration research method, early recognition of trends, timely reactions to new market developments and the retrieval of "product-related information about consumer experiences, behaviour, wants and needs" (Bartl et al., 2009).

In the updated framework, netnography is a five-step methodological process:

1. Definition of research field
2. Identification and selection of online communities
3. Community observation and data collection
4. Data analysis and data aggregation of insights
5. Translation into product and service solutions

The process is, sometimes, very individual, meaning that it depends a lot on the abilities of the researcher. An analysis like the one proposed in this thesis could not be carried out using qualitative data analysis software, such as NVivo or Atlas. These kinds of software are not yet able to correctly decipher all the meanings of a comment, especially if it is written using slang, abbreviations or using community-specific terms. Also, the software might not be able to correctly detect if a statement is relevant or not, because this depends on the context it was given in (Bartl et al., 2009).

Netnography was chosen as the main research method also because, as described in the theoretical background, literature was inconsistent regarding why consumers choose the first generation product, which almost went obsolete, over the third and newest generation product,

which should be better than the early version, according to the process of innovation (Foucart et al., 2018). By choosing to analyse and interpret these opinions, the research method in thisthesis partially lines up with the one of scholars such as Sinclair & Tinson (2016) and Fernandez & Beverland (2018).

With the presentation of these points, the reliability and the respecting of the ethical guidelines of this research are ensured. Before the study, conforming to the guidelines in Bartl et al. (2009), there was a preparation phase that helped to get familiar with the nature of the communities that will be studied by studying their language, behaviour and netiquette. The final results of the research will be triangulated with the theoretical findings presented earlier and discussed in the final part of the thesis.

3.2. The research field (Netnography, step 1)

The first step in the netnography framework is to define the research field, by which one creates a starting point to help with the search of the online communities later. Respecting the approach of the authors, a set of relevant questions regarding the choice of vinyl records and instant film photography over their digital counterparts were defined. These questions did not derive from theoretical research (otherwise, the data collection would be biased); instead, they were conceived at a more abstract level as pairs for both the vinyl revival and the instant film revival. They are:

1. Why do people buy vinyl records (instant cameras)?
2. Why do consumers choose vinyl records (instant cameras) over other physical forms of music (other forms of photography)?
3. Who or what is driving the vinyl revival (instant film revival)?
4. What are the advantages and/or challenges of the vinyl revival (instant film revival)?

3.3. The online communities and data collection (Netnography, steps 2 and 3)

In the second step of netnography, the researcher identifies and selects the online communities; then, in the third step, these communities are observed and the data is collected. Due to their interconnectedness, these two steps will be described together.

Communities such as forums, blogs, consumer portals, chat rooms, newsgroups and so on are eligible. However, one of the biggest drawbacks in netnography is that the vastness of the Internet means that there is a lot of information to be analysed, making the approach time-consuming (Bartl et al., 2009). For the vinyl and instant film revivals, I devised different approaches to find the appropriate communities, which will be presented below.

3.3.1. The online communities for the vinyl revival

For the vinyl revival, an initial search on Reddit (www.reddit.com) for the keyword *"vinyl"* led to more than 200 subreddits; after eliminating the irrelevant ones (e.g., subreddits where *"vinyl"* was the material), there were still roughly 75 subreddits left. Apart from Reddit, 23 other sites and blogs, 21 Facebook groups and about 10 Instagram hashtags were identified. To sort through all this information, the following criteria were chosen:

1. The focus was on vinyl albums, which appear in dedicated charts, and not on vinyl singles.
2. Only "current" albums (younger than 18 months and present on the Billboard 200 chart) qualify, since they are growing at a higher rate than albums older than 18 months (Luminate, 2022).
3. The albums must be from major artists, because the vinyl revival is driven partly by the younger generations and partly by major stars who put out their music on vinyl

(Willman, 2022). Moreover, albums by major stars essentially guarantee their presence on album charts.

4. The selected vinyl albums must reflect the variety of genres presented by Willman (2022). According to total sales, the top genre is rock, followed by R&B/Hip-Hop, pop, other genres and country. However, according to the largest share changes, the top genre is pop, followed by country, R&B/hip-hop, world, Latin and rock.
5. To select the relevant album charts, the research began by looking at the global top 10 vinyl albums chart – not the all-format albums chart – and at the same chart published in each of the top 10 music markets worldwide (as of 2021: USA, Japan, the United Kingdom, Germany, France, China, South Korea, Canada, Australia and Italy). This operation would be done for the years 2021 (the first year in which vinyl albums charts started to be published) and 2022, so the expected number of total charts to collect was 22. However, the final set consisted of 12 charts, which can be consulted in Appendix A. At the time of writing, Japan, France, China and South Korea did not publish separate vinyl charts, while the global and the Canadian charts in 2022 were not yet available.
6. To reflect the various music markets worldwide (as per the previous criterion), albums from different countries and in different languages should be included.
7. Finally, all comments should be less than 5 years old, to reflect the recency of the vinyl revival (Bartl et al., 2009).

After applying the criteria described above, the final list contains 9 albums which will serve as the basis for the data collection. These can be consulted below in Table 1. All albums were chosen due to their high placements in the charts (e.g., *Midnights*) or for being the highest-placed album in its country of origin (e.g., *Noi, loro, gli altri*), as per the criteria above. Two

exceptions were made. Kendrick Lamar's album did not appear in any of the charts, but he was chosen to represent the rap/hip-hop genre and also due to his popularity among vinyl collectors. Tyler, the Creator's album charted at #9 in the 2022 US year-end vinyl charts, but the album was a success story: originally released in 2021 on digital platforms, the vinyl version came out in April 2022 and, with 50.000 units sold, it set a record for the largest opening week for a hip-hop album on vinyl and brought the album back to no. 1 on the Billboard 200 charts (Caulfield, 2022).

During the research for the appropriate platforms to start collecting the data, each album was matched with at least one platform; 13 platforms were selected, of which 9 are subreddits on Reddit and the remaining 4 are other fitting forums. For two albums, (Måneskin and Marracash), even though suitable platforms were found, there were not enough relevant posts where the consumers were discussing the respective albums on vinyl. As a result, the two albums were eliminated from the list.

Table 1. The vinyl revival: Selected albums and sources for data collection

Artist/Band – ***Album*** Year of release[1], Genre[2]	**Sources for data collection**
For all the albums below	Reddit – r/vinyl HiFi Guides – https://forum.hifiguides.com/
Arctic Monkeys – *The Car* 2022, Rock/Alternative	Reddit – r/arcticmonkeys
Harry Styles – *Harry's House* 2022, Pop	Reddit – r/harrystyles
Kendrick Lamar – ***Mr. Morale & the Big Steppers*** 2022, Rap/Hip-Hop	Reddit – r/kendricklamar
Noyz Narcos – ***Virus*** 2022, Rap/Hip-Hop	Nill Forum – https://nill.forumcommunity.net/?t=61187804&st=195
Rammstein – *Zeit* 2022, Metal	Reddit – r/rammstein Rammstein forum: https://www.ra-forum.com/
Taylor Swift – *Midnights* 2022, Pop	Reddit – r/taylorswift
Billie Eilish – *Happier than Ever* 2021, Rock/Alternative	Reddit – r/billieeilish Popjustice – https://forum.popjustice.com/threads/billie-eilish-happier-than-ever.72039/
Olivia Rodrigo – *Sour* 2021, Pop	Reddit – r/oliviarodrigo
Tyler, the Creator – *Call Me If You Get Lost* 2021, Rap/Hip-Hop	Reddit – r/tylerthecreator
Måneskin – *Teatro d'Ira, vol. I* 2021, Rock/Alternative	Qualified, but ultimately eliminated due to a lack of relevant posts.
Marracash – *Noi, loro, gli altri* 2021, Rap/Hip-Hop	

[1, 2] Information according to the Apple Music page of the album.

3.3.2. The online communities for the instant film revival

Initially, the search for the appropriate communities for the netnography analysis of the instant camera revival unfolded in a similar way to the previous search for the online communities for the vinyl revival. Here, the criteria applied were the following:

1. Look for communities that discuss the instant camera manufacturers with the most popular instant cameras of the moment: Fujifilm's Instax, Polaroid's eponymous camera, Lomography's Lomo'Instant line etc.
2. Linked to the previous criterion, use both general keywords, such as "*analogue*", "*instant film*" or "*instant camera*", as well as specific keywords, such as "*instax*" or "*polaroid*"
3. Unlike the case of the vinyl releases, because instant cameras come at various price points, consumers may not always buy the newest product and may opt for an older model, so that they can still enjoy the experience. For this reason, there was no discrimination between older and newer models of instant cameras when browsing the threads in the different forums.
4. Finally, the posts and threads in the forums should be less than 5 years old, to reflect the recency of the customer behaviour around instant cameras (Bartl et al., 2009).

This search also started on Reddit (www.reddit.com) by looking for the general and specific keywords mentioned earlier. Because the initial results were few, to broaden the search, I perused other subreddits that are typically associated with retro technologies or with the nostalgic factor, such as *r/vintage* or *r/analogcommunity*. In the end, 4 communities from Reddit made the final list. Outside of Reddit, the focus was on finding forums either specialised in instant photography or well-established photography forums that had dedicated instant film communities. For the former type, a community such as Polaroid Passion (the English forum)

is an ideal place to start. However, going through the different posts, they did not reveal why consumers preferred Polaroid and its film to other cameras and types of film; rather, it was more about sharing pictures taken with their Polaroid cameras or discussing technical matters. Therefore, this platform was eliminated.

Flickr is a great example of a well-established photography forum; in fact, it is one of the oldest and largest on the Internet. On Flickr, you can search for photos, people or groups and, similar to Reddit, the initial searches for the various keywords led to a high number of groups (more than 50-100 per keyword). To only extract what's relevant, for each keyword, the results were sorted first by size, then by activity; the top 10 results were then observed. If an observed group had discussions where the comments were less than 5 years old and there were at least 3-5 replies to start with in each thread, then this group would be considered for the final cut. This procedure was done for the following keywords: "*instax*", "*polaroid*", "*lomo instant*", "*leica sofort*" and "*kodak instant*" as the specific keywords; "*instant film*", "*instant film photography*" and "*instant camera*" as the general keywords. Some groups overlapped in the results of different keywords. For one specific group, "I Shoot Film", which is a particularly large and active group, the procedure with the keywords was repeated. In the end, 3 groups were selected for the data collection.

Finally, two more photography forums were added to the list. Photrio is a forum for photographers specialised in analogue photography. PhotoNet, on the other hand, is a more general photography forum, whose instant film community is smaller than expected; still, the few insightful comments that were found made a significant contribution to the data.

The final list of 9 communities can be seen below in Table 2.

Table 2. The instant film revival: Sources for data collection

Source	
Reddit – www.reddit.com	r/analog r/analogcommunity r/polaroid r/instax
Flickr	https://www.flickr.com/groups/polaroid_/discuss/ https://www.flickr.com/groups/instax/discuss/ https://www.flickr.com/groups/ishootfilm/discuss/
Photrio – https://www.photrio.com/forum/home/	
PhotoNet – https://www.photo.net/	
Eliminated sources	
Reddit: r/fujifilm r/vintage	Eliminated due to a lack of relevant comments
Polaroid Passion (English) – https://en.polaroid-passion.com/	

3.3.3. Data collection

After establishing the list of communities which will be observed and from where the data will be collected, the retrieval of the data can begin. This retrieval takes place in an unobtrusive way on the Internet, therefore eliminating possible biases that may arise from involving the researcher. The data collection must be done manually, for the reasons explained above in Section 3.1. During the collection process, the comments will be read and coded using a descriptive naming scheme (Bartl et al., 2009).

3.4. Data analysis and consumer insights (Netnography, step 4, and the Gioia method)

In the fourth step of the Bartl et al. (2009) framework, the data is analysed and the consumer insights are revealed. The aim of this step is to find "patterns and relationships within and across" the consumer statements and to make general observations about the matter at hand. However, for this data analysis, this fourth step was expanded into a unique framework by bringing together the authors' work and a second framework by Gioia et al. (2013). These authors developed a holistic approach to solve a problem from the field of qualitative research, namely how to bring qualitative rigour to the conduct and presentation of inductive research. Interested readers are kindly referred to the paper for an in-depth description of this process.

As in the previous step, every comment is read and analysed, in order to find the above mentioned patterns. In this thesis, these are called "concepts" and they represent a first-order categorisation of the data. Examples of concepts include "Artwork/Appearance", "Personal connection" or "Originality/Authenticity". Once the list of concepts is finalised, they are grouped once again into second order "themes", which are more abstract; examples include "visual features" or "consumer description". At this point, the process is already very theoretical and one should consider whether the themes and concepts are helpful in describing the observed phenomena. If not, the themes can be regrouped even further into second order "aggregate dimensions". In the end, the concepts, themes and aggregate dimensions lay the foundation for the data structure, perhaps the most important step in the entire research (Gioia et al., 2013). Examples of how this process was carried out are found in Tables 3 and 4 in the Results section.

3.5. Product and service solutions (Netnography, step 5)

In the final step of the netnography process, the obtained insights translated into innovative product and service solutions. It is in this step that the researcher generates managerial implications and offers new perspectives to the world regarding a certain topic. For example, the insights gathered from the consumer's point of view regarding the vinyl and the instant film revivals can allow managers to study how to approach other retro technologies that might be experiencing their own revival. The process of translating the insights into solutions is not predefined, but actually very context dependent. For the two revivals, the managerial implications will be discussed in the final section.

4. Results

Two separate netnography analyses were conducted, one for the vinyl revival (Netnography 1) and another for the instant film revival (Netnography 2). The comments for both of them were collected over a period of roughly two months in December 2022 – January 2023 and supplemented in August 2023. After retrieving and cleaning the data, the final size of the sample is n = 611 comments, of which 366 comments (or 59.90%) belong to the vinyl revival and 245 comments to the instant film revival study.

Using the framework presented in the previous section, the comments describe the consumers of vinyl records and instant cameras, their reasons for consuming these products and other themes, as well. For the design-related comments presented in both analyses, terminology from Noble & Kumar (2008) was borrowed, whose alternative perspectives on design gave some clarity to the findings. According to them, one can drive value through utilitarian design, which focuses on the practical benefits of a product; kinaesthetic design, which focuses on how a user physically interacts with the product; and visual design, which is driven by form and by the desire to communicate value to the consumer, without necessarily interacting with the product (Noble & Kumar, 2008). Furthermore, to judge how important the concepts, themes or dimensions were to consumers, I used a frequency distribution, which will be presented in Figures 1 and 2.

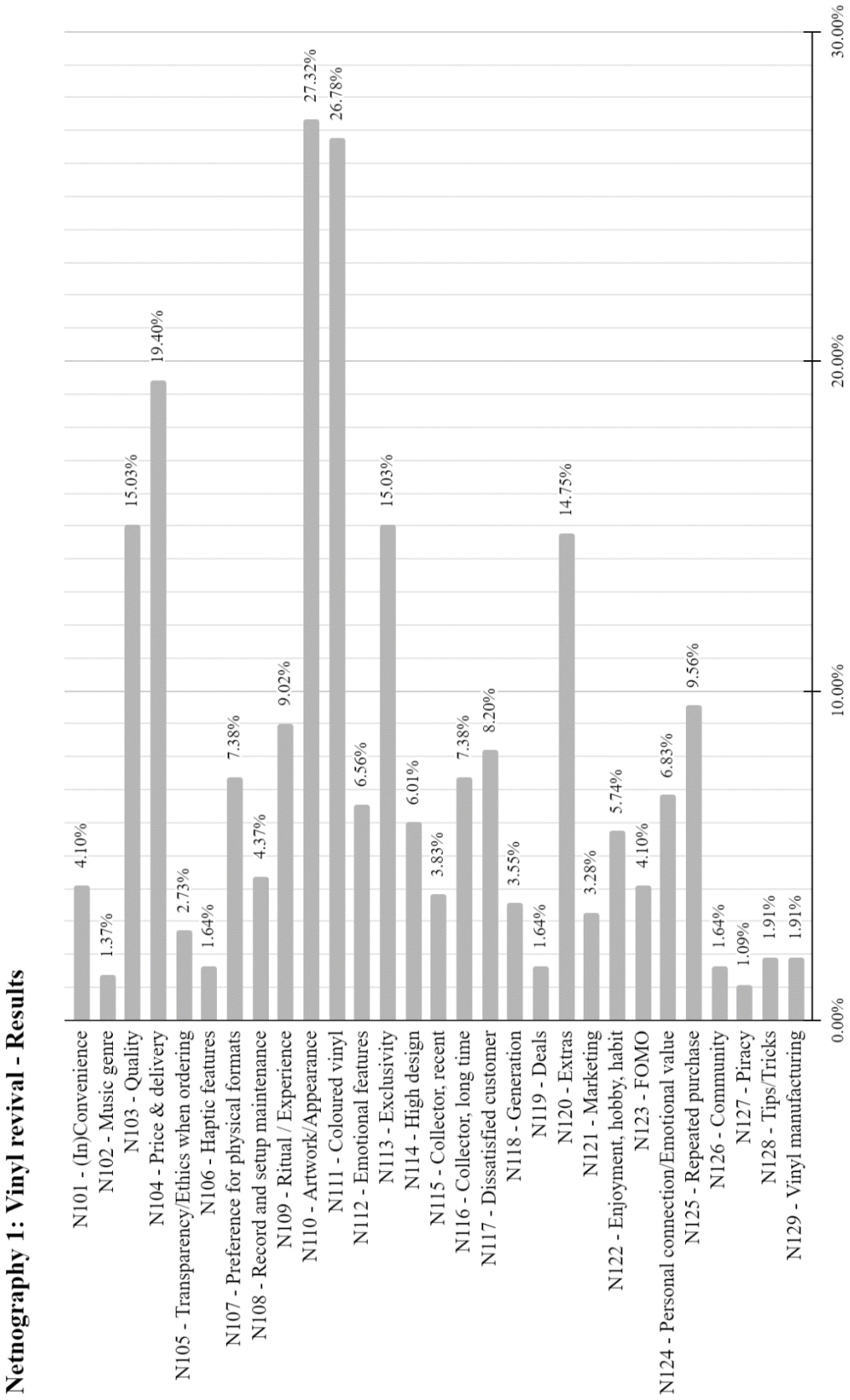
4.1. Netnography 1: Vinyl revival

The final tally includes 366 comments in three languages: English (347), Italian (11) and German (8). Most of the comments (321) were retrieved from Reddit and the remaining comments from the forums mentioned earlier in Table 1. The data structure and results are presented in Table 3 and Figure 1, respectively, while all comments are reproduced integrally in Appendix B.

Table 3. Netnography 1: Vinyl revival – Overview of the data structure

Concepts (1st order)	**Themes (2nd order)**	**Aggregate dimensions (2nd order)**
N101 – (In)Convenience **N102** – Music genre **N103** – Quality **N104** – Price & delivery **N105** – Transparency / Ethics in the order process	Utilitarian features	**Vinyl design**
N106 – Haptic features **N107** – Preference for physical formats **N108** – Record and setup maintenance **N109** – Ritual/Experience	Kinaesthetic features	
N110 – Artwork / Appearance **N111** – Coloured vinyl **N112** – Emotional features **N113** – Exclusivity **N114** – High design	Visual features	
N115 – Collector, recent **N116** – Collector, long time **N117** – Dissatisfied customer **N118** – Generation (X, Millennials, Z, Alpha)	Consumer description	**The consumer in the stages of consumption**
N119 – Deals **N120** – Extras **N121** – Marketing	External influences	
N122 – Enjoyment, hobby, habit **N123** – FOMO (Fear of missing out) **N124** – Personal connection / Emotional value **N125** – Repeated purchase	Internal influences	
N126 – Community **N127** – Piracy **N128** – Tips and tricks **N129** – Vinyl manufacturing	**Other details**	

Figure 1. Netnography 1: Vinyl revival – Results



4.1.1. The importance of artwork & colour

Of the three types of features that make up a vinyl record's design, the visual features (artwork, colour of the vinyl, emotional features, exclusivity and high design) that emerged in Table 3 are meant to represent the general concepts of "aesthetics". The artwork and the colour of the vinyl, in particular, have been referred to as such by some fans, perhaps because they represent the first contact between the consumer and the product: "*I love when colored vinyl matches the overall aesthetic of the album artwork like this. This is really nice*" (r/Rammstein, user: CatchAmongUs).

The main finding of this netnography analysis is that users place the most importance on the visual, or aesthetic, features of the vinyl record: collectively, almost 300 comments (or about 82%) mention one of the five visual features at least once. In comparison, the utilitarian and the kinaesthetic features were collectively mentioned in about 43% and 22% of all cases, respectively. The artwork or appearance (27.32%) and the colour of the vinyl (26.78%) were the two most mentioned concepts in the entire analysis, together appearing in more than half of all comments.

This reinforces the importance of the aesthetic touch in the design process of a record. Consumers initially create their first impression about a record by analysing the artworks on the front and back, the packaging and the colour of the disc; many agree that music fans today are "*attracted to vinyl[s] because of aesthetic rather than the practicality that a cd [sic] would be*" (r/TaylorSwift, user: classfight2). The cover art plays a very important role – "*No doubt, that record sleeve is a lot more aesthetically pleasing [then] the glass jewel case from CD's*" (r/TaylorSwift, user: ZealousPuma). It can lead to three outcomes: an immediate purchase ("*Mahogany is going to be my first vinyl in years. I never felt so strongly to pre-purchase anything but oh my these are amazing just on aesthetics alone*"; r/TaylorSwift, user: CourtesyFlush33); no purchase ("*I keep trying to get into this band but the cover artwork is my*

personal kryptonite lol"; r/vinyl, user: NeoPossum); or a conditional purchase. In the latter case, some fans will only purchase a record if it guarantees an aesthetic congruence either between the artwork and the rest of the packaging or with the rest of their personal record collection. Take this comment, for example, in the context of Olivia Rodrigo's debut album *Sour*, whose artwork features the singer against a purple background: "*i purchased the [pink] walmart one! i love the original cover and the hot pink i feel like personally fit the vibe better than the uo purple because the cover was already a lighter purpl*e" (r/OliviaRodrigo, user: nicolepierre).

The overall aesthetics of a record also contribute to something that Noble & Kumar (2008) call "high design", a quality where a product is so visually attractive that users will buy it based on aesthetics alone, choosing it over functionality. In our case, a vinyl record has a high design when consumers buy it with the sole intention of displaying it, not to also actually consume the music. For example: "*This is my first time buying vinyl, I've only ever bought CDs in the past. The aesthetics are just too stunning and I want to display them! More as collector's items than an actual music source. I'll definitely be streaming her music 95% of the time*" (r/TaylorSwift, user: hlldvsn). This situation is more common than one would think; a survey from the UK revealed that half of their participants did not buy vinyl to listen to it, but to use as decoration or to support their favourite artist (Armstrong, 2018).

4.1.2. "While supplies last!"

The artwork and the colour of the disc also strongly influence the exclusivity of the record and other related concepts, such as quality, extras and price; the latter emerges as the third-most mentioned concept and the most mentioned utilitarian feature. In time, black has remained the standard colour of a disc and it is also associated with the 180g "premium" heavy disc, while coloured vinyl is normally pressed on a slightly lighter disc (140g), technically

making it inferior to the black disc, quality-wise (Bartmanski & Woodward, 2015). However, many artists release their albums in a variety of limited editions featuring various colours or unique patterns and splashes (e.g., marbled vinyl, dual-colour vinyl, glow-in-the-dark vinyl, etc.). Some artists choose to go the extra mile and design discs that challenge the conventions of the material: Fall Out Boy's 2023 album *So Much (For) Stardust*, for example, is the first-ever album on *crynyl*, a "double-sided, tear-filled LP", in which "real tears have been diluted in sonically optimised solution" (Crynyl, 2023).

These limited editions are sometimes playfully mixed with exclusive artworks or bonus content, which positively augment the "thrill of the hunt" for the record (Mardon & Belk, 2018). Extras were discussed in almost 15% of the comments, in both a positive and a negative light. The presence of this extra content is important, because the parasocial elements of a record (artwork, inner design, booklet, liner notes, autographs etc.) can help establish a consumer-artist relationship among the fans, even allowing them to feel more connected to their favourite artist or band (Giles et al., 2007). The vinyl edition of the new album from Arctic Monkeys, for example, came in an uncharacteristically simple packaging and consumers were quick to react: "*I'm a little bit surprised how simple this edition is. Arctic Monkeys records from Domino are among the best ones I own, usually a nice gatefold with attention to detail, full sized lyric book etc. so The Car in comparison to the latests releases feels somewhat like a cheap bootleg copy*" (r/ArcticMonkeys, user: earlesstoadvine).

Arguably, the two biggest downsides of limited editions are the scarcity of the product and its (often higher) price. In the contemporary music industry, there is a habit of artificially inducing scarcity to drive up sales, to the dismay of many fans (Bartmanski & Woodward, 2015). An example is Taylor Swift's album *Midnights*; the album is officially available in four unique variants, but each one of them was released separately under the guise of a limited number of copies available. On top of that, when put together, the unique back covers form a

clock. Swift's rollout is a good example of a unique marketing strategy, but which is not entirely transparent with the fans, leading to mixed feelings of excitement and disappointment, along with further complaints about the prices: "*THE VIBES ARE IMMACULATE- jade green, blood moon, mahogany??? How are these all comforting and magical and still completely unique.*" (r/TaylorSwift, user: cityofstarlightt); "*Right? I wish she would've dropped them all at once. I went ahead and emailed to cancel my blue one because I like the green one better and i can only afford (and really only need) one copy. I've honestly gotten tired of the constant limited edition merch drops.*" (r/TaylorSwift, user: suprstar16); "*Ditto. Feels like a cash grab and a way to rack up billboard points. In my opinion, it cheapens the album and the album hasn't even come out yet.*" (r/TaylorSwift, user: murph_n_turph). Although vinyl aficionados have the chance to stand out even more and signal a different kind of identity by buying pricier limited edition records, the average consumer may not be able to afford these, which means that every detail is important: *"$50 and no gatefold???"* (r/KendrickLamar, user: aandrewdavis); "*Which one did you get? And how is the pressing? Mine's pretty lacklustre which is just impudent considering the price the vinyl are sold at (40€ for a 2LP is horrendous)*" (r/BillieEilish, user: SLOTH-SOUND).

4.1.3. The guest in your apartment

Interacting with a vinyl record may be subjective, but the corporeal aspect of it introduces a different perspective to this experience, especially looking at the work of DJs. For them, playing vinyl "demands a wider range of movement" and also brings out a "more tactile and expressive register" of body movements, something that cannot be replicated with computers. These are just a few examples of ritualistic practices in club culture, which is a professional context. However, there are rituals revolving around vinyl in non-professional

contexts, too: at home, vinyl is “like a guest in one’s apartment”, because it demands your attention and “requires periodic and regular treatment” (Bartmanski & Woodward, 2015).

Many consumers talk about the ritual or the experience of playing vinyl and, although it will obviously differ from person to person, the ritual will usually go along the lines of the following comment: “*There’s a very calming, soothing feeling to the ritual of taking out a record, admiring the artwork and track details, taking out the record, and carefully putting it on a turntable. There’s a lot of care and admiration associated with it, and it’s reflective of your emotions about your favorite tunes. You are literally and physically cherishing the music you love. Keeping them clean, owning your music permanently instead of being a lifetime cash cow for Apple or Spotify, and the pure lizard-brain rush of collecting colorful things are all part of it too.*” (r/KendrickLamar, user: thepokemonGOAT)

The descriptions above introduce the final type of features that are part of the vinyl design. Kinaesthetic features are how a user physically interacts with a product, for example through ergonomics or sensory cues (Noble & Kumar, 2008). In the data structure of this analysis, four features were found: the ritual/experience of consuming vinyl (33 comments), the preference for physical formats (27), record and setup maintenance (16) and haptic features (6). Kinaesthetic features were among the least mentioned among the consumers: collectively, the five features were mentioned in only about 22% of the comments; individually, no feature was mentioned in more than 10% of the comments. This finding is, surprisingly, contrary to various theoretical contributions. For example, a global report named liking to physically own music and liking the ritual of playing vinyl as the first, respectively the third most common reasons why people buy vinyl (IFPI, 2022).

4.1.4. Vinyl – bringing generations together

Recalling the guiding questions from Section 3.2, one of the objectives of this analysis was to find out more about the consumer of vinyl records. The contribution here is small, due to the few comments (54; about 15% of the total) describing the consumer. 14 fans are recent collectors of vinyl and almost twice as many have been long-time collectors. Of the 13 users who explicitly revealed their age, the majority (7) belong to Gen Z, 4 users to Gen X, one user to Generation Alpha and the last one to Generation Y (Millennials). Despite the small sample size, these findings still support recent claims that the vinyl revival is driven by the younger generations, particularly Gen Z (see Willman, 2022).

4.2. Netnography 2: Instant film revival

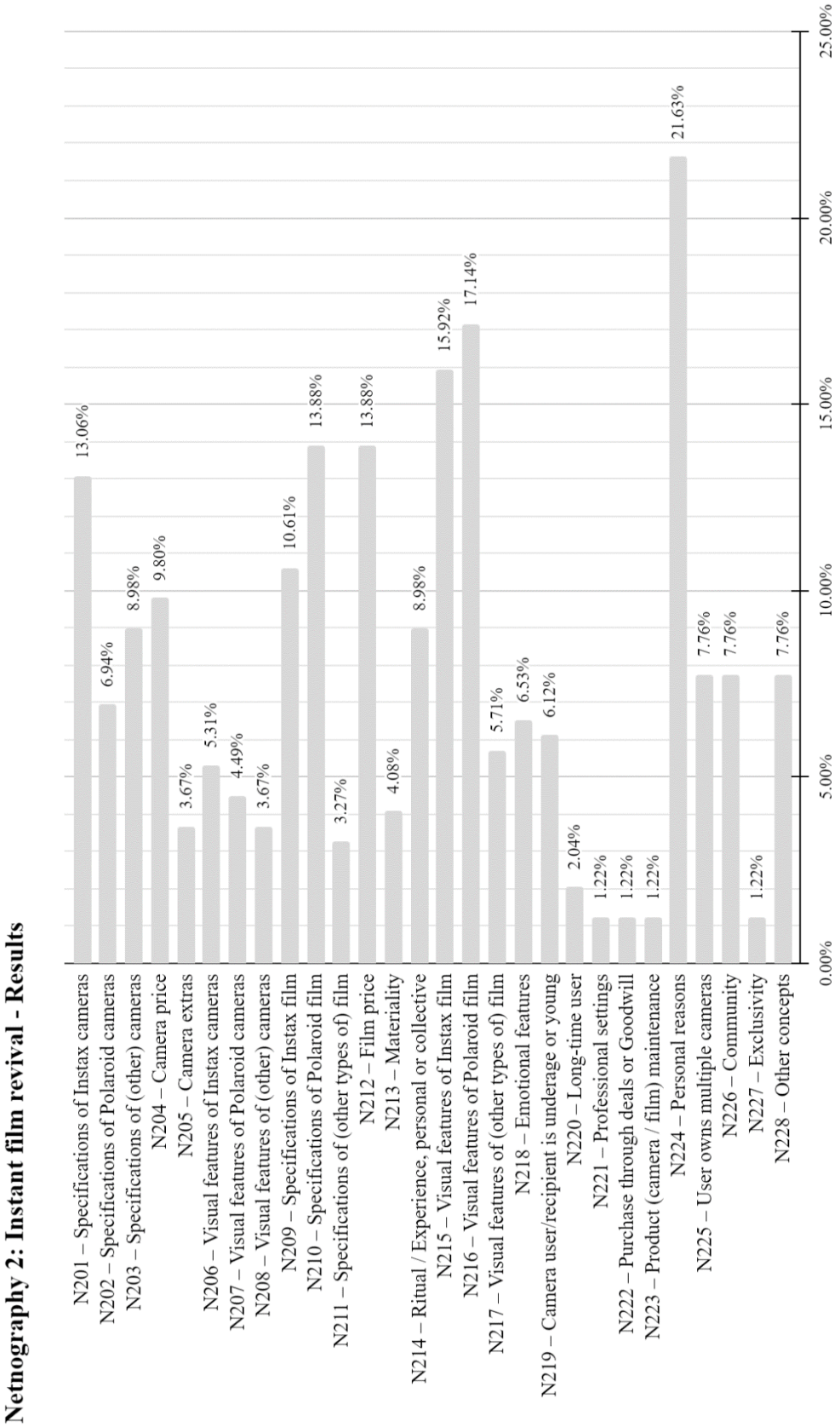
For the second netnography analysis, which focuses on the instant film revival, 245 comments (40.10% of the total) were collected. All comments are in English and more than half of the comments come from Reddit (136 comments), while the rest come from Photrio (65), Flickr (36) and PhotoNet (8). The data structure and results are presented in Table 4 and Figure 2, respectively, while all comments are reproduced integrally in Appendix C.

Based on the theoretical review and on a general read through of the comments, some remarks must be made before continuing. The contemporary instant camera market is dominated by Fujifilm's Instax cameras, followed by Polaroid's products, and this general preference for either Instax or Polaroid is directly reflected in the comments; this will explain why many of the concepts will predominantly focus on either Instax or Polaroid. When it comes to cameras, specifically, there are other competitors on the market, like Lomography, MINT or Kodak – they have been added to separate concepts. However, an interesting thing to note is that some of these competitors, such as Lomography, use Instax film for their cameras. For this reason, the film-related concepts are also primarily focused on Instax or Polaroid film.

Table 4. Netnography 2: Instant film revival – Overview of the data structure

Concepts (1st order)	**Themes (2nd order)**	**Aggregate dimensions (2nd order)**
N201 – Instax cameras, specifications **N202** – Polaroid cameras, specifications **N203** – Other cameras, specifications **N204** – Camera price **N205** – Camera extras	Utilitarian features of cameras	**Camera design**
N206 – Instax cameras, design **N207** – Polaroid cameras, design **N208** – Other cameras, design	Visual features of cameras	
N209 – Instax film, specifications **N210** – Polaroid film, specifications **N211** – Other film, specifications **N212** – Film price	Utilitarian features of film	**Film design**
N213 – Photo materiality **N214** – Ritual/Experience (Personal or collective)	Kinesthetic features of film	
N215 – Instax film, design **N216** – Polaroid film, design **N217** – Other film, design **N218** – Emotional features (nostalgia, uniqueness, etc.)	Visual features of film	
N219 – Camera user/recipient is underage or young **N220** – Long-time user	Consumer description	**The consumer in the stages of consumption**
N221 – Professional settings **N222** – Purchase through deals or Goodwill **N223** – Takes care of the product (camera & film)	Purchase and post-purchase behaviour	
N224 – Personal reasons **N225** – User owns multiple cameras	Internal influences	
N226 – Community **N227** – Exclusivity **N228** – Other concepts	**Other details**	

Figure 2. Netnography 2: Instant film revival – Results



4.2.1. The antidote to the smartphone

Some of the objectives of this second netnography analysis were to understand who the consumer of instant film photography is and why they choose this particular retro technology over other forms of photography (as per Section 3.2). The concepts that arose from the comments started to clarify the first question: the camera user or recipient is either young or they are a long-time user; they own multiple cameras and use them for plenty of personal reasons (such as capturing moments, memories, having fun or using them for special occasions); and, to a lesser extent (i.e., in a low number of comments), they bought the instant camera through deals, they maintain it and they even use it in professional settings.

Amassing a total of 53 comments (roughly 22% of the total), the most mentioned concept in the entire analysis was "Personal reasons", indicating that consumers seem to use instant cameras primarily for their own benefit ahead of using them for specific features, like in the vinyl revival. These personal reasons can be loosely grouped as follows:

Capturing the moment. Through their materiality, instant photos can take on an autobiographical function, by immortalising a certain moment and thus creating a timeline of somebody's life. Some commenters focus on documenting their own life: "*I too mainly use film photography to document my own life and time with friends*" (r/analog, user: Fortex1) and make it clear that "*Polaroid isn't about resolution proper color accuracy. It's about capturing the moment*" (r/Polaroid, user: UncleanonG). Others capture special moments of their families; one of the commenters has "*a box of polaroid and instax mini photos of my daughter since my wife was pregnant, I take a photo of her every year on her birthday so one day I can put it all together*" (r/instax, user: Sparky_mark23), while another made a true companion of their Instax camera: "*To date we've filled over 15 tiny albums full of instax mini photos. It has accompanied our family all over the country and the world*" (r/instax, user: old_snake).

Sharing the moment. To keep up with the times, at the turn of the century, Polaroid rebranded itself and started marketing the camera as a fashion accessory, sponsoring events and building relationships with creatives (Courier, 2021). That clever strategy led to one of the strongest associations still present today: Polaroid is a product of pop culture, perfect for festivals, parties and models. Users continue to use it as such – "*I think polaroid film has a specific application. For me I always bring them to parties*" (r/Polaroid, user: deldge) – and the associations also spilled over to the other big brands in the instant camera market: "*Ive met a lot of people who bring their Instax to festivals and I think the wide film would be great for group and stage shots!*" (r/Polaroid, user: thetackytourist). One of the most frequent promotional tactics at festivals is hiring promoters or photographers to take instant photos of attendees and handing them the picture. A photographer describes: "*honestly I can't put a price on the way I feel when I see someone's face light up as I hand them a Polaroid picture! For a lot of people they are something you only see on tv, you never really expect to get one yourself in real life*" (r/Polaroid, user: thetackytourist).

Enjoyment. The category of personal reasons could not be complete without the freest reason of them all: simply having fun with the camera. The design of the camera plays an important role in how much a consumer will enjoy using the product. One user gives us a precious insight between past and present cameras: "*The Ecru is even weirder but man, the 90s were full of fun camera ideas when designers could really have fun with it as a fashion medium and nowadays cameras are so 'serious' and 'pro'*" (r/analogcommunity, user: taomeister). Indeed, the "fun" design may not be well-received by everybody: "*Must admit to certain purism. Haven't really touched my Instax cameras since I got my [Polaroid] SX-70 and they feel a little like toy cameras now*" (r/Polaroid, user: maniku). Regardless, people still use the cameras to experiment and for their enjoyment: "*IMO Instax allows for a more fun and spontaneous experience*" (r/Polaroid, user: Kabong30); "*My house is full of films since then,*

and I brought one instant camera almost every time I move to some place where something special can happen" (Photrio, user: Juliendmgb).

In the dimension that describes the consumer, owning multiple cameras (19 comments) and the camera user being young (15 comments) were the second and third most mentioned concepts, respectively. From the comments, it appears that the users own about 2-3 cameras in different combinations: some go for a combination of brands ("*I love mine - I have a OneStep+, a mini 90, and a lomo wide and the lomo is the best of both worlds.*"; r/polaroid, user: ilovescones), while others stick to the same brand ("*I love Instax, I have a Wide camera, and a couple of the small wireless (mini and square) printers, these are amazing!*"; Photrio, user: mshchem). In a noteworthy case, a user has quite an enviable collection: "*I feel guilty for owning and enjoying my Instax Wide 300 and Link Wide printer… That being said, I'm always proud to show off my Polaroid collection. Like my near mint, 90's Hello Kitty Polaroid 600. Yeah it cost me $180, and yeah it does shoot like any other Polaroid 600 you could buy for $15. But it's a pink Polaroid camera with Hello Kitty on it!*" (r/polaroid, user: Superlolhobo). While many consumers did not reveal their age, a common thread among the users is that they give instant cameras as a gift to a younger person in their lives – "*My ten year old grandson ask me for a Polaroid camera for the Holidays and I bought him one with two packages of film*" (Photrio, user: Sirius Glass) – or that young people pick up these cameras themselves as their first contact with (non-digital) photography: "*Film Point & Shoots are cheap. Young people on low budgets and with an interest in film can probably afford the $5 or up to $100 to buy one, much less money than a phone I'm sure. There may even be an emerging respect among young amateurs who have known only digital, for the history of film photography, and wish to give film it a try. An inexpensive P&S is possibly their starting point*" (PhotoNet, user: kmac).

4.2.2. Instant cameras and their films

After personal reasons, the various users commented the most on the visual features of Polaroid film (42 comments) and those of Instax film (39), followed by three utilitarian features: the specifications of Polaroid film (34), film price (34) and the specifications of Instax cameras (32). The distribution of the concepts indicates that here, unlike in the netnography analysis of the vinyl revival, the importance of aesthetics has less to do with self-identity and more with a utilitarian perspective. Indeed, at a more abstract level, the utilitarian features of camera and film design were collectively the most discussed (206 comments; about 84% of the total), followed by the visual features of camera and film design (144 comments; 58.78%). Kinesthetic features of film design were only present in 32 comments.

Utilitarian features

As already mentioned, the utilitarian features of both camera and film design were collectively the most mentioned in this netnography analysis. For the camera design, there were five concepts: specifications of Instax, Polaroid and other cameras, camera price and camera extras. Under "specifications", one can understand the more technical aspects of a camera, like build quality, strength of the lenses and of the viewfinder, or even longevity. For example, "*Lomography makes some top-notch instant cameras for Fuji formats. The Wide is a solid choice, the Square Glass has a unique design and glass optics, and the Automat Glass is perhaps the best Instax Mini camera outside of the expensive MiNT units*" (r/polaroid, user: EuphoricPenguin22). Another user claims that the Lomo' Instant Square is "*the best camera*" and explains in detail: "*The Instant Square has a noticeably much better lens than the [Mini] 90, and maybe the OneStep+ as well, and it's longer so you don't have to be right next to stuff. I have some actually reasonable landscapes that I've shot with it in Portugal. The controls are also well set out and easy to use, and the zone focusing works well. I'd say that overall it was*

the best instant camera I've used. The main downside is that it's bulky when unfolded and relatively slow to deploy compared to the others, but that kind of comes with the longer lens" (Flickr, user: redspotted).

The same user also discussed the Instax Mini 90 model and described it as "*really convenient to carry and use*", but the lens is "*wide and not that great*" (Flickr, user: redspotted). Another user had a completely different opinion about this model: "*the camera is down right terrible, the lens is plastic, sharpness is like a butterknife. The viewfinder is not great, eye has to be positioned perfect or it blacks out*" (Photrio, user: cjbecker). From another point of view, Instax cameras have some "*fascinating quirks [...] like [it's] ability to give you a completely inverted image when you wildly overexpose it*" (r/polaroid, user: instant_stranger) and a camera like the hybrid Instax Mini Evo are "*such a great versatile camera*" (r/instax, user: Mcjoshin).

Polaroid cameras have a more mixed reception, from a technical point of view. On the one hand, the Polaroid Impulse camera is "*in terms of value [...] spectacular. It's also easy to carry and has, I think, the best framing of any box camera*" (r/polaroid, user: SeeWhatDevelops). However, other users have called the new Polaroid cameras "*terribly barebones. They don't even offer options for double exposure like my Instax, which is a very fun feature to get creative with*" (r/polaroid, user: real_utopias). Another commenter elaborates that "*there are some obvious limitations to image quality that are inherent in the design, notably the lens and the very limited control of focus*", however "*the fit and finish of the camera is actually excellent for the price*" (Photrio, user: Don Heisz).

Regarding film, users seem to agree that Instax film is technically superior to the new Polaroid films from a number of points of view. Regarding the time to develop, one user that has experience with both films says that Polaroid film "*[...] takes forever to develop, whereas Instax [...] develops really quickly*" (Flickr, user: redspotted). A related issue is the reaction of the film to temperature, a field where Polaroid film is apparently sensitive – "*Polaroid film is*

just too temperature sensitive. It's literally unusable in places with a hotter climate because it can't take temperatures higher than 28° C" (r/polaroid, user: IvanDSM_) – although some users disputed this: "*I shoot Polaroid film in the Mojave desert all the time. Never have an issue with it. Have also shot Polaroid film in subzero temperatures. Again never had an issue with it*" (r/polaroid, user: darthnick96). Finally, the longevity of the pictures is better on Instax film: "*Polaroid film ages like milk after exposing though. If you keep your pictures on a wall and not in a shoebox, they will quickly turn very purple/blue-ish within 2 or 3 years, which doesnt happen with Instax pics*" (r/polaroid, user: real_utopias).

Finally, the price concepts (camera and film) were mentioned together in 58 comments (almost 24% of the total). The concepts are highlighted because of the large difference in the cost of the two primary types of film. Comparing the best-selling film for Instax and Polaroid and looking at the most basic offering, at the time of writing, a set of 8 Colour i-Type Polaroid film retails at a suggested price of €16.99 (or about €2.12/shot). Instax Mini film, on the other hand, is available in a package of 20 photos at a suggested price of €18.99 (about €0.95/shot) (Amazon Deutschland a, b). Unsurprisingly, users explained that, despite the love for the format, Polaroid film is not an "*everyday instant photo format*" and one user elegantly called it "*the champagne of instant film, I take it out for special occasions*" (r/polaroid, user: superrad278). Another commenter added: "*IMO Instax allows for a more fun and spontaneous experience without having to worry too much about blowing $2 plus for a messed up shot*" (r/polaroid, user: Kabong30). Instax cameras are similarly seen as affordable: they are "*cheap, simple point and shoots*" (r/polaroid, user: maniku) and one user particularly gave a shout out to their Instax Wide as being "*much better for cost*" (r/polaroid, user: discovigilantes). However, some users also find some Polaroid models to be "*in terms of value [...] spectacular*" (r/polaroid, user: SeeWhatDevelops) and Lomography cameras are also "*top-notch instant cameras for Fuji formats*" (r/polaroid, user: EuphoricPenguin22).

Visual features

In the visual features, the number of comments mentioning Polaroid and Instax film (42 vs. 39) indicates that consumers do not strongly differentiate between the two, but there is a clear preference for them: visual features of other types of film (e.g., Portra film) were only mentioned in 14 comments (5.71%). As mentioned in the introduction of this section, this can be explained by the fact that there are cameras on the market which are not built by Fujifilm or Polaroid, but which rely on their films.

In the utilitarian features, Instax film was the technically superior film when compared to Polaroid. Regarding visual features, Instax film continues to have the upper hand: users appreciate that it "*renders [colors] properly and more consistently*" (r/Polaroid, user: isawagoose), it is "*sharper and more accurate*" (r/Polaroid, user: rottenwytch) and the monochrome film is "*lovely*" (Photrio, user: Daire Quinlan) and "*pure white*" (r/Polaroid, user: rottenwytch). Still, the film tends to be "*really high contrast*" (Photrio, user: Paul Ozzello) and it only works in certain settings: "*[...] it should work well for portraits, still life, and close ups in nature. But not so much for regular landscapes*" (Photrio, user: neilt3). Polaroid's new film, on the other hand, was launched on the market to polarising reactions, with some commenters complaining that the quality of the new film is not up to par with older film or with contemporary Instax film. Specifically, users are frustrated that the film "*ages like milk after exposing*" (r/Polaroid, user: real_utopias) and that it does not pass the longevity test anymore: "[...] *it's pretty incredible to see Polaroids from 30 years ago stapled to the walls of bars and clubs and while they're a little faded, the image is very much still intact! This is in comparison to my Polaroids taken 12 months ago that have been stored in dry, dark conditions 100% of that time and are noticeably faded…*" (r/Polaroid, user: Turgid-Derp-Lord). In any case, the people who prefer Polaroid film to Instax mention advantages such as the size of the picture ("*I prefer the big pictures, it was a big hook for me because I hate the tiny instax film*";

r/Polaroid, user: thebigscrongus) and offering a "*really special mood that you don't get with Instax film*" (r/Polaroid, user: maniku).

The design of the cameras themselves was mentioned in a small number of comments, totalling 33 for Instax (13), Polaroid (11) and other cameras (9). Some are fond of the look of the Polaroid camera ("*I am trying to make a decision on the Polaroid Go because while it's the cutest little camera*", r/Instax, user: SailorButtercup) and, in a particular thread, there was a unanimous opinion that the Polaroid SX-70 camera is the "*best polaroid camera there ever was*" and that it is "*one of the classic camera icons of the 20th century*" (r/polaroid; users, in order: Ghoul-art, fiftyonepointsix). The look of Instax cameras has a mixed reception: they generally look "s*o much like Fisher-Price toys*" (Photrio, user: removedacct1) and the Instax Wide *"is just too big*" (r/Polaroid, user: discovigilantes) for some, while others find that "*Instax does have an amazing look to it*" (Photrio, user: Daire Quinlan) and that "*Fuji are onto a winner with the SQ6. They look good (most important) like the Instagram icon and the build quality is good. It's the first Fuji I have seen (IMO) that could become iconic like some of the Polaroids*" (Flickr, user: Felim O).

5. Discussion and conclusion

"*We can forgive a man for making a useful thing as long as he does not admire it. The only excuse for making a useless thing is that one admires it intensely.*"

– Oscar Wilde, *The Picture of Dorian Gray*

The revival of retro technologies has been a well debated topic in literature, despite its little presence and the majority of it focusing on only one revival, namely the vinyl revival. Magaudda & Minniti (2019) pointed out the narrow focus that the scholars have on this topic, as many dismiss the revival as "a reaction to the digitalisation of physical objects and experiences", ignoring the fact that the resurgence of retro technologies includes some early technologies, too, such as retrogaming. Other scholars tried to explain it as a "cultural fascination for vintage objects" (Reynolds, 2011) or with nostalgia (Minju & Newman, 2021), although this latter reasoning has been swiftly dismissed by other authors (Bartmanski & Woodward, 2015; Foucart et al., 2018).

Interestingly, literature so far has not looked at how aesthetics relate to retro technologies; separately, they are both a symbol of self-identity. For example, consumers tend to diverge from others, particularly in product domains that are symbolic of identity, such as music. Even in the case of products that are utilitarian by default, like clothes, they can transmit a lot about the identity of who wears the clothes through stylistic features (e.g., colour) or personalisation (e.g., adding pins to a jacket) (Berger & Heath, 2007). These indicators, together with the products that people buy, are a part of what forms people's tastes and "by our taste we betray ourselves" (Munro & Scruton, 2023), meaning that we have the chance to transmit our desired identity through the products that we buy and display, but also that others can make assumptions about our identity (Berger & Heath, 2007).

Authenticity and price are also factors that can be linked to self-identity. Retro technologies can be perceived as authentic through their look or through tangibility. In the first case, Polaroid cameras, for example, have a "*retro classic look*" (Photrio, user: foc) and are preferred by some users over Instax cameras because "*a lot of it is about the feeling of shooting with something original and authentic*" (r/polaroid, user: maniku). In the second case, touching a vinyl record and interacting with its elements is important to self-identity; losing these elements to digitisation means that digital goods can be perceived as having less emotional and monetary value (Belk, 2013). Patina, or the different signs of wear and tear, can also enhance the authenticity of a product; vinyl can get scratched and its corners bent (Bartmanski & Woodward, 2015), while the colours of instant photos can fade in time. Finally, a common perception of the authenticity of a product is through its price, particularly in relation to condition and time: for example, older or rare records that are still unopened or in a new condition, or packs of instant film that have gone out of production.

Are all aesthetically pleasing retro technologies a strong indicator of identity? The findings in the two netnography analyses hint that people will more strongly identify with aesthetically pleasing products if they primarily use them to admire them, instead of primarily using their functional features. As a result, these results align with the words of Oscar Wilde quoted at the beginning of the section or with the findings of Townsend & Sood (2012).

Of the two products chosen for this thesis, the vinyl record represents the first category, where consumers choose aesthetically pleasing vinyl records to signal their identity. In the corresponding analysis, the artwork and the colour of the vinyl record were the most talked concepts, which aligns with findings from literature. A global report named "looking at the vinyl record" as the second most important reason why consumers buy vinyl, with 41% of them doing so (IFPI, 2022), while record collections have a particularly important visual aspect to them: they are able to transmit to onlookers an association that the owner wants to transmit,

namely the one with the artist (Giles et al., 2007). Packaging, as a whole, was important among the gathered comments, especially in the case of conditional purchases – fans will only buy a certain record if they know that it will align aesthetically with the rest of their records or if they believe there is a certain congruence between the colour of the disc, the artwork and the rest of the package.

The instant camera represents the second category, where consumers choose aesthetically pleasing products, but mostly due to their functional features and not because they necessarily want to transmit their identity. In the findings, consumers were mostly using two instant cameras, Instax and Polaroid, and they were primarily using them for personal reasons, such as capturing the moment, sharing the moment or simply for enjoyment. At an abstract level, utilitarian features emerged as the most discussed, and even at a concept level, the next most important concepts that users mentioned after personal reasons were all related to either the visual features of film, film price, or the specifications of film. Indeed, this mirrors the instant camera market, where all the big players uncoincidentally follow a strategy that highlights the many experiences an instant camera offers. Fujifilm's Instax camera, the current market leader, is "not just about taking. We are also about giving. And creating generous moments" (Instax, n.d.). Polaroid, the second best-selling camera, creates "beautiful tools to capture the meaningful moments in life" (Polaroid, n.d.). Kodak has been "enabling creativity since 1880", while Canon encourages you to #liveforthestory (Instagram, n.d., a, b).

Managerial implications

Based on the findings of the two analyses, some managerial implications can be noted. The revival of other retro technologies is already underway, as noted in the introduction, and designers and marketers should ensure that their products are not only functional, but have a high aesthetic value. As noted in the vinyl revival, consumers look for aesthetically pleasing

products that can bring a certain congruence in their collections; from the instant film revival, we can learn that aspects such as aesthetic value in time (longevity) are also important. A great example of a reviving retro technology that follows along these lines is the mechanical watch. Victorinox (n.d.), in particular, highlight all the various features that make their watches aesthetic works of art: "the finest traditional watchmaker's art", "a timeless investment in eternity", "robust cases made from stainless steel", "a transparent caseback that lets you look inside these most accurate mechanical watches" etc.

Another thing to take note of is the involvement of major pop artists in these revivals. As already noted by Willman (2022), a large part of the audience is driving the vinyl revival because they are experiencing the record as "their first and only physical format". Also, pop had the largest share changes by genre in 2021, compared to the previous year, and many of the top 10 year-end album charts increasingly feature current releases instead of older ones, with a notable presence of contemporary major pop stars, such as Taylor Swift, Harry Styles or Olivia Rodrigo. Taylor Swift is an example of a celebrity that has helped boost both the vinyl and the instant film revival. Her 2014 album *1989* was launched on vinyl (at the time, a format that was largely neglected) and the cover of the album featured a Polaroid photograph of the singer. The album was also available in five special versions, each containing a set of 13 special Polaroid pictures. The Polaroid CEO at the time, Scott Hardy, declared that fans "rushed out to buy instant Polaroid cameras as a result of the album cover" and that Swift is "the saviour of instant imaging" (Johnson, 2015). Later, to promote her 2017 album *reputation*, Fujifilm partnered with Swift and created a limited *reputation*-themed camera. It was a hit: 8.5 million Fujifilm Instax were sold in the nine-month partnership, a great leap from the 6 million Instax cameras sold in the entirety of 2016 (Courier, 2021).

Limitations and future research

There are some limitations to this work. As Section 3 shows, there was an attempt at gathering comments that would represent a world view and not just the English-speaking one; in the vinyl revival analysis, there were a few comments in languages other than English (namely Italian and German). As the Global Music Report from IFPI (2022b) showed, the ways of consuming music nowadays are very different in regions across the world, which is why scholars are encouraged to pursue this work in non-English-speaking online communities and to complete the big picture that started to be painted here. Similarly, because the majority of the comments was taken from the social website Reddit, this is a limitation mainly concerning the older generations, whose members may not be present on Reddit, but whose comments may be very insightful for this research.

In the netnography framework, one step to take before starting the netnographic process is a familiarisation with the platforms that are about to be studied. For this thesis, this was not necessary for Reddit, due to my years of experience with the platform; for all the other forums, instead, the preparation took place, thereby guaranteeing the following of their etiquette. Another ethical hurdle is the objectivity of the findings since they could be warped by the bias of the researcher. Because I am very familiar with one of the social media channels where the data retrieval took place, namely Reddit, the subjective bias was avoided by eliminating posts in which I was present, either as a poster or as a commenter.

A final point to mention is that, while there are new contributions to the vinyl revival, instant film revival and the revival of retro technologies as a whole, these two products may not be representative of their entire class, just because they are currently the best-selling ones or the most consumed ones. Scholars are highly encouraged to take a look at the revivals of other retro technologies and discuss them academically.

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Appendix A – Year-end charts: Vinyl sales in 2021 and 2022 worldwide

Notes: Artist/band in **bold**, album title in *italic*. Albums released in 2022 are in dark grey. Albums released in 2021 are in light grey. Global and Canadian charts were not available for 2022 at the time of writing.

Table A1. Year-end charts: Vinyl sales in 2022

	USA	UK	Germany
1	**Taylor Swift** *Midnights*	**Taylor Swift** *Midnights*	**Rammstein** *Zeit*
2	**Harry Styles** *Harry's House*	**Harry Styles** *Harry's House*	**Taylor Swift** *Midnights*
3	**Adele** *30*	**Arctic Monkeys** *The Car*	**Die Toten Hosen** *Alles aus Liebe:* *40 Jahre Die Toten Hosen*
4	**Olivia Rodrigo** *Sour*	**Liam Gallagher** *C'mon You Know*	**Harry Styles** *Harry's House*
5	**Taylor Swift** *Red (Taylor's Version)*	**Fleetwood Mac** *Rumours*	**Red Hot Chili Peppers** *Unlimited Love*
6	**Kendrick Lamar** *good kid, m.A.A.d city*	**Wet Leg** *Wet Leg*	**ABBA** *Voyage*
7	**Fleetwood Mac** *Rumours*	**The 1975** *Being Funny in a Foreign Language*	**Casper** *Alles war schön und nichts tat weh*
8	**The Beatles** *Abbey Road*	**Arctic Monkeys** *AM*	**Kraftklub** *Kargo*
9	**Tyler, the Creator** *Call Me If You Get Lost*	**Fontaines DC** *Skinty Fia*	**Ozzy Osbourne** *Patient Number 9*
10	**Billie Eilish** *Happier than Ever*	**Muse** *Will of the People*	**Broilers** *Puro Amor*

Table A1. Year-end charts: Vinyl sales in 2022 (continued)

	Australia	Italy
1	**Taylor Swift** *Midnights*	**Harry Styles** *Harry's House*
2	**Harry Styles** *Harry's House*	**Pink Floyd** *Dark Side of the Moon*
3	**Spacey Jane** *Here Comes Everybody*	**Noyz Narcos** *Virus*
4	**Arctic Monkeys** *AM*	**Marracash** *Noi, loro, gli altri*
5	**Ed Sheeran** *=*	**Måneskin** *Teatro d'ira, vol. I*
6	**Queen** *Greatest Hits*	**Francesco Guccini** *Canzoni da intorto*
7	**Nirvana** *Nevermind*	**Fabri Fibra** *Caos*
8	**Fleetwood Mac** *Rumours*	**Arctic Monkeys** *AM*
9	**Harry Styles** *Harry Styles*	**Lazza** *Sirio*
10	**Pink Floyd** *Dark Side of the Moon*	**Pink Floyd** *Animals*

Sources: ARIA, 2023 (Australia); Billboard, 2022 (USA); FIMI, 2022 (Italy); Official Charts, 2023 (UK); Rolling Stone Deutschland, 2022 (Germany)

Table A2. Year-end charts: Vinyl sales in 2021

	Global	USA	UK	Germany
1	**Adele** *30*	**Harry Styles** *Fine Line*	**ABBA** *Voyage*	**ABBA** *Voyage*
2	**Harry Styles** *Fine Line*	**Taylor Swift** *Folklore*	**Adele** *30*	**Adele** *30*
3	**Fleetwood Mac** *Rumours*	**Taylor Swift** *Evermore*	**Fleetwood Mac** *Rumours*	**Broilers** *Santa Claus*
4	**Olivia Rodrigo** *Sour*	**Billie Eilish** *When We All Fall Asleep, Where Do We Go?*	**Ed Sheeran** *=*	**Die Toten Hosen** *Learning English Lesson 1*
5	**Billie Eilish** *Happier than Ever*	**Billie Eilish** *Happier than Ever*	**Amy Winehouse** *Back to Black*	**Ed Sheeran** *=*
6	**Taylor Swift** *Red (Taylor's Version)*	**Queen** *Greatest Hits*	**Nirvana** *Nevermind*	**Radiohead** *Kid A Mnesia*
7	**The Beatles** *Abbey Road*	**Olivia Rodrigo** *Sour*	**Queen** *Greatest Hits*	**Taylor Swift** *Red (Taylor's Version)*
8	**Nirvana** *Nevermind*	**Prince and the Revolution** *Purple Rain (Soundtrack)*	**Lana del Rey** *Chemtrails Over the Country Club*	**Nirvana** *Nevermind*
9	**Pink Floyd** *Dark Side of the Moon*	**Michael Jackson** *Thriller*	**Wolf Alice** *Blue Weekend*	**Deep Purple** *Turning to Crime*
10	**Taylor Swift** *Evermore*	**Fleetwood Mac** *Rumours*	**Harry Styles** *Fine Line*	**Motörhead** *Everything Louder – The Very Best Of*

Table A2. Year-end charts: Vinyl sales in 2021 (continued)

	Canada	Australia	Italy
1	**Adele** *30*	**Adele** *30*	**Pink Floyd** *The Dark Side of the Moon*
2	**Taylor Swift** *Red (Taylor's Version)*	**Nirvana** *Nevermind*	**Marracash** *Noi, loro, gli altri*
3	**Taylor Swift** *Evermore*	**Harry Styles** *Fine Line*	**Harry Styles** *Fine Line*
4	**Harry Styles** *Fine Line*	**Arctic Monkeys** *AM*	**Måneskin** *Teatro d'Ira, vol. I*
5	**The Tragically Hip** *Saskadelphia*	**Queen** *Greatest Hits*	**Nirvana** *Nevermind*
6	**The Beatles** *Abbey Road*	**Amy Winehouse** *Back to Black*	**Harry Styles** *Harry Styles*
7	**Olivia Rodrigo** *Sour*	**Nirvana** *MTV Unplugged in New York*	**Vasco Rossi** *Siamo qui*
8	**Vince Guaraldi Trio** *A Charlie Brown Christmas*	**Fleetwood Mac** *Rumours*	**Franco Battiato** *La voce del padrone*
9	**Various Artists** *Guardians of the Galaxy: Awesome Mix Vol. 1*	**Pink Floyd** *The Dark Side of the Moon*	**Blanco** *Blu celeste*
10	**Billie Eilish** *Happier than Ever*	**Lorde** *Solar Power*	**Pink Floyd** *The Wall*

Sources: ARIA, 2022 (Australia), Billboard, 2021 (USA); FIMI, 2021 (Italy); IFPI, 2022 (Global); Kej, 2021 (Germany); Luminate, 2022 (Canada); Official Charts, 2022 (UK)

Appendix B. Netnography 1: Vinyl revival – Data set

	Post	*User & comment date*	*Comment*	*Concepts*
		r/vinyl		
1	Iron Maiden…,	Total_Doofuss484 06/01/2023	"My Iron Maiden collection. I find the artwork on the cover to be so unique, like their music. Had these albums for a long time, but hadn't listened to them in years. I felt like some metal , so I put them on. What memories they brought back,especially The Number of the Beast! To me, collecting and playing records is like my Time Machine. Brings back lots of great memories."	N102, N110, N116, N124
2		thisismyredditacct 06/01/2023	"Half the reason I ever bought a Maiden record was because of Derek Riggs he's just as responsible for their early success as the music. Eddy is such a part of the band's identity."	N110
3		Hoosier_Daddy40 07/01/2023	"Got 'em all through Somewhere in Time, but just picked up the re-release of Seventh Son. Have enjoyed every one of them through the years. And I agree with the artwork... that's what really started my Maiden journey (Maidenhood just sounds so WRONG to say). You can find, online, the artwork for the singles, too. Amazing work, all of it. Enjoy the records!"	N110, N116
4		NeoPossum 06/01/2023	"I keep trying to get into this band but the cover artwork is my personal kryptonite lol"	N110, N117
5	Alan Parsons, I Robot…	OkRazzmatazz8103 06/01/2023	"A masterpiece, every song is great from beginning to end. So well recorded that this is one of my go to albums for testing out new stereo gear. He also worked on Abbey Road and Let it Be as well as Al Stewart's Year of the Cat. Are just a couple of feathers in his cap."	N103
6		KingOfTheEigenvalues 07/01/2023	"This album wasn't my cup of tea, but I really like the cover art. I always admire when an artist puts cool art on their albums. This gives me '50s Sci-Fi vibes."	N110
7		greghead4796 07/01/2023	"Great great record. One of the best headphone records ever created."	N103
8	Love hidden messages in the dead wax. What's the best one you've	YeShlugFan91 06/01/2023	"Love hidden messages in the dead wax. What's the best one you've seen in your collection?"	N120

	Post	*User & comment date*	*Comment*	*Concepts*
	seen in your collection?			
9		HotQuestion2921 07/01/2023	"Dead Kennedys fresh fruit for rotting vegetables says “well, who are the brain police???” In the dead wax, a reference to Frank Zappa’s mothers of invention. One of my favorite bands referring to my favorite artist, it’s the perfect Easter egg."	N120
10	Recently started collecting and discovered this sub. Wanted to share my inspiration: my father's record collection.	mdawgig 08/01/2022	"Hi, r/vinyl! My father has collected records for as long as I can remember. This picture contains most of his records, but there are a few in various other places around the house and in storage. A rogue Thriller here or there. I didn't actually even like records growing up, but now that I've officially caught the bug (I blame Taylor Swift), I've grown to really appreciate my dad's collecting and the fact that he taught me how to find, appraise, care for, and appreciate records. (It has also been a curse, because my being record-literate has allowed me to jump straight into the deep end of collecting. My wallet is screaming, crying, begging for mercy.) I figured y'all might want to see his collection. I think it is neat. He does not use Reddit, but I'll send him the link or screenshots later if I think he'll appreciate the comments. :)"	N103, N104, N108, N112, N115, N124
11	No Spotify needed	TeaVinylGod 29/01/2022	"I like to own hard copies of my favorite things like cds, vinyl and dvds. You never know when they will be banned, taken away, altered or censored. I have Song of the South on dvd. Won't be able to stream that on Disney +"	N107
12		At0mJack 29/01/2022	"Even just things like your internet going out, or when the pandemic first started and everyone was at home streaming and crashing servers. That's why I own physical media. Well, one of the many reasons."	N107
13		throwaway2006650 29/01/2022	"Spotify. Pfft. It's free on youtube but I rather own physical media."	N107
14		Broad_Sample_4089 29/01/2022	"Classic album. I love spinning this record after a long day of work, I have the og 1972 version"	N122
15		sdj2 29/01/2022	"Found an original pressing today at my local spot but couldn’t pull the trigger, just a bit out of my price range. Enjoy!"	N104, N117
16		sosubservient 29/01/2022	"Well, as we all know, Spotify complied with Neil Young’s request to remove his work off their platform. As a result, we can no longer listen to his work on Spotify. This recent news made me very happy that I have this record in my collection. It truly is a classic and his second best work. This specific version is a very rare colored version.	N111, N112, N113

	Post	*User & comment date*	*Comment*	*Concepts*
			To the best of my knowledge, this is the only official colored vinyl release of his music. Pretty cool piece that I'll be spinning this afternoon."	
17		Adamsm83 29/01/2022	"I was just thinking today I should support him buy picking up a vinyl of his."	N124
18	Recently bought my dad a turntable and some starter copies of his favorites for his 65th birthday. Received this text from him today about the gift, this is what it's all about for me.	ChutzpahMan 30/01/2022	Dad: "You returned a whole dimension in my memory that has been quiet for decades" Son: "Enjoy it. That's what I love about it all" Dad: "The fact that you brought me back around to something that was an important part of my life and development is a profound thing for me. I am grateful that my son brought me back to my roots"	N124
19		ChutzpahMan 30/01/2022	"Can't express hearing this means to me, he was the one that opened my eyes to genres of music and albums that I was unaware of throughout my life, part of why I started collecting in the first place was that I was newly employed with some disposable income and he was still job hunting and we both found enjoyment in sitting on the couch and listening to records during the trying times. Excited to have a collecting buddy now."	N116, N124
20	My father passed away a few weeks ago I inherited his vinyl record collection.	ScienceGetsUsThere 17/04/2022	"My father passed away a few weeks ago I inherited his vinyl record collection."	N124
21		PassTheTroyMahalo 17/04/2022	"Sorry for your loss. My dad passed away in January and also left me his huge record collection. It's been nice to be able to listen to his favorites. I was in a similar situation where there were some I just wouldn't listen to/didn't like so I ended up giving them to some friends."	N124
22		Dartmouthest 18/04/2022	"Hey I'm sorry for your loss and for what small consolation it might be now, as time moves forward and life carries on, it's really nice to have these items that your dad loved that may yet evolve into being something that you love too. I also inherited some	N112, N124

	Post	*User & comment date*	*Comment*	*Concepts*
			classic vinyl, a lot of blues records that turned out to be quite valuable, but up until then they were records that I didn't really have that much interest in. Six years later I am beyond words relieved that I didn't sell any of them, as I've developed a new appreciation for both the music and what they represent. Anyway, half way might be the way to go, but if the money isn't going to significantly change your life at present, and I guess depending on the nature of your relationship with your dad, there's some chance these will grow to be priceless to you in the future. All my best and my condolences on your loss."	
23		mwuttke86 18/04/2022	"You will be honoring him with each listen. As a Dad with a son and a vinyl collection, that's something meaningful."	N116, N124
24		never0101 18/04/2022	"This is exactly how I got into this hobby. My dad's collection was a lot smaller and I sat on it for a solid 10 years before finally thinking "maybe it'd be cool to get a table and listen to these" and now I'm in deep. It becomes a cool tribute to him. You get to learn about your dad by what music made him happy. Sorry for your loss, let his memory live on in that music!"	N116, N124
25	Not sure if I can post this here, but I'm 15 and just got my first record player!	prodcapri_ 12/08/2022	"Not sure if I can post this here, but I'm 15 and just got my first record player!"	N118 (Z)
26		Fabulous_Date2743 13/08/2022	"I'm about to be 43, started collecting again 4 years ago. To pimp a butterfly was the 3rd album I purchased. The first two were Back To Black, and AM by the Arctic Monkeys."	N115, N118 (X)
27		Fabulous_Date2743 13/08/2022	"It becomes a habit, really fast. I'm up over 500 already. I recommend, hitting thrift stores. You can find some awesome finds, and for cheap."	N116, N119, N122, N128
28		CJcedero7 13/08/2022	"I am also 15 so it's cool to see someone else my age who likes vinyl."	N118 (Z), N126
29		bigbrothero 12/08/2022	"I remember the days when I first started collecting vinyl, I was 15 too. Those were the days. I'm 16 now."	N115, N118 (Z)

	Post	*User & comment date*	*Comment*	*Concepts*
30		chesterrrrrrrrrr 12/08/2022	"I was 13 when I started. I'm now 15"	N115, N118 (Z)
31		Comprehensive-End69 13/08/2022	"Is 12 too young for this sub? Started my collection when my dad brought back an old Fatman amp and speakers, found a few records from my nan like jean micheal Jarre and mike oldfield got a turntable as an early Christmas present and never looked back i now it’s own some amazing records like slipknot,tool and happy mondays this community has opened up so many new paths to music a few months ago I had never really listened to Iron Maiden but after joining this sub I own 5 records from them. I’ve worked all summer to afford a deluxe edition fear inoculum vinyl it’s a great community and I hope you have fun!"	N118 (Alpha), N124, N126
32		devmar812 12/08/2022	"Congrats!! I was 15 when I started and am a 26 year old and still collecting. My recommendation is always be on the hunt! Yard sales and used places are the best for finding good oldies"	N116, N118 (Y), N128
33		lsda 12/08/2022	"Congrats, i was about 15 when I got my first turntable and first started collecting vinyl too! It's hard for me to believe that was itself about 15 years ago.... For cleaning records, microfiber wont harm the records, and will do a decent enough job at removing surface dust. Anti-static brushes are nice, but how detrimental static feedback is kind of determined by your climate. Colder dryer climates are much more prone to static than humid warmer climates, though you inevitably will have some static wherever. If you are in a warmer more humid climate, I think a velvet brush with solution would be a better early investment. It wont eliminate the static as well but it will do a far better job at cleaning the surface of your records than the static brushes or microfiber cloth would. I think it would be especially important if you plan on buying older used vinyl. Inevitably you will get dust in your needle, they make things that work great for cleaning needles that will run you about 20 bucks, turntable stylus gel, it also helps to reduce static. In the meantime, a clean small paint brush (like a canvas painter would use, not a house painter) would work far better than using your fingers to pick it off or blowing and you can pick that up for less than a dollar. While they make brushes specifically for needles as well that run you around 15ish. They're better than a paintbrush but worse than the gel in my opinion so if you were gonna spend 15 just	N102, N103, N108, N116, N126, N128

	Post	*User & comment date*	*Comment*	*Concepts*
			spend the extra 5. Discogs is a great online site for buying vinyl and selling vinyl, you wont get necessarily great deals on records there, you'll pay market price, but its a great resource to find exactly what it is youre looking for. Its a far better option for records than ebay. Small thing, and youre not doing this in the pics, but try not to store records laying down flat and stacking them, that can ruin the covers and cause ring-wear. Essential records really depends on taste so its hard to recommend. All Kendrick is great, but i feel like TPAB is like the definitive of his records. But heres some classics across genres and decades that I kind of thought of off the top of my head that are classics. There are a lot of other albums too and by no means is this a definitive list but these are the first that came to mind. 50s: Kind of Blue- Miles Davis (Jazz) 60s: Abbey Road- The Beatles, Velvet Underground & Nico-S/T, Pet Sounds- The Beach Boys, A love Supreme- John Coltrane 70s: Dark Side of the Moon- Pink Floyd, Led Zeppelin Untitled (Led zeppelin IV)- Led Zeppelin, Zombie- Fela Kuti, Ziggy Stardust- David Bowie 80s: Disintegration- the Cure, Daydream Nation- Sonic Youth, Purple Rain- Prince, Thriller- Michael Jackson, Doolittle- The Pixies 90s: Fear of a Black Planet-Public Enemy, In Utero- Nirvana, Loveless- My Bloody Valentine, In the Aeroplane over the Sea- Neutral Milk Hotel, Soft Parade- Flaming Lips, Stankonia- Outcast, 00s: Funeral- Arcade Fire, Deltron 3030- S/T, Gorillaz-Demon Days, Wilco- Yankee Hotel Foxtrot, Kid A- Radiohead, In Rainbows- Radiohead 10s: Damn- Kendrick, Good Kidd Madd City- Kendrick, Plastic Beach- Gorillaz, Vacation- Bomb The Music Industry, Lucky Leaves-Krill, The Smile Sessions- The Beach Boys, The Suburbs- Arcade Fire, Hospice- The Antlers, Awaken my Love- Childish Gambino, My Beautiful Dark Twisted Fantasy- Kanye Different pressings will affect the sound of records, even comparing two brand new albums, since youre just beginning and your equipment is rather basic I wouldnt really bother with any of the audiophile stuff yet. Acoustic sounds is a great website for new	

	Post	*User & comment date*	*Comment*	*Concepts*
			high quality vinyl, but idk if those copies would be of much value at this point in your collecting and the money would be much better spent on amassing more of a collection and then you can go back in a few years and try out different pressings and audiophile sound and stuff."	
34		puppyxguts 13/08/2022	"That's awesome you're starting so young! Nothing like putting on a record and really making time for it and really listening instead of just putting something on in the background. It really is an experience. If you're into soul, I really love "Oogum Boogum" by Brenton Wood and "Tighten Up" by Archie Bell & the Drells. Smokey Robinson is great, and if you can find anything released by Sceptre Records such as the Shirelles, that's all considered northern soul and its all so good. Another recommendation is the Super Fly soundtrack by Curtis Mayfield. He's amazing. Some must have hip hop records imo: Kendricks "DAMN.", Tyler the Creators "Scum Fuck Flower Boy". Nas' "Illmatic". Outkasts "Aquemini". Can't really go wrong with any of the first three Tribe Called Quest albums either. If you start buying random records as I sometimes do, or find an artist you really like and want to find similar bands, a good trick I was taught is to search for the record label that put out their stuff and you'll most likely find a bunch of new music you'll enjoy. Have fun! Oh, I'd second scouring discogs.com also. Hip hop records have always been kinda pricey so that's just something that you'll have to deal with. But I stead of buying new online or from a big box store, if there are any independent record shops in your area you may be able to find used stuff or even new for a bit cheaper. If you just wanna crate dig and find weird stuff that's real cheap many thrift stores like goodwill have records. Many won't be good but you can find some gold. Antiques fairs or flea markets, too"	N102, N109, N119, N128
35		PossibilitySafe7870 12/08/2022	"Congrats!!! I was also 15 when I started collecting records, and I still have some of those 45s playing in my jukebox today, 55 years later. Still addicted and always on the hunt for new sounds. My music holds the memories of my life."	N116, N124
36		Ordinary_Meaning_602 13/08/2022	"I’m 14 my first was gkmc and tpab is my second"	N115, N118 (Z)
37		OneCharged 13/08/2022	"also welcome, im 16 and recently started collecting"	N115, N118 (Z)

	Post	*User & comment date*	*Comment*	*Concepts*
38		_packetman_ 13/08/2022	"I think I was about 14 or 15 when I made my first splash into hifi. Got those early 90s JVF components that were grey and some KLH floor speakers. Still into the hobby 30 years later. Enjoy your journey through sound!"	N116
39		I_poop_deathstars 13/08/2022	"I was 14 and have been keeping at it for 22 years. Happy record hunt!"	N116
40	I LOVE clean pristine records. It's just an esthetic pleasure to watch	casewood123 31/07/2022	"I just bought an original 1982 copy of Phil Manzanera Primitive Guitars that looks like it's never been played for $6.99 at a vintage vinyl shop. Finding original wax in pristine condition really pleases me. Especially at a great price."	N110, N112, N103, N104, N119
41		lakmus85_real 31/07/2022	"Sometimes I think that the only reason I got into this hobby is not even the sound, or the fact that it's a music I like, but rather embracing a journey to make an extremely fragile and sensitive physical media exemplary clean. This makes my little OCD happy. Things took another turn after I bought an ultrasonic cleaner. This is a different ballgame now and I love it. UPD: it's hard to believe I scored this record along with two dozen it's friends in a classic music collection IN A FREE BIN of a local record store"	N108, N119
42		Difficult_Ad9837 31/07/2022	"It's the beautiful part of having physical media. The shine on the actual vinyl and the prestine condition of the jacket itself."	N110
43		randyhalfway 31/07/2022	"Love it. I take my records out all the time, just to look at them. They're so cool."	N110
44		FramerKat 31/07/2022	"All of my original vinyl from the 80s looks like that. I was trained well by my audiophile family to treat records with care. I also learned very early on to NEVER loan out records. The one time I did, my friend played it on her crappy Soundesign system and it skipped from that point on. 🤦"	N108
45		Nikola_Badnjar 01/08/2022	"This is why I make sure to spend time looking at which press of a new album to get, because some will come from the pressing plant looking like someone ate dinner off of it. It's pretty crazy how premium of a product vinyl can be, and the QC is non existent for the most part."	N110
46	My first 4 records!	patxi99 08/10/2022	"After a lifetime of listening to music in different formats from radio, cassettes, compact discs, then mp3 and finally streaming, and yet I had never owned a turntable or vinyl, so now in my late forties it was a good time to start this new journey with this	N102, N115,

	Post	*User & comment date*	*Comment*	*Concepts*
			small selection that I hope will expand rapidly in the world of punk, rock and heavy metal. Next step: Metallica"	N118 (X)
47		a_little_lost_always 08/10/2022	"I also just started this hobby at 43 😊. Enjoy. I want that Appetite for Destruction album."	N115, N118 (X)
48		mpaproth 08/10/2022	"As someone in my 40s who also recently (about a year ago) started actively collecting, after decades of pirating and streaming, it was useful to set some goals for myself. I know I'll never recreate my entire musical collection/interests on wax, but I wanted to have some specific objectives. Some artists who I wanted everything by, some genres I wanted a selection of, some artists I decided a greatest hits was enough by, some decades I wanted to focus on…. Regardless what your goals are, happy collecting!"	N115, N118 (X), N127
			r/TaylorSwift	
49	Midnights album cover is final, but it will have a tiny change.	BattalionX 31/08/2022	"Agreed! Excited, but not a fan at all for aesthetic purposes. Definitely won't be buying the vinyl personally or any art yet until I know it'll mesh well with the others. But who am I to judge."	N110, N117
50	SwiftTok: Taylor Shows Off New Limited Edition Vinyl Variants, Jade Green, Blood Moon, and Mahogany, available this week only	[deleted] 01/09/2022	"I might have chosen the one with her by the piano if I had a choice when I ordered"	N110, N105
51		Prettyorganist 01/09/2022	"Thankfully the first one is one of my two favorites. But man, I might have gotten the green one if they'd all dropped at the same time..."	N111, N105
52		Cityofstarlightt 01/09/2022	"THE VIBES ARE IMMACULATE- jade green, blood moon, mahogany??? How are these all comforting and magical and still completely unique. I love her, this is an ARTIST"	N110, N111, N112
53		MadAugustWoman 01/09/2022	"Tbh I'm not at all disappointed with the original standard edition. I think it's the prettiest of them all, and same with the cover. I really liked the jade variant so I got	N110, N111

	Post	*User & comment date*	*Comment*	*Concepts*
			that, but, I would be just as happy with the standard if that's all I was able to get. 🤷"	
54		MadAugustWoman 01/09/2022	"It's FOMO. Especially with vinyl. You really have to be on top of things when you collect vinyl because they can sell out extremely fast and it's never guaranteed that they'll be back in stock. If you're really into collecting, getting the variants afterwards is so expensive. A friend of mine said that she spent $500 getting the Folklore variants recently, because she didn't get them the first time around. Vinyl and Signed CDs are the only thing I get ASAP. Other merch you can generally still get for a while after they hit the site. A lot of people said they missed out on the cardigan but it was on the site for months after initial release. The scarf and Red ring also pretty much never sold out either."	N104, N120, N123, N125
55		Sparklejellyfish 01/09/2022	"Fair! I think the excitement is part of it, like being sure you already have the thing you know you're gonna get anyway (kind of like when a book releases, no worries about fighting at checkout, skip the queue and be able to start as soon as you get it) and another part is to be part of the X amount of sales in the first week. I suppose fans want to be part of that success and not delay getting it. GP might get it at a later date but if an album is X copies sold that counts for charts. KPop is doing that a lot as well. This is just my theory though. But I think fans are like, I'm gonna get it anyway, I want to be sure I get it, let me preorder now. And if preorders do really well, that also sometimes helps with other things, like for tour tickets etc maybe a way of getting a ticket earlier if you had proof of purchase for example"	N122, N123
56		Hlldvsn 01/09/2022	"This is my first time buying vinyl, I've only ever bought CDs in the past. The aesthetics are just too stunning and I want to display them! More as collector's items than an actual music source. I'll definitely be streaming her music 95% of the time."	N110, N114
57		ally1707 01/09/2022	"Jesus… I had to get the Mahogany one too. Not me dropping €80 on two versions of an album I haven't even heard yet"	N111, N104, N125
58		Hlldvsn 01/09/2022	"I got them all :') they're all so stunning and will display so nicely as a quad, my first vinyls!"	N110, N114, N125
59		fgsfgbsf 01/09/2022	"Can i just say i think its interesting all these new vinyl ideas acts are coming out with to shift vinyls with their resurgence in popularity. Like them only being available for one week if ive understood that correctly. Same with olivia rodrigo i think she released	N113, N121

	Post	*User & comment date*	*Comment*	*Concepts*
			different editions in different places to collect them all. and making the tiktok, which her team have utilised before, easy and effective branding. i also like with taylor how everything is very professionally made like the page at the end of the tiktok"	
60	New Limited Edition Vinyl and CD collection up on the merch store, available this week only	maquiale 01/09/2022	"Oh my god Jade Green just stole my heart"	N111
61		amw90 01/09/2022	"Same. I've never bought a record before and had no intention to, but the color and cover of this one? Immediately sold"	N110, N111
62		Lonely_egg_McMuffin 01/09/2022	"Yeah literally I don't even have a record player"	N114
63		CourtesyFlush33 01/09/2022	"Mahogany is going to be my first vinyl in years. I never felt so strongly to pre-purchase anything but oh my these are amazing just on aesthetics alone."	N110, N111
64		hatteigh 01/09/2022	"Do - do you guys see the Jade Green one? DO YOU SEE IT? The standard edition I already thought was the best pressing she's ever released excluding RSD releases, but DO YOU SEE HOW GORGEOUS THESE ARE? Anyway, can't justify getting all of them, but they're just so beautiful. International Swifties, I'm sure they'll be available to us in a couple hours, same as the folklore variants were."	N110, N111
65		hatteigh 01/09/2022	"I collect records as a hobby (not very deep into it, though, or anything), but I'm not a serious enough collector that I can justify buying all of them. Also, I don't want to scalp them (you can make really good money scalping them, especially if Midnights somehow makes Taylor even more popular, but it just feels icky). But just seeing these records — like I'm not going to own them but just the fact that they exist is amazing. Like they're so gorgeous."	N110, N122
66		suprstar16 01/09/2022	"Right? I wish she would've dropped them all at once. I went ahead and emailed to cancel my blue one because I like the green one better and i can only afford (and really only need) one copy. I've honestly gotten tired of the constant limited edition merch drops. Doesn't give me time to think about if I really want a piece of merch."	N111, N113, N104, N105

	Post	*User & comment date*	*Comment*	*Concepts*
67		Daisy-Navidson 01/09/2022	"It's so obnoxious. It creates a scarcity complex where people make multiple orders because something drops and they HAVE TO BUY NOW BEFORE ITS GONE FOREVER. Meanwhile if she dropped everything at once (or at least in drops more spaced apart with more stock available) a lot of people wouldn't buy so much because it's not actually that great of merch. Obviously that's why she does it lol, but it leaves a nasty taste in my mouth. Like you know damn well she's dropping more merch in a week or so."	N113, N123, N105
68		vicioussaints 01/09/2022	"It's absolutely terrible now that they claimed this would be available for 1 week only .. yet they pop up with all of them available again. Why did we even buy the limited release?"	N113, N105
69		isn_it_isn_it_isn_it 01/09/2022	"she's a business person as well as an artist, so kind of, yeah these are just options for people who like to collect things and have the extra money to throw around I don't collect vinyls, so I'm holding out my extra cash for merch and signed versions. it's okay for her to offer options. it doesn't hurt or disadvantage anyone to not buy them."	N117, N120
70		geo_lib 01/09/2022	"That's not what I'm saying tho, like it's fine on our end! But the ethics behind the release in the first place are a bit of a grey area. Like yeah it's nice for people who can afford them (these ones particularly are gorgeous) BUT the move in releasing them after people already pre ordered the original one? Sketchy. She knows at least a portion of fans won't email to cancel their first order they'll just double up. And environmentally speaking, YIKES. Plastic cd cases? 4 versions of them?? She's not doing this for her fans, she's doing it for sales numbers. And I know, why can't we both benefit? We get cool vinyl versions and she makes sales? Ugh this got a bit messy, I appreciate she's a boss ass buisness bitch, I just would really like to see her be a bit less capitalist queen and a bit more conscientious. I also respect why not everyone would want to see that tho 😅"	N104, N105, N113
71		isthisafinsta 01/09/2022	"Just don't buy it! That's okay! So many artists do special edition stuff, she didn't invent it. I'm someone who really loves the opportunity to have something special like this in my collection. It's not for everyone. The whole thing will be free on Spotify!"	N107, N113
72		Slothy13eva 01/09/2022	"I think they all look pretty nice, but I really love the light blue vinyl colour so I think I'm going to stick with that. I like some of the other covers a little more, but I won't be displaying the records anyways, so it isn't the end of the world to me."	N110, N111

	Post	*User & comment date*	*Comment*	*Concepts*
73		Objective-Welcome-11 01/09/2022	"Yeah, I really like the color of that vinyl! And the cover art looks imaginative to me while the others feel quite a bit more heavy/morose. I'm sticking with the original! At least until/unless there's a Deluxe!!"	N110, N111
74		Lawfanduh 01/09/2022	"I don't have a record player or any way to play a CD but for some reason I need them all! Lol"	N114
75		OminousHallway 01/09/2022	"Fuck yes. Taylor's done such a good job making sure everything is in place for the fans. Insane vinyls? Check. Collectibles? Check. Uk store? Check. German store? Check. Got the jade green. Thanks, Taylor."	N111, N113
76		rchristopher90 01/09/2022	"I got the mahogany one! I love that album cover and color of the vinyl…. Anyone think we'll get a cardigan too…?? 👀"	N110, N111
77		StarryEyes13 01/09/2022	"Ugh I already pre-ordered but the Jade Green vinyl got me. Loving the aesthetic. Maybe I'll just keep this one wrapped for posterity and play the OG"	N110, N111, N114, N125
78	Midnights for non-US	TheDri11 01/09/2022	"Seems like non-US residents are getting a bit of a raw deal with midnights. The vinyl costs way more than it should in £ and € and no special editions? Why? Folklore which was double the number of vinyl discs was around £10 cheaper than this album. Red was quadruple the number of vinyl discs and only £7 more. I appreciate that the special editions may still come to other stores and I get that everything is more expensive at the moment, but not by 50% and no one else's vinyl is this price. EDIT: the special editions are now available outside the US! (Still at inflated prices but what can you do)"	N104, N120
79		carolina8383 01/09/2022	"Higher price to manufacture because the plants are backed up. People want it, artists sell a ton, and big artists pay more to reserve time at the plant so they can get their records out by release date, not 6 months later."	N104, N129
80		Bekkaz23 01/09/2022	"Just keep in mind for people who haven't ordered anything from the UK for the past year or so, that Brexit has meant that shipping is pretty awful at the moment. I'm still waiting on my shipment from July."	N104
81		venomoustwat13 01/09/2022	"Vinyl prices have been jacked up especially by major labels for a while now unfortunately. I always loved that Taylor's vinyl was so reasonably priced. This will definitely be a special mixed vinyl and it'll definitely take more time but I feel like she could have sold it at $20-$25 instead. Other artists do it. I wonder if her	N103, N104, N110, N120

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			label urged her to increase the price. We are getting an 8 page booklet which is nice and it does sound like the packaging will be top notch. I am getting tired of major labels taking advantage of the vinyl resurgences, increased pricing and an insane amount of variants. Yes that includes Miss 9 Versions Of Folklore"	
82	Record-Variant Tips and Thoughts	mpaproth 01/09/2022	It's record-variant day here at r/TaylorSwift, and I for one am excited for it! I love the variants and just placed an order for the three limited ones. I've seen in the comments that a lot of y'all are new to record-collecting, or may start collecting with this record. As a long-time record collector, I wanted to start a thread where people could ask questions, get some advice, etc. There is a sub specifically for Taylor's vinyl records, so you might want to check that out as well. My thoughts, as a list! 1. Don't go into debt collecting records. This is always my first piece of advice. If you don't have the money right now, there will always be time later to collect. Even these "one week only" variants will be back, in some form. We have no idea how many they have made, or will make, and to what extent they will appreciate, or become hard/easy to find/purchase later. We just don't know. But they will sell them, and at some point, people will resell them. If you don't have the money now, it's OKAY. 2. Buy what you LIKE, don't buy for resale. If you look at the folklore variants, or god forbid you look at her old RSD versions of her OG releases - you're thinking "I need to buy these new ones, and one day I'll sell them and be RICH!" Well, maybe. Or maybe not. It's hard to know. What you can know is that if you buy records that you like, and don't overreach or overspend, then you have made a smart choice. Like the stock market, record prices rise and fall. Don't get caught up in trying to predict future value. 3. Avoid FOMO-situations. Such as this very one! There's literally a ticking timer on these records. But really, it's the same music. I promise it's okay if you can't/don't get all these variants. See #2! 4. It's not a great time to be playing catchup with Taylor records, and I'd be cautious with this. Here is a link to a google doc with info about all her old records. My two cents? Don't overspend. The future is long, and we have no idea what will happen. Will she someday buy her old masters back, and repress those RSD records that are selling for over 1K each? Possibly! When Folklore turns 5, will she repress those 8 variants? Almost definitely! Just be patient.	N105, N113, N121, N122, N123, N125, N126, N128

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			5. Do not buy a record player with built-in speakers. These players (Crosley, Victrola) are bad for the records -- the vibrations of the speakers make the records skip, and there are issues with the tonearm/tracking-force... they're bad! Instead, look at an Audio-Technica 60, or the 120 if you have the money for it. You'll also need speakers but maybe there's something around your house you can plug into for now. I've purchased all my audio equipment on Facebook Marketplace for a fraction of the price, from other people who are upgrading or quitting the hobby. 6. The vinyl/record community is full of snobs. We aren't all snobs, but many of us are. To fit in, don't call your records "vinyls." You bought a "vinyl record" or a "record on vinyl" or just a "record." 7. If your record sounds funny, it might be pressed at 45rpm! Usually it will say so, but Red TV famously doesn't (and is pressed on 45rpm). Midnights won't be, though. OMG I've been typing for like thirty minutes. I need to go back to work! To make money to spend on all these records... happy collecting, everyone!	
83		kimpernickel 01/09/2022	"I also prefer the standard cover and vinyl color to the limited editions! The blue moonstone disc and the photo with the lighter just seem more evocative. The other covers are really nice, but I don't care for the blood moon or mahogany vinyl colors much."	N110, N111
84		MegaTentofanclub 01/09/2022	"I always have to remind myself "limited edition" is just a buzzword, because technically everything has a limited quantity to it. And if there's money to be made a vinyl will most likely be repressed eventually"	N113
85		carolina8383 02/09/2022	"Sometimes longer. The National ships out a record to their fan club (so probably not high volume) around March every year. We're getting them in November this year. Sylvan Esso sticks out to me because their record ships close to 6 months out, which is a while for someone on their level (bigger than indie, but far from packing stadiums). We've also had a lot of big artists ship albums on release date, or very near. Demand is highest it's been in decades, they literally can't build more factories, and one even burned down in 2020 or 2021."	N129
86		morningblues2212 01/09/2022	"as a record store employee and a record collector of 8+ years, i thank your for saying all of this. the vinyl market is all over the place right now and releases are expensive and resales are even MORE expensive, so yes, please just buy the albums that you like	N104, N116, N125

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			and that youre going to enjoy owning. i used to collect variants (at one point i had 5 copies of Lorde's Solar Power). I never listened to any of them."	
87		jdeeth 01/09/2022	"I know that collectible versions have been an industry wide thing for a long time, but usually those offer something special or exclusive like a non-standard package, more material or pics, etc. - even the Lover sets had different versions of the book. This looks like each one is a standard package, just with a different cover, like the eight Folklores."	N110, N113, N120
88		nottheotherhope 02/09/2022	"I'm not into record collecting, but I do buy albums on record periodically because it's fun to listen to an album as one digestible experience. I like the original Midnights cover, but I also think the green cover is super cool looking. I wouldn't buy a variant just to have them all, but I would if I felt that cover was just neater looking. It's like buying a CD at the store and weighing the options of different Greatest Hits albums based off the cover. I'm wondering if the price will decrease, since $30 is a lot for a record (though I do think on average records are selling at a higher price point than audio CDs)."	N104, N109, N110, N112
89		Ok-Call-4805 02/09/2022	"I've got all Taylor's albums on CD and I'm hoping to someday have the LPs too. The only problem is that I'm fairly poor atm and they cost at least double what I've currently got in the bank. They're on my list of first things I'll buy when I win the lotto though. Them and a bunch of Ramones LPs that recently came into my local record shop, plus the Bruce Springsteen albums I don't have already."	N104
90	Reminder: you don't need the special edition merch/vinyls	sapphicsato 07/09/2022	"I could have written this comment. Even the cardigans were such a let-down for me. Collecting the CDs and vinyls is so much more worthwhile for me!"	N122
91		HOONIGAN- 07/09/2022	"I'm in the same boat on the record colour/album cover. I ended up ordering just the jade one for now since the moonstone one is the "regular" cover and should be more readily available down the line."	N110, N111
92		ClearWaves 07/09/2022	"Very important post. And remember: the reason for four different versions isn't to make something special for the fans. It's to sell more albums. Period. That's all it is. The whole reason why special editions aren't announced the same day as the original version is because people will buy the album immedeatly and then buy it again to get a special edition. And then buy another copy when/if signed copies become available. And so even someone who really only wanted one CD ends up with three and tada - a	N105, N110, N113, N120, N121, N125

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			number one album. I would really be curious to know how many people bought more than one copy of Red TV and how that impacts the sales numbers. I technically am not opposed to this technique, because it's a smart way to achieve the goal of a number one album, but it is also super predatory. And I say all that knowing full well that if I had a bunch of extra cash right now, I would buy each vinyl. Because they are pretty, and because I am a sucker, and even though I know I don't need them, my lizard brain wants the precious."	
93		tswiftdeepcuts 07/09/2022	"I like to collect things. I would never sell them later. But if there are alternate versions I usually want them. I have multiple copies of the same books with different cover art as well. Some people are just collection inclined."	N113
94		venomoustwat13 07/09/2022	"I personally collect vinyl so I bought all the limited editions. I variant collect for all my absolute favorite artists so this was a no brainer for me. Taylor actually does variants smarter than most artists, as the photos inside are all different from each other. But ultimately the music is the same, so no one should feel pressured to get more than one unless they really want to. For Folklore I only bought 3 of the variants and I think that's enough for me. I do rotate between them so they all get plenty of use! I have stopped buying CDs. I used to buy the standard and deluxe on release day but starting with Red I only bought a signed copy once it went up. I purchased 2 of the alternate cover CDs for Folklore as well as signed a standard from my record store. They have never been played once. So no more CDs unless its signed for me. Or if no signed version comes along I'll get a standard + a deluxe if available. I've been collecting TS CDs since I was 13 so it'll break my heart to have an incomplete collection. One thing I will no longer buy from her is clothing or trinkets. I bought a sweater during the Lover era and it's certainly been loved, but I think that was my last piece of merch that was decent quality. I bought shirts during Evermore & Red TV era and they're terrible. The print is bad and the fit is just awful. What finally put me off was the red Swiftie sweater. I was so excited to get it and when it finally came I was heartbroken. It's a large so I was expecting it to be oversized and comfy, but it fits like a cropped sweater except for the sleeves. The sleeves are soo long! The material is incredibly thin and it stained my sheets red. 🥲 Another item I've wanted to start a collection of are ornaments. I was super bummed I	N113, N116, N120, N125

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			missed the Red ornaments but I do plan on getting any she puts out again. I just love Christmas & ornaments in general. I collect travel ornaments too."	
95		MrElbo 07/09/2022	"I bought my favorite cover but not all of them. I did the same with Folklore and it's now worth over twice what I paid for it. I think buying one special limited edition record is ok but definitely not all of them."	N104, N110, N113
96	The Four Vinyl and CD back covers form a clock, when assembled together!	BlackCat0305 16/09/2022	"The back covers are gorgeous and this was a clever idea but…NOT TODAY CAPITALISM. One copy is good for me. Not today."	N110, N121
97		avyavy 16/09/2022	"I've never seen an artist give us such a cool way to display a vinyl collection before?? Her marketing team is on point this era"	N110, N121
98		murph_n_turph 17/09/2022	"Ditto. Feels like a cash grab and a way to rack up billboard points. In my opinion, it cheapens the album and the album hasn't even come out yet."	N117
99		sparklejellyfish 16/09/2022	Maybe an unpopular opinion but I'm not very stoked about this? Pro: The photographs are STUNNING Those who don't really like the design of the front (with the tracklist prominently there) can display the back Con: don't you usually wanna display the front in a collection??? I do not like the numbers so blatantly in the photograph. I'm probably just getting 1 (maybe 2) so that's pretty useless who is going to make an actual CD clock, it seems unpractical. Vinyl I can sorta picture but ??? also what if you wanna listen to it, you have to disassemble the thing? No shade to anyone who is going to make this happen, I'm sure it'll look great, just some questions I have haha	N101, N110, N114, N121
100		acornlander13 16/09/2022	"Cool idea in theory, but I wish there was a normal edition other than the Target exclusive. I know this has happened consistently since 1989's release, but this is really	N104, N113,

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			in your face this time. Even the supposedly “normal” back cover has the clock numbers on it, which means you will always be reminded that your set is not “complete.” The amount of fomo, especially younger fans will have, is heightened. At the very least, there should be a bundle. The clock holder itself is $40, which is ridiculous. I don’t see a point of having 1/4 of a special edition collection, since that is really what the vinyls have now become. Maybe a bundle will be announced next week to help justify the price."	N117, N118 (Z), N121, N123
101	Vinyl hype	mksparkles 05/10/2022	"There’s a ritualistic aspect to playing them, like how people make coffee and tea. It’s soothing. I also pay more attention to the music, partially because I’m needing to flip it. They sound better too, imo. I have very good speakers and a full sound system in the room with my record player. I can hear things on the vinyls that I don’t hear when I play the digital versions over the same sound system. Again, perhaps because I’m paying closer attention. Idk 🤷"	N103, N112, N109
102		Invisiblestring24 05/10/2022	"Your explanation nailed it! I feel like it’s more intentional too which makes you pay more attention. I also do love the collectors aspect of it-I love having my vinyls and my books on display, as it is shows off my favorite things. But I use mu record player often and reread books often, so it’s far more than a collectors item."	N110, N112, N114
103		elusivedaydream 05/10/2022	"i like it because it’s an involved process. finding a record to play, taking it out of the sleeve, putting it on the turntable, putting the needle on, etc. even taking care of your records/ cleaning them while also maintaining the turntable. it’s why i love having cds too; similar process. very opposite to streaming where you can just search it up, click and then it plays."	N107, N108, N109
104		amphibious-dolphin 05/10/2022	"I’ve got a record player lol. I collect vinyls of music old and new, so when Taylor’s music started being more available on vinyl, I’ve been adding her music to my collection. I personally like the quality of the sound. It sounds great while I’m cleaning, reading, or doing anything around the house. :)"	N103, N122
105		wewereelectrified 05/10/2022	"I like to collect vinyl of my favorite albums. Partly it’s because I like owning a physical copy of the album but I also really love album art and like displaying it. I have a record player that I spent a decent amount of money on - I find it fun to upgrade it and try to make the music sound as best as it can. I’ll also be the first to admit that I’m a sucker for cool colored vinyls too."	N103, N107, N110, N111, N114, N122

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106		morningblues2212 05/10/2022	"i listen to records because i love the album format so much and to me its the best, most hands on way to experience it. i have a good sound system which allows me to experience the music in a way different from streaming. all modern pressings are made from the digital masters, but they are mastered differently for vinyl. streaming services use the smallest file size possible which can lead to loss of quality and fidelity - this isnt necessary with vinyl. i also love having a copy of the record that is specifically my own, it makes me feel more connected to my favourite albums."	N103, N107, N109, N124
107		hollandxo 05/10/2022	"it's a really fun hobby!!! i usually get like 1 record every few months though and that is probably why they're so fun to collect! i haven't had a new record since i got fearless tv in april. ordered jade green tho!"	N111, N122
108		alice_heart 05/10/2022	"I'm all three I've got a record player, i collect, and also use them for decor. I only get one of each and I only started doing it recently with folklore but im planning on getting all the re-record vinyls. I also have the cassettes (except the ones she didn't release. looking at you RED tv). I like listening to them because it's kind of a ritual and it's nice to put it on in the background and let it go when i'm cleaning. Idk it just feels different than putting my headphones in. I'm too likely to skip songs or jump around playlists on my phone. With a record i'm having a whole album experience. And I just set up my records as decor around my room and hopefully someday i'll have a really nice collection i can pass on or display in a different way. Excited for midnights and the rest of the re-records to join the ones i've already got! Plus i gotta go find Lover at a target somewhere…."	N109, N114, N115, N122, N124
109		IIIVIIXVIII 05/10/2022	"I'm 31, I've always had a record setup! My parents are children of the 1960s and had insanely large vinyl collections, so I purchased my own player when I was in my early teens. Like others have said, there is a different listening experience to vinyl. You listen in order, no skipping, no customizing. It always tends to be pressed in a way that sounds more intimate than CDs or streaming."	N103, N109, N116
110		culture_vulture_1961 05/10/2022	"I am ancient. Until the late 1980s I bought a ton of vinyl records every year. Some I bought new and some I bought from second hand record shops. I then moved on to CDs and to streaming. Sorry guys on a music listening level Vinyl is not my go to. The sound quality is not as good. All the imperfections in a record (especially an old one) produce jumps and crackles. I also had to buy some pretty mediocre albums just to get a handful of really	N103, N104, N109, N110, N116,

	Post	*User & comment date*	*Comment*	*Concepts*
			good tracks. I much prefer streaming. I have all my old records ready to listen to wherever I am and I can explore new music without having to pay a fortune and risk not liking it. I understand the pleasure of opening a record sleeve and the art work that goes into it but for actual listening it has to be streaming."	N117, N119
111		badbitchfunkywitch 05/10/2022	"hiii vinyl collector here! there are a few reasons i love having physical records, one of them being that i like having a copy of the music to hold in my hands! i do think the sound quality of a record and a good set of speakers is better than digital, and the process of hunting down all your favorite albums is a lot of fun. plus, it makes me feel like as software and tech changes, i'll have a consistent way to listen to my faves forever"	N103, N107, N109, N116
112		thatcorneliastreet 05/10/2022	"I wish the vinyls sounded the way they did when I listened to my grandmother's collection. That special shhh sound of "old" made it so good. But vinyls these days sound similar to digital, unfortunately. Just like Polaroids. Not the same. Just a version of something that worked well before."	N103
113		Devilfish13 05/10/2022	"I think for me, uhm... the music or listening to it feels more valuable on Vinyl. I mean you have the big cover, take out the Vinyl, put it on and listen to it more carefully as usual. The albums also feels more like the artists wants them. It's in order (no shuffle) like it's meant to be. Plus the items itself make great merch pieces. And some special editions, colors and so make them really beautful."	N109, N110, N111, N112, N113
114		Consistent-Amoeba502 05/10/2022	"The sound quality truly is better and it's more fun! Gives you something to do, take care of, etc."	N103, N108, N122
115	How many vinyls are y'all going to get?	nrysn 16/10/2022	"Exactlyyy I want to have the clock but also the lavender edition but I'm also broke😭"	N104, N111, N121, N125
116		Lets-Gooooooooooo 16/10/2022	"None! Obviously huge fan of her music but never been too big on the vinyls, merch, special edition stuff. I just stream and vibe."	N117
117		PeachCobbler96 16/10/2022	"I have a real issue with spending money on things that won't be used, so when it comes to vinyls or shirts with a giant picture of Taylor's face on it, it's just a hard pass	N117

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			for me. I am not the collecting type at all. When she finally starts releasing hoodies with lyrics on them I am in trouble though."	
118		miraclesofthursday 16/10/2022	"I got the jade green version. So 1 in total. I have a record player so it will be in use. I like the ritual of sitting on my couch, watching the record spin and just listening to music. Usually with either a glass of wine, some tea or hot chocolate depending on the mood."	N111, N109
119		senseiburgerking 16/10/2022	"None. Vinyl is a waste of money and inferior compared to digital anyway."	N117
120		[deleted] 17/10/2022	"At this point, none. I just want to listen to the album first, then maybe get the CD if I really like it. I'm honestly not big on getting newer music on vinyl."	N103, N117
121		ShipInternal9318 17/10/2022	"Tbh none. I get one CD per album cause it's all I can afford and I'm happy with my lifelong journey of collecting her album CDs. I hate the concept of multi CD and multi vinyl things because realistically I just don't have the funds. It's kinda like how I wanna see her in concert but I'm scared how much tickets will be."	N104, N112, N117
122	For those that listen to vinyl: are there any songs you especially love after listening to the vinyl	potterhead_98 06/11/2022	"For example, I think lavender haze sounds so so so good on vinyl. After I listened to it on vinyl, it started becoming one of my favorites. Snow on the beach also sounds especially ethereal when listening to the record. And for folklore, I think my tears ricochet sounds even more haunting. I wish the 3 am songs were on vinyl. Id die to hear would've could've should've"	N103
123		zkh35438 06/11/2022	"The whole album really is elevated on vinyl. I wasn't shocked by anything, bc that tends to be the case with Taylor records! And I agree, lavender haze is sooooo nice on vinyl"	N103
124		spacewalk__ 06/11/2022	"same on those songs. + labyrinth as well. really happy with my midnights vinyl, it softens and warms up the synths and drum samples quite nicely"	N103
125	Are vinyl sales more important than CDs now?	classfight2 12/11/2022	"I think it's because there's no need for physical music because of streaming, so physical music is a collectible instead of a necessity. CDs are more convenient if you needed them to listen to the album but I think people find vinyls more aesthetically pleasing than cds, so people are attracted to vinyls because of aesthetic rather than the practicality that a cd would be"	N101, N110
126		ZealousPuma 12/11/2022	"No doubt, that record sleeve is a lot more aesthetically pleasing then the glass jewel case from CD's."	N110

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127		Pristine_Trash_1259 12/11/2022	"As someone with a record player it's so much more than just an "aesthetic." While some people may collect for that reason music sounds SO much better on a record player, the music is clearer, the slight "popping" noise from the record is soothing (to me at least,) and having physical music is so much better than just streaming; you miss out on all the artwork and the physical interpretations of the stories you're hearing through the music. Also streaming can go up in price and it doesn't benefit the artist as much as purchasing physical music."	N103, N104, N107, N110
128		failurebydesign_ 12/11/2022	I really just love collecting vinyl as a hobby. Edit: I couldn't tell you the last time I bought a physical CD of any artist. Maybe Speak Now when it first came out?	N122
129		bravofreak 12/11/2022	"I feel like a lot of it is new cars not having CD players and rather being more iPhone compatible for music. Also very few people own physical CD players anymore and instead purchase Bluetooth speakers. It's totally interesting. Same thing with DVD's and the popularization/emergence of streaming and owning cloud based content. I feel like vinyl is not only a unique experience but also the vinyl cases make for great art/decor so it's a win win."	N109, N110
130		ProfessionalGoal868 12/11/2022	"This makes sense. I bought the vinyls for this album instead of CDs, and I probably wouldn't have even been interested in the vinyls if Bluetooth/ streaming weren't a thing. CDs have become inconvenient at this point; most people would say it's better to have any song at your fingertips instead of having to switch out CDs or commit to a full CD full of songs instead of picking and choosing each song from different albums and making a playlist."	N101
131		buttertoast4all 12/11/2022	"Vinyls are just a ✨vibe✨"	N109, N112
132		steun91 12/11/2022	"CD is the odd middle man now. When they were introduced, they were more convenient than Vinyl. Right now we have Spotify and other services to play music conveniently. Vinyl has great packaging, the sheer size of the album makes it perfect to display in your living room. The quality is of course very good as well. All in all, CD is less convenient than streaming services, and less cool to display (my opinion) than vinyl. It's still a viable option though if you're not into vinyl and you like to listen to entire albums."	N101, N103, N110, N114

	Post	*User & comment date*	*Comment*	*Concepts*
133		notyourtypicalKaren 12/11/2022	"I think the reason it's so popular is because when you listen to vinyl, you really have to listen. You can't just put it on and forget it. Since you can only play a few songs per side, you really have to pay attention so you know when to flip. Listening to a vinyl record is an experience. I grew up with a father who always had a nice record player and a nice collection of vinyl. I started collecting vinyl because it's a sweet memory from childhood for me. I'm really excited to inherit my dad's really nice record player but if he's anything like my grandpa who made it to 99, we've got another 30+ years with him."	N109, N116, N124
134		IIIVIIXVIII 12/11/2022	"I'm thrilled with the return of vinyl. My parents are children of the 60s, we grew up with a large vinyl setup in our living room and listening to an obscene amount of Pink Floyd and Led Zeppelin. He ended up gifting me with his entire collection when I moved out. It's more expensive than CDs but worth it, the music usually sounds much better and not being able to skip forces you to listen to the album the way it was intended."	N103, N104, N116, N124
135		venomoustwat13 12/11/2022	"I've always loved physical music. It's what I grew up with. My mom had both tapes and CDs, but I rarely buy a CD unless it's to keep an established collection going (Taylor Swift, Paramore) If I need a convenient way to listen to music it'll be via streaming. But for when I want an experience, it's definitely vinyl. The "aesthetic" of vinyl is definitely what drew me towards the medium at first, but it definitely morphed into something else. Now I have an established collection of records, and over the years I have discovered so much music because I collect vinyl. Many aspects of vinyl put it above CDs for me. If a record is pressed and mastered well the quality of the music on my setup is far superior to streaming. Packaging of course plays a factor, as I like to sit and read the contents if included in the release. But overall it's the experience of picking an album deliberately, putting it on, and going along for the ride. I'm a big album person myself so I primarily listen to albums in chronological order. There's nothing like waking up on a weekend and picking an album or a few to listen to while I do my chores. I even like the tedious things like cleaning my records and sleeveing them. It's actually very relaxing. In addition to the actual media, I have found such a sense of community in the vinyl world. I love going crate digging, looking for a gem or just an album I love. Going to RSD. Sharing with people online.	N101, N103, N107, N108, N109, N110, N116, N119, N120, N126

	Post	*User & comment date*	*Comment*	*Concepts*
			It’s definitely something I plan to keep doing for years to come. But it’s all about preference. I think vinyl will continue to surpass CDs for years to come, but I also think the amount of people buying vinyl will slowly start to decrease as well. Eventually it’ll all come full circle. Will CDs ever be on top again? I’m truly not sure. Most people these days don’t own a CD player, myself included. I just don’t think they offer quite as much as vinyl other than some bonus content sometimes."	
136		ashlouise94 12/11/2022	"I’m sure some people do it purely for the ‘aesthetic’ (which is also such an overused word these days…) but I like the idea of having physical music. And CDs do just not sound as good as records. Records have a depth to them that CDs are lacking. To me the difference is like listening to a shitty quality stream vs Dolby Atmos with AirPod pros lol."	N103, N107, N110
137		rabidbreeder 12/11/2022	"I love the intentionality of listening to my vinyl records. I don't have a lot, but selecting a physical object, on purpose and playing it in it's entirety is just a very different listening experience than streaming. I also think it's going to lead to more of a focus on albums rather than singles, which really proliferated in the radio-based listener era."	N109
138	Taylor Swift’s ‘Midnights’ causes vinyl to outsell CDs for first time since 1980s	_katherinebloom 28/12/2022	"I love the fact that vinyl and cassettes are getting a renewed existence. The Midnights vinyl was the first choice for me. Owning your music and having a collection is so much better than streaming it!"	N107
139		regularcelery20 28/12/2022	"For some reason, I can understand vinyl (I have a small collection myself, am dying to steal my dad’s childhood/teenage classic rock collection, and I love listening on a record player), but no matter how much I try to understand, I can’t understand cassettes. No judgment to you or those who enjoy them (it’s always awesome when somebody gets to enjoy the music they love in the way they love!), but I personally just hate cassettes. Maybe it’s all of the bad memories of making mix tapes on cassettes, which is what I remember hating most about them… waiting until the song you wanted came on the radio, hoping the DJ doesn’t talk over the song, making sure all the songs you want to fit on one side do. And fixing the tape with a pencil! My memories of cassettes are trying! Not gonna lie, though… I do still have my Ace of Base and one of my New	N101, N102, N107, N115, N124

	Post	*User & comment date*	*Comment*	*Concepts*
			Kids on the Block cassettes, and even though I no longer have anything on which to play them, you'd have to pry them out of my cold, dead hands. (I really hope this reply doesn't age me too much.) I actually probably would buy CDs, but neither my car nor my computer have CD slots, and I don't have a physical CD player. (I've long since thrown away my massive boombox and my CD Walkman.) But you're TOTALLY right — I do wholeheartedly miss the liner notes of CDs and cassettes when I stream something! It's not quite the same without those!!! Maybe I should rethink my stance!"	
140		tswiftdeepcuts 28/12/2022	"I think of it more like: Lots of people are collectors and would have bought as many versions as they could anyway (look at all the people that bought all 8 versions of folklore). Taylor came up with something that adds value to our collections by allowing us to turn them into wall art and gave us the option to purchase it. I appreciated it because it gave me and easy way to display all my Editions."	N110, N125

r/HarryStyles				
141	harry's house vinyl	spicy_nuggs 31/03/2022	"hi friends, i'm looking for advice from those who have purchased directly from harry's website previously. i didn't receive my record player until about a year after the release of fine line so this is my first time owning one when harry has released an album and i'm really excited! i was even more excited when the preorder for the harry's house vinyl was announced for the same time as it was is dropping! however, i'm conflicted. i've heard so many horror stories about issues with actually receiving purchases made from his website, and so many people never received their watermelon sugar vinyl, either. i'm all set to attempt to preorder it, but to those who have purchased from his site before… is it worth it? or would i be better off waiting for the target exclusive? thanks!!"	N104
142		aplaceforsteaks 31/03/2022	"Vinyl production is ridiculously slow right now for everyone, not just Harry. Regardless we should probably expect a long delay depending on how far in advance Harry ordered his album from the pressing plants. I ordered a vinyl last June that didn't arrive until this March because of the fact that vinyl production is delayed by roughly	N129

	Post	*User & comment date*	*Comment*	*Concepts*
			6-8 months right now (depending on how far in advance an artist orders from a pressing plant). Pretty positive the delay is also the reason Taylor Swift announced her last re-record in June, but didn't release until November. That way vinyl records would be ready to ship by the album release date."	
143		MVLM 31/03/2022	"Harry's merch is ridiculously slow. Like to the point I almost filed a claim with my credit card company for theft over the 7 month WS delay. (It wasn't just the vinyl.) You're better off getting vinyl from another retailer, like Target."	N104
144		musicalrider83 01/04/2022	"I'm from Brazil, I've ordered the pink HS1 Anniversary Edition and the Fine Line Coke Bottle Green vinyl from his webstore and never had a problem. Shipping is veeeeery slow compared to other stores, but it always arrives perfect! And the sender's address is named "Harry Styles", I always giggle when I get a package from his store lol"	N104, N111, N125

r/OliviaRodrigo				
145	new vinyl - amazon exclusive translucent violet available for preorder (4th variant so far)	wocytti 06/06/2021	"Oh, but did you see the turquoise one? And there are 2 versions of the clear - the crystal vellum is light translucent purple/lavender and then the ones sold after the release are just clear. So...that makes 7 versions. The clear, the crystal vellum, the transparent violet Amazon edition, the blue Target exclusive, the pink Walmart version, the purple Urban Outfitters Exclusive, and the turquoise Cultura exclusive."	N111, N113
146	Olivia Rodrigo Merch Megathread - June 2021	sweetniblet 03/06/2021	"Someone please help me choose a vinyl to pre-order! Not sure if I should get the Target, Walmart, or Urban Outfitters version. I'm not the biggest fan of the Target cover but it's the only alternate cover which has me intrigued. I also love the Walmart pink but I feel the purple cover from UO goes better with the album aesthetic…"	N110, N111
147		nicolepierre 24/06/2021	"i purchased the walmart one! i love the original cover and the hot pink i feel like personally fit the vibe better than the uo purple because the cover was already a lighter purple"	N110, N111
148		Impromise 04/06/2021	"i'm getting the Target vinyl just because i love the cover so much, but i feel like the purple vinyl from UO fits the album the best. the walmart pink is way too bright imo, but get which ever will make you the happiest!! i believe the amazon vinyl is a dark purple as well if you want to look into that one too"	N110, N111

	Post	*User & comment date*	*Comment*	*Concepts*
149	first look at the SOUR walmart exclusive / UK indies exclusive magenta vinyl! 📷: @residentmusic on twitter	omrimayo 15/08/2021	"WOW THAT'S SO PRETTY! I didn't like this color on the pics but in real life it's looking perfect? I hope my velvet Amazon one is also this pretty, cuz I do feel like I prefer purple for this era than Pink."	N111
150		XxGreeninkxX 15/08/2021	"Haha I actually got the target version! I'm a sucker for the cover variant :)"	N110
151		Pola-Ripol 17/08/2021	"This was world wide, it cost me nearly 350$ to get all 7 reccords"	N104, N125
152		Pola-Ripol 17/08/2021	"I have every single CD variation of Sour, every cassette now every vinyl, i am a collector of music."	N116, N125
153	Got my sour vinyl in the mail! Expected the dark blue but was very happy to see this color!	RileyIsAWallflower 20/08/2021	"Got my sour vinyl in the mail! Expected the dark blue but was very happy to see this color!"	N111
154	Amazon exclusive vinyl!🩶	kraken-01 21/08/2021	"Hello! Wanted to write a comment earlier but didn't realize when my post went live. This is the Amazon exclusive pressing of the vinyl! It was supposed to be a violet color but it turned out to be more of a reddish hue (and pink in the light). Although this was unexpected, I still think it's really gorgeous! I honestly think all the color variants match the vibe of the album so any of them are a great choice. I ordered back in May from Amazon US & it was shipped and delivered today! I'm so excited and absolutely love the artwork & love that she did a gatefold sleeve to incorporate more design even though it's just a single record. The front design had areas that weren't as focused (like around her shirt) that I couldn't tell in online pics, I thought that was interesting (not in a negative way). I'm so pleased! 🦋"	N104, N110, N111, N120
155		In_Love_With_Vinyl 24/08/2021	Im so confused I saw an unboxing of the Amazon 1 & it looked nothing like this it looked violet. & Same on discogs! [...]	N111, N116, N117

	Post	*User & comment date*	*Comment*	*Concepts*
			IM going to cry if its red. Seriously ive been collecting 3 years & been wanting transparent violet since I started & have yet to get one.	
156	I might have a problem! I bought all these different variants of the vinyl 😥	TheGlamReaper 21/08/2021	[Photo] "I might have a problem! I bought all these different variants of the vinyl 😥"	N125
157		In_Love_With_Vinyl 08/09/2021	"I bought urban purple, violet(came maroon), target blue, Walmart pink. I'm dying for violet since its the 1 I wanted MOST! but I can't find any opened unless I want to pay $160. Lol. No. I almost want to just take a chance & get another unopened but since Amazon did 2 shades of purple, maroon, pink, red I'm too chicken. I'm picky & not settling for anything but the dark purple with blue hues that 75% of people got. Of course I'm unlucky AF."	N104, N111, N125
158	SOUR (Walmart exclusive) Vinyl	drewbOTH035 22/08/2021	"I went to a few Walmarts over the weekend and had no luck. it wasn't on the website either friday morning, but later on in the day they had them up so i ordered one for me and one for my niece. i also grabbed a target copy and the silver one from her website. usually im not a grab all the variants collector, but i think this is my AOTY."	N111, N125
159		redhatch 23/08/2021	"I'm trying to get all the different versions as well. I have a couple of them in hand and pre-orders on the rest, except for the Urban Outfitters opaque purple - that one is proving very elusive."	N111, N113, N125
160	My Amazon vinyl is pink and has a few little blue and red swirls? Has this happened to anyone else?	Toasty_Doritos 26/09/2021	"i wish i could have a messed up color because when i found out everyone was getting ruby red or pink i ordered it on amazon and got boring black."	N111
161		fkristienne 25/08/2021	"This is confusing the hell out of me. I preordered the Amazon variant since I liked the color best. I got notified that mine's expected to ship on Aug 30-Sep 3 but everyone else seem to get theirs. Then I saw in Olivia's video that the amazon exclusive is ruby red? and now this? Please help me understand lol"	N104, N111, N113
162		whats-not-clicking 29/08/2021	"I have the transparent blue from the U.K. and I had weird white cloudy spots in mine with bits of black - hopefully I'm getting a replacement soon 🤞"	N111, N117

	Post	*User & comment date*	*Comment*	*Concepts*
163	My SOUR vinyl has a splash of blue!	morningblues2212 26/08/2021	"gorgeous! some people hate small manufacturing defects like this but personally i love them, it makes each record unique"	N111, N112
164	Olivia Rodrigo vinyl	PugDoesRed 28/08/2021	"I think in terms of sound quality the clear is the best. I currently have the clear, pink, and blue target (waiting on my black, light blue, purple, and transparent violet) and I think the clear is the best sound overall Edit: clear is referring to the crystal vellum pressing"	N103, N111, N125
165		Brooke_renee_ 10/01/2022	"Hey so I got mine yesterday! I returned it because I thought It was just me! I got a new one today and it's doing the same thing. It skips lyrics and to different parts of the song, I was very excited to get it and I'm now kinda disappointed :(but I'll live lol"	N117
166	Sour Vinyl Quality Appreciation Post	roserenityquartz 31/08/2021	"I haven't heard this mentioned anywhere but I just got my (olivia's store ver. clear) vinyl today and wow this is definitely the highest quality vinyl I've ever owned! I've been collecting vinyls for a couple of years now, (and I only own modern pop vinyls so there might be a quality difference compared to old vinyls) and every vinyl I have is slightly sped up compared to the original (digital) songs. While I've never been bothered by it, I was so pleasantly surprised sour sounded exactly the same, and maybe even better? I feel like her vocals on the vinyl sound clearer and maybe some smaller parts of the instrumentals pop more? Anyways I'm just very very happy with it :)"	N103, N111, N116
167	All 7 variants of Sour on vinyl	ezramay 09/09/2021	"This is gorgeous! I'm trying to figure out which one suits the album most, and I think it's either the neon pink (looks like a sour candy) or dark purple (which also matches the artwork). Can't wait to get mine... it's still on an airplane somewhere"	N110, N111
168		hillpritch1 19/09/2021	"Does the vinyl sound any different than the regular digital version? I know Lover sounds the same in some songs, but different in others. Whereas folkore and evermore sound different. I assume it depends on how the music is recorded/ sung? I just don't want to buy it if it sounds the same. (My other vinyls are Queen, Bing Crosby and Frank Sinatra, so they're made for records."	N103
169	Finally got a copy of Sour on standard black vinyl	Goodforyouhoney 02/12/2021	"Congrats on owning one. This record has a sentimental value for me since it's the first one I owned and which jumpstarted my collection."	N115, N124
170		PugDoesRed 02/12/2021	"I actually have 8 copies, i variant collect. Cavetown and Rex Orange County started my collection"	N116, N125

	Post	*User & comment date*	*Comment*	*Concepts*
171	I got the SOUR (Walmart Exclusive) Vinyl and it's Opaque Marbled Pink!	number1jf 27/04/2022	"Already own a copy of the first Walmart pressing, but I'm definitely ordering this restock now in hopes all of the copies that were pressed this time look like yours because this marbled color is beautiful, fingers crossed!"	N111, N125
172		aaron7x 28/04/2022	"Got mine today. Same color. I would call it Bubble gum pink. Also sound quality is great! My Target exclusive has had pops in 1 Step Forward, 3 Steps Back since I opened it. Not this version"	N103, N111, N125
173	I was out record store shopping at a record store and found this! Thought I would share my finding because light pink is my favorite color! Sadly didn't get it because I already own sour on vinyl	koolikat 04/06/2022	"I was out record store shopping at a record store and found this! Thought I would share my finding because light pink is my favorite color! Sadly didn't get it because I already own sour on vinyl"	N111
174		sweetniblet 04/06/2022	"Good for u for having will power lol! I have SOUR already on vinyl too but couldn't resist buying the baby pink."	N111, N125

r/TylerTheCreator				
175	do u guys fw the cmiygl vinyl cover?	Simp4thrift 16/04/2022	"Yes but I wish there was a colored vinyl that had that cream color with the stars buts that'd be expensive"	N104, N111
176	Would it be dumb to get the CMIYGL vinyl if I'm only going to display it on my	MichaelRahmani 15/04/2022	"Or should I just get the print poster instead? I really like the art style of that album cover ever since the album dropped, and I think it would look nice next to my Kids See Ghost and Jesus is King vinyls. However it might be a better move to just get the print which is cheaper. What you guys think?"	N110, N114

	Post	*User & comment date*	*Comment*	*Concepts*
	shelf? Or should I...			

			r/KendrickLamar	
177	VINYL ON OFFICIAL STORE	TheHavesHaveThot 29/06/2022	"I hate being broke"	N104
178		Teague_020 29/06/2022	"LETS GOO COLORED VINYL"	N111
179		burnSMACKER 29/06/2022	"Exclusive Vinyl: Secured ☑"	N113
180		Hu3yKnewTHen 29/06/2022	"Broke niggas who can't afford nothin unite Expecting y'all to post We Cry Together on record when it ships and delivers"	N104
181		DC3PO 29/06/2022	"Interesting that the exclusive is the same price as the regular black vinyl. Def not complaining"	N104, N113
182		sheldoneousk 29/06/2022	"Down for the exclusive. Thanks for the post."	N113
183		spgvideo 30/06/2022	"Got that mf in an instant. I been waiting"	N123
184	Vinyl Now Available!	CSA1011 29/06/2022	"54 bucks?! My wallet grieves different."	N104
185		dorknewyork 29/06/2022	"Honestly don't think I've ever copped something so fast lol, thanks for the heads up"	N123
186		JeromeMcLovin 29/06/2022	"the gold version of this and the tri-color Faces vinyl (mac miller) were literally purchased as soon as they went on sale for me ahahaha. Some Alchemist vinyl I own was the same as well it goes very fast"	N111, N123
187		jg3503 29/06/2022	"I ordered mine so fast I didn't even realize I got the exclusive one"	N113, N123
188		JunipherStar 29/06/2022	"It's more expensive than I thought it would be, I have to wait a little while before I can buy it 😅"	N104, N117
189		quantum_man 29/06/2022	"Same, how much time you think we got? I want the exclusive one but no idea how fast they will go"	N113

	Post	*User & comment date*	*Comment*	*Concepts*
190		StonedDogg 29/06/2022	"Bought from Chile: $55 with shipping and taxes. I hope the "exclusive" design really stays as such. I'm gonna regret this if it gets pressed eternally and eventually I can get it from a store here."	N104, N113
191		roscoeswheatsuit 29/06/2022	"Right, cause half the vinyl experience is the aesthetic, and some fans only buy to display. 5 years ago vinyl went for that much, but the dollar isn't the same anymore. Neither is the hype around records so the new average is 30-40 now. Not unreasonable in todays economy."	N104, N109, N110, N114, N121
192		GetShreked93 29/06/2022	"Copped but damn why is it so expensive"	N104
193		ibeauch009 29/06/2022	"i bought this so fast holy shit, thanks so much for the post"	N123
194		tacoreddit 29/06/2022	"bummed he stopped the signed vinyl. i blame billboard. no incentives"	N120, N117
195		thatoneguy147294 29/06/2022	"Instant cop. Sad the shirts sold out. Shit, now I gotta buy a vinyl player. Anyone know a good vinyl player? Edit: Thank yall for the recommendations. Gonna be difficult to decide which one to buy, but I guess I have until October to decide anyways."	N114, N123
196		brianeharmonjr 30/06/2022	"I have now purchased this album in 4 formats; (in order) digital, CD, vinyl and cassette"	N125
197		diplomat_son 30/06/2022	"Got it as soon as I saw it on his Instagram story. I missed the DAMN limited pressing, I was not going to miss this one for a second"	N113, N123
198		PrototypeMac 29/06/2022	"Copped that shit SO FAST but no signed vinyl :'(he's done it for damn and UU, coulda added to the collection."	N120, N123
199		the-other-car 30/06/2022	"$54? Im glad i never got into vinyl"	N104, N117
200		1kkarus 29/06/2022	"man, it sucks being poor. ive been waiting for this album to come out and promised myself to save up for a vinyl if it ever comes out. well maybe in five years when i graduate and get a job."	N104, N117
201	Don't shoot me	[deleted] 30/06/2022	"I just like to own the music I like"	N107
202		bloomadoner	"yeah me too, same way I prefer owning my books to having ebooks or a Kindle"	N107

	Post	*User & comment date*	*Comment*	*Concepts*
		30/06/2022		
203		Graverobber367 30/06/2022	"I personally think records are the most unique format for physical albums. The inconvenience of switching sides and not being able to skip tracks easily makes it an interesting experience. CDs are cool but records require you to be involved."	N101, N109
204		keepbandsinmusic 30/06/2022	"Nostalgia and the satisfaction of physically owning a record. Collecting vinyls at this point makes the most sense as opposed to CDs, cassettes, etc. And I guess it “sounds better” to some people, but if I’m being honest, I don’t notice it."	N103, N107, N112
205		thepokemonGOAT 30/06/2022	"It’s the nostalgia of the music, not the medium."	N112
206		thepokemonGOAT 30/06/2022	"There’s a very calming, soothing feeling to the ritual of taking out a record, admiring the artwork and track details, taking out the record, and carefully putting it on a turntable. There’s a lot of care and admiration associated with it, and it’s reflective of your emotions about your favorite tunes. You are literally and physically cherishing the music you love. Keeping them clean, owning your music permanently instead of being a lifetime cash cow for Apple or Spotify, and the pure lizard-brain rush of collecting colorful things are all part of it too. As far as sound quality goes, there can be a massive difference in mixes or mastering on vinyl. I have a vinyl copy of a mono mix of ‘Ram’ by McCartney that is unavailable on streaming and is solely available from the 2012 physical release on CD/LP. Some older albums have lost a lot of their original sound because of various digital remasters. Don’t get me wrong, vinyl can be a massively inconvenient and occasionally annoying medium (there’s a reason people lost their minds when CD’s were invented), but those who love it really cherish the hobby."	N101, N103, N106, N107, N108, N109, N110, N111, N112, N116, N122, N124
207		Valewa 30/06/2022	"I notice it with older albums. My Alan Parsons Project vinyl for example sounds way better than any version I can find digitally online but most vinyl these days are just the digital masters pressed onto wax so there's no real discernable difference."	N103
208		mh2896 30/06/2022	"Vinyl records are analog media and to an audiophile / or with the proper set-up it technically should sound better than a CD or Bluetooth streaming version"	N103
209		jd2024 30/06/2022	"Personally I frame them and put my nice ones on my bedroom wall"	N110, N114
210		DMmeUrTits98 30/06/2022	"I like being able to own my music but also cause the inconvenience of it all makes me pay way more attention to the music"	N101, N107

	Post	*User & comment date*	*Comment*	*Concepts*
211		Iloverileyturner 30/06/2022	"It’s really nice to be able to own, and hold the piece of music. I also that it sounds better but that might be just me"	N103, N106, N107
212		WyldeCutter 30/06/2022	"Vinyl in the right situation is higher quality because it is still the best format for preserving dynamic range. So if you record something to reel-to-reel and have it pressed, then it later gets compressed for a digital release, the vinyl will sound better. For a hip hop record (or basically anything modern) that's already compressed anyway during the mastering process, CD is gonna be the best quality. So in this case it's more of a collector's item, but some people still like the unique involvement of playing a record, and there are DJs out there who still spin vinyl."	N103, N112, N113
213		ElementJ247 30/06/2022	"Old vinyl records are of a higher audio quality because some is lost in digital formats like CDs. Vinyl is an analogue format, meaning that you don't lose sound from having to digitise it. However, new vinyl records, like Kendrick's, probably use a digital master copy anyway, so the audio quality probably isn't that big a deal compared to older records. Therefore, besides the crackly texture of vinyl records, I think the major benefit is being able to play music on record players if you have a sound system hooked up to one. I think TIDAL is the streaming service that offers the closest quality to CDs or vinyl?"	N103
214		brandoncohen96 30/06/2022	"It feels really nice to own it and have a physical piece of something you love. Usually there’s extra things included with vinyls such as artwork/posters. The sound can definitely be better (or worse) but regardless a different experience."	N103, N107, N109, N110, N120
215		Spooky_Mulder27 30/06/2022	"Listening to the whole album from first song to last is an experience especially with kendrick. You are supporting the artist, listening on Spotify barely puts money in the musicians pocket. Its a tradition and if you’re speakers are good the quality is better."	N103, N109
216		OutdoorwiththeIndoor 30/06/2022	"How is a CD different from a digital copy in 2022?, vinyl, cd’s and cassettes are for the collection."	N113
217		Jecrabtree15 30/06/2022	"I see vinyls as collectibles and i try and find all my favorite albums just to have. Its also the best way to support the artist because they get a majority of the profits as opposed to streaming which they get fractions of a penny for."	N113, N124

	Post	*User & comment date*	*Comment*	*Concepts*
218		malcxxlm 30/06/2022	"Because it's nice to collect them. They're beautiful items to show or to keep on a shelf. It's definitely not for the sound though. Vinyls don't sound any better and music is made digitally anyway so I believe there's no advantage to their analogue properties."	N103, N110, N112, N114
219		yendysthesage200 30/06/2022	"The fact that I have to listen to an entire album with no skips. If I was an artiste, I'd release only CDs and vinyls first week."	N109
220		larioto991 30/06/2022	"Most vinyl will start to have its own imperfections as time goes on if you pay less attention to cleaning and dusting them. I don't clean my records too much and so I have some crackles and pops in places that somebody else's might not. Every vinyl record is a little bit different in that sense. As well as the whole experience being a little bit more involving as some others have said due to flipping the records, though that's the main reason I kind of prefer cds most of the time."	N107, N108, N109, N112
221		Thefdt 30/06/2022	"The vibration of the record sounds better. I didn't buy it and then listened to my dads dark side of the moon and yeah, it's better"	N103
222		Ok-Abbreviations1823 30/06/2022	"Alright so I also buy into the quality of the sound of a vinyl on the right system. But I also like the aspects of the physical release. I can't wait to hold that album art up close, pull out the sleeve, read the credits or whatever is on while the record spins. Digital releases are less intimate as far as that whole experience goes."	N103, N109, N110, N112, N120
223		ThatsABruhMomment 30/06/2022	"Materialistic possession of sumn u rlly like"	N107
224		JunipherStar 30/06/2022	"I personally collect them, and have a nice setup to play them on. I used to collect CDs too but vinyls just look more aesthetically pleasing to me."	N110, N116
225		xJTxD0notPaN1C 30/06/2022	"in todays era with technology those are just a rich mans hobby as they are a total waste and not needed, i personally like em to just for collection reasons but yeah enviromentally wise and use I rather not"	N104, N122
226	vinyl released early	aandrewdavis 20/08/2022	"$50 and no gatefold???"	N104, N120
227		MrMercury13 20/08/2022	"I love the typography on this as well as the tour merch. It's so visually pleasing."	N110
228		AmitGolan124 22/08/2022	"its not a gatefold???"	N120

	Post	*User & comment date*	*Comment*	*Concepts*
229	The vinyl finally came.	instantbread 24/08/2022	"Honestly it's a pretty barebones vinyl in that regard- on the back of each sleeve is just song titles + credits and on the back of the main sleeve is a photo of Kendrick sitting in the living room on the chair with his head down. I think all of the photos are the ones that we saw during the rollout. No lyrics anywhere in the packaging and no additional stuff outside of what's on the sleeves. I selfishly really wish it had more just because I'm so in love with this project, but I guess Kendrick just wanted the music to speak for itself"	N110, N120
230		AmitGolan124 24/08/2022	"how its not a gatefold seems weird cuz all of this other records are"	N120
231	MM&TBS vinyl packaging sucks	jimmyjames23222 29/08/2022	"my record just came in the mail and the packaging sucks lol. spending $50+ on a record and it doesn't even come with a gatefold or nice packaging. it makes it feel cheap. i mean at the end of the day i bought it so that i can listen to the music. so, it's whatever, but spending that much i at least expected it to come in nice packaging (which i feel is part of the fun of physically collecting music)"	N104, N110, N112, N120
232		Longjumping-Joke4955 29/08/2022	"Tbf the records themselves are heavy weight and very good quality although I do agree that it should have been a gate fold"	N103, N120
233		Cwatty 30/08/2022	"Yeah man I commented this on a different post like an hour before you posted this. Same sentiments and issues with the record. No poster or anything inside either. His last 3 studio albums all had much better packaging with gate folds and everything, wish he didn't cheap out with this one."	N110, N120
234		International_Gold20 30/08/2022	"Sure, I'd love to have a nice thick gatefold but the vinyl was cut by Chris Bellman at Bernie Grundman Mastering and looks like it was pressed by Optimal (not 100% sure on this but the matrix/runout info matches Optimal's style with only a slight variation from all other Optimal pressings I own and the pressing rings are a match). I'll gladly forgo a gatefold every time if that means I get a record cut by one of the best in the business and pressed at a plant capable of excellent work. I think I'd probably opt for poly-lined inner sleeves before a gatefold. I buy vinyl to listen to it. The artwork and packaging is a bonus."	N103, N110, N120

Rammstein Forum				
235	Diskussionen zu den News (pg. 66)	Philly 10/03/2022	"Ich finde das Design der CDs und Vinyls interessant. Zählt man die roten "Ringe", kommt man auf 11 Stück. Könnte die jeweilige Länge der Linien die Länge der Songs	N110

	Post	*User & comment date*	*Comment*	*Concepts*
			darstellen? Würde auch zur allgemeinen Thematik des Albums a la "Zeit" passen. Find ich schnieke"	
236	--- pg. 71	Hummel 10/03/2022	"Die Presswerke kommen weltweit einfach nicht mehr hinterher. Teilweise muss man 6 Monate vorher den Auftrag geben, dass die Platten pünktlich zur VÖ geliefert werden können."	N129
237	--- pg. 72	RT520Mulcher 12/03/2022	"Soooo grade die Marbled Vinyl vorbestellt!😎 Meint ihr es kommt noch ein zweiter Song bis zum Album? Weil Radio kam ja auch sehr schnell nach Deutschland…"	N111
238		Rammsaukeiler92 12/03/2022	"Die hab ich mir auch gleich gegönnt. Hab zwar keinen Spieler dafür aber werde Sie mir irgendwo aufhängen in Originalverpackung. Ich denke sicherlich ja. Es kommt kurz vor Album Release noch ein Song um nochmal frisch zu promoten fürs Album."	N111, N114
239		Pyretta 12/03/2022	"Jo, die Marbled hab ich auch gleich in den Warenkorb geschoben. Vielleicht sollten sich eher die melden, die da widerstehen konnten... sind vielleicht weniger Leute. Soviel "Zeit" im Warenkorb...wie schön es wäre wenn man echte Zeit kaufen könnte..."	N111
240	Zeit (29.04.2022) - pg. 27	Marvomat 28/04/2022	"Sagt mal, findet ihr 55€ für die marbled Vinyl auf Amazon nicht auch etwas arg viel?"	N104, N111
241	--- pg. 38	Falco 30/04/2022	"[...] Die Aufmachung der marbled vinyl ist übrigens fantastisch! Die Platte selbst sieht in dem blau richtig schniecke aus und auch die Fotos mitsamt des booklets sind sehr schön gemacht. Rammstein enttäuscht mich einfach nie. Vor jedem Release habe ich die Sorge, es könne diesmal einen Song geben den ich nicht ausstehen kann. Doch das geschieht einfach nicht!"	N110, N111, N120
242	--- pg. 41	6(sic)6 04/05/2022	"Es gibt auch Sachen, die keine Limitierungsnummer tragen und trotzdem vergriffen sind. Siehe die Marbled Vinyl oder quasi jede Single im Rammstein-Portfolio."	N111, N113

r/Rammstein				
243	Heads up for NA fans looking to pre-order "Zeit"	rackham120790 16/03/2022	"Shipping costs are close to $30, so it'll cost about $60 - $70 depending on the item. Unless you're looking for the exclusive clear or blue marbled vinyl, you can pre-order the regular all black vinyl from Amazon with Prime delivery."	N104, N111, N113
244		Stereotype_Metal	"I paid $44 (shipping costs) on the record and a shirt. It’s a little ridiculous."	N104

	Post	*User & comment date*	*Comment*	*Concepts*
		17/03/2022		
245	Limited Edition Vinyl. Is anyone buying this? Bit pricey for me plus I've pre ordered the clear edition on vinyl. Looks nice though.	MrsGoggins 27/03/2022	"Limited Edition Vinyl. Is anyone buying this? Bit pricey for me plus I've pre ordered the clear edition on vinyl. Looks nice though."	N104, N111, N113
246		Elixah_h04 27/03/2022	"I also preordered from amazon, it looks cool with that blue tone."	N111
247		cralo4 28/03/2022	"Hesitant to order it on vinyl after I got untitled on vinyl and had really bad skipping issues. Apparently it was affecting a bunch of them. Hopefully they found a better vinyl presser this time around."	N103, N117
248		rackham120790 28/03/2022	"I went to pre order it from the Rammstein shop but it was close to $100 USD because shipping is $50 alone. Couldn't justify that so I went with the standard black vinyl on Amazon"	N104
249		XxLockdownZxX 28/03/2022	"I ordered it at Amazon. With shipping and everything I paid around 60 bucks. Which yes, is expensive for a vinyl, but it's Rammstein. There's only 3 bands in the whole world I would pay a good amount for to get their material on vinyl/ CD. Rammstein, Iron Maiden and Metallica."	N104, N124
250		Man-With-The-Gun 27/03/2022	"I pre-ordered it in Rammstein shop. It was 49€."	N104
251		rd1994 27/03/2022	"I ordered it from amazon. Currently at 50 bucks there, wondering (and partially hoping it'll go down in price)"	N104
252		ceeroSVK 28/03/2022	"Preorder for ~ 45 eur Sold out Auction your preordered item for 3x the preorder price before before it's even released I fucking despise this kind of people with every cell of my body. Please dont support these bullshit scalping methods. I hope noone buys it from the sucker. You can still get the black one or the clear one for normal prices and I really wouldnt be surprised if the blue one eventually popped up in stores after the release date. Order some other LPs or	N104

	Post	*User & comment date*	*Comment*	*Concepts*
			merch directly for the band if you must spend the money and support the artists instead of the scalpers."	
253		skellige_whale 28/03/2022	"I don't remember exactly but i got a pricey version on Amazon because I've been following these guys for 20 years so come on let's break the bank."	N104, N124
254		MrsGoggins 28/03/2022	"Ive ordered the marbled and the clear vinyls. So ive definitely splurged lol. I literally adore them. There is just something about their music that has had such an impact on me."	N111, N124, N125
255	Zeit sounds fantastic on vinyl!	Man-With-The-Gun 05/05/2022	"Zeit sounds fantastic on vinyl!"	N103
256		XxLockdownZxX 05/05/2022	"Just got mine in a few minutes ago! I LOVE the look of the blue vinyl and the booklet is very awesome! Enjoy your record my friend!"	N110, N120
257		Man-With-The-Gun 05/05/2022	"Yes, it looks, sounds and feels great! All Rammstein records are top quality, so I wasn't expecting any less. Thank you! I hope you will enjoy your record too!"	N103, N110, N106
258		The_Humble_Neckbeard 05/05/2022	"You lucky bastards with the blue! That colour is absolutely stunning!"	N110, N111
259		[deleted] 05/05/2022	"Wow! I opted to go for the black vinyl to match the rest of my collection, but that blue truly is beautiful."	N111
260		Man-With-The-Gun 05/05/2022	"Honestly, I was also thinking about black vinyl to match other Rammstein records, but I'm also sucker for special editions."	N113
261		CatchAmongUs 05/05/2022	"I love when colored vinyl matches the overall aesthetic of the album artwork like this. This is really nice. I'm patiently waiting to get my vinyl copy. Well, more like impatiently waiting lol. I have 2-3 weeks more of waiting. I was only able to get the standard black edition though."	N110, N111
262		CLE_Till_I_Die32 05/05/2022	"Love it! Got my blue vinyl and when I saw it, I instantly decided it’s not being touched by my turn table. So I bought a regular edition vinyl and am going to frame the blue marbled"	N111, N114, N125
263	should I buy Zeit on vinyl?	kuh-vell-er-tack 24/05/2022	"The booklet and overall packaging is very nice. For some reasons it's 45 RPM and nog 33 1/3 like I believe the others are"	N110, N120
264		calebwilliams18	"I just got my first vinyl and it was zeit. So I say yes."	N115

	Post	*User & comment date*	*Comment*	*Concepts*
		25/05/2022		
265		Neirdacollector 25/09/2022	"I'll expose it, listen to it, look at it, that's collectors life 😅"	N110, N114, N116
266		mrn253 24/09/2022	"Good that iam not one of those crazy collectors :D The blue vinyl was already expensive enough."	N104, N111
267		Neirdacollector 25/09/2022	"Every single Rammstein thing is expensive 😅 More than 50€ for a vinyl, it's too much...but package quality is awesome"	N104, N110

r/ArcticMonkeys				
268	Are the vinyls likely to sell out fast?	Long-Share2512 24/08/2022	"Most releases nowadays have multiple limited special edition vinyl releases. Don't worry if you miss out, there will be other limited edition releases from other stores."	N113, N123
269		BangB0ngBing 24/08/2022	"No. It'll be mass released and Blood Records will probably do a special pressing"	N113
270		BD_chadwick 24/08/2022	"I'm going to wait for a more limited one like an alt artwork or bloodrecs or something"	N110, N113, N120
271	I'm having a dilemma on which vinyl variant to get	Shaman19911 24/08/2022	"The deluxe tip-on from the official store is bound to look beautiful, but I'd rather have the cream colored record from the indie exclusive because it's more unique (I have the gray record for TBHC). What do I doooooooooo"	N111, N113, N120
272		tameimpalakid 24/08/2022	"For folks unfamiliar with the term "Tip-On jackets", these are jackets where the print is done on a separate sheet of text-stock paper, and then wrapped/glued to a thick corrugated core. Conversely – most modern record jackets are called "direct-to-board" print, where the printing is done directly onto the cardstock itself). Many record consumers view Tip-On jackets as a luxury, or very upgraded packaging option compared to direct-to-board print."	N110, N113, N120
273	Af my local record store, I can pre-order 'The Car' on a custard vinyl. But I can't find the	Small_Dictator 27/08/2022	"The yellow ones are an indie record store exclusive. The grey one is a limited edition, the black one is the 'regular' edition. The songs are all the same, the differences are purely aesthetic. The grey one has a 'tip-on' mounted artwork. Unfortunately, I don't really know what that means. But the yellow and black one seem to lack that feature."	N110, N111, N113, N120

	Post	*User & comment date*	*Comment*	*Concepts*
	grey one in their shop. On the official webshop, I can only find the grey vinyl (and regular black), but not the custard one. What's the difference and what's the deal with it? (Prices are the same)			
274		BelgianBeerGuy 27/08/2022	"Cool, thanx I'm good with the yellow one, I think it's cooler than the grey one"	N111
275		oneiratxxia13 27/08/2022	"Oh yes my local stores have that aswell, same price. I thought ab getting it but also wanted the grey (because the FRIKIN rad air freshener), I think the grey is just an exclusive bc we have the yellow only lol."	N104, N111, N113, N120
276	should i pre order the car exclusive vinyl	StegBeef 30/08/2022	"i love mirrorball so far, but is it worth $75 (including shipping) cause ow my wallet"	N104
277		StegBeef 31/08/2022	"true, but just worried about how limited it is"	N113
278		ManufacturerWide5340 31/08/2022	"That's better than Canada I paid 85 and 25 of that was shipping. I don't treat myself that often to vinyl so it's a special treat."	N104
279	Oct 21st, this is what we are against	HighwaySignificant23 21/09/2022	"nah, im both a taylor & AM fan, preordered both vinyls and excited for both albums and tours. it ain't a competition"	N122
280		adamharvey29 21/09/2022	"I love AM but I can't lie I'm a huge Swiftie. I've bought four and a CD just to balance out my one AM vinyl"	N125
281	The Car Record	SupermarketBright 24/09/2022	"i'm going to pre order The Car LP and was debating on either getting the custard color vinyl or the silver deluxe LP. was wondering which one i should get or which one is considered to be more "rare" (new to the record world)"	N111, N112

	Post	*User & comment date*	*Comment*	*Concepts*
282		Redscarves10 24/09/2022	"The silver deluxe. It's the only one that has the "tip on" jacket on the LP sleeve. It's an old way of putting on album art per the 60s-70s if I remember correctly"	N111, N120
283		ProffesorPrick 24/09/2022	"Both will be rare, but neither will be super super rare. Best bet is probably the custard as its an indie store exclusive in the UK, but depending on how many pressings they made - I really don't think its known which is rarer. Which is why I bought both, see I'm playing both sides so I always come out on top."	N113, N125
284	The problem with leaking The album	vampyrelestat 03/10/2022	"Honestly.. I'm buying the album on vinyl when it comes out and streaming non stop so who cares about leaks, no money lost for the band."	N127
285		RexDeusThe2ndComing 03/10/2022	"Makes no sense honestly, I've pre-ordered the album and will see them live next year in London. If the album leaks I'll listen to it nonstop"	N127
286		sou75b 03/10/2022	"I've pre ordered vinyl and cassette, bought tickets for two shows for UK tour next summer and bought official merch - I'm gonna listen to a leak sorry 😅"	N125, N127
287	Just preordered The Car vinyl…	o0o0okage_22 05/10/2022	"without owning an actual turntable… I know this post probably belongs in r/vinyl but I wanted to hear from my kin (Monkeys' fans), is it worth starting a collection regarding their discography? I know the man has said not to believe in the hype but I believed so hard that I preordered the damn vinyl and not the CD like I usually do. Anyone own all their albums in that format? Does it give you a better Monkeys' experience in terms of listening to a whole album or am I expecting too much? Also shoutout to Body Paint for pushing me this far haha."	N109, N114, N126
288		illbebythebatphone 05/10/2022	"I've been collecting for about 15 years, have most AM records, just need humbug. It's a nice way to listen to full albums. Flipping the record every 20 minutes isn't the best for relaxing on the couch haha but still part of the experience. Time to buy you a turn table and speakers!"	N101, N109, N116
289		Sudden_Fig341 05/10/2022	"Obviously haven't heard The Car in full yet but I'd wager it'll be their most appropriate record yet to be played on vinyl. So you've taken the plunge at the right time! Enjoy!!! 😍"	N109
290		IamAM23 05/10/2022	"I just did the same thing. Turntable coming too. I needed the vinyl to admire even if I don't play it often🎸💜"	N110, N114
291		o0o0okage_22 05/10/2022	"That's how I feel, just holding the record will mean something more than seeing it on my Spotify playlists haha."	N106, N124
292		dcsag 05/10/2022	"100% worth it. So excited for the Car to come out. Based on TBBAM, it might be their album best suited to listen on vinyl."	N109

	Post	*User & comment date*	*Comment*	*Concepts*
293	Who bought multiple vinyl?	ProffesorPrick 13/10/2022	"I got both grey and custard. The grey will be delivered but I'm hoping my local rough trade will allow me to collect the custard edition on thursday so I can have it for midnight! If not I'll just collect on friday but thought it was worth a shot to get that hifi experience on release night"	N111, N125
294		martako19 13/10/2022	"that would be amazing (I've also preordered but won't get my hands on the actual vinyl in a month or two, can't wait to actually physically hold it)"	N106
295		AllSeeingPsy 13/10/2022	"My husband is not pleased but this band made me go out and buy a turntable and some speakers 😬. Currently debating between the standard black and the custard."	N111
296		IamAM23 13/10/2022	"I ordered the collectible custard vinyl! I just started my vinyl collection too. I can't wait; turntable arrives next week🩶"	N111, N114, N115
297		thepopethatsme 13/10/2022	"I ordered the premium bundle incl. the grey LP x 2 (one is for a friend) and the custard one with lyric book What turntable has everyone gone for?"	N111, N113, N120, N125
298	Custard vinyl or grey vinyl?	niles_deerqueer 18/10/2022	"Custard is a color I don't have in my collection! I like it a lot"	N111
299		MaximusBishop22 18/10/2022	"Think they both look equally good tbh, but I went with the grey because of the nicer tip-on sleeve"	N111, N120
300		nzapa21 18/10/2022	"I like the custard! I think it fits with the artwork better, plus I have TBHC on gray so I wanted a different one for this album haha"	N110, N111
301		chickenorthedickh13 18/10/2022	"I like the look of custard but I'm still getting both"	N111, N125
302		tom_buyers 18/10/2022	"i preordered grey before they announced custard but if they had them both on offer for preorder i would have got custard… but i got multiple tickets for their preorder so i ain't complaining"	N111, N105
303		MoshingWizard 18/10/2022	"Already have two custard records so I went with grey. I really think grey fits the album well."	N110, N111
304	Anyone disappointed the vinyl isn't a gatefold?	LilacDream98 21/10/2022	"Anyone disappointed the vinyl isn't a gatefold? Just seems like a missed opportunity to show off more of the beautiful visuals. Pretty sure this is the first non-gatefold vinyl since their debut."	N110, N120

	Post	*User & comment date*	*Comment*	*Concepts*
305		ProffesorPrick 21/10/2022	"Yeah knowing this saddens me. The TBHC record was so beautifully put together! Wish they'd done more with the car sleeve etc."	N110
306		LastLamplighter 21/10/2022	"Yep got the deluxe today. Disappointed in the presentation to be honest."	N110
307		Uncle-hammy55 21/10/2022	"Yeah that's what I thought when I first got it but having looked at the record I think it's intentional. Everything about it is very minimalist, just plain picture on the front with white background, plain back with just logo and words. Plain stickers on the vinyl. I do really love the green sleeve though, only got 1 other record with a coloured sleeve in my collection (sgt peppers). Having said that I'm glad I just got the cheapest one this time round and the deluxe tbhc having seen the artwork."	N104, N110
308	That Custard vinyl tho! BRB putting my brain on airplane mode while I give this a first listen	earlesstoadvine 21/10/2022	"Havent listened to it it yet as I only just got it delivered but I'm a little bit surprised how simple this edition is. Arctic Monkeys records from Domino are among the best ones I own, usually a nice gatefold with attention to detail, full sized lyric book etc. so The Car in comparison to the latests releases feels somewhat like a cheap bootleg copy. Perhaps this was the band's intentions to have it done as simple as possible but nevertheless I cant help the feeling of disappointment to be honest. Let's hope the music itself will help me shake it off."	N110, N120
309	Sad to say I'm very disappointed with the vinyl release for The Car	Shaman19911 26/10/2022	"No gatefold, no artwork, thin cover. A far cry from their other records, which all at least came in a gatefold cover with extra bits of artwork inside. Shame this era seems to have been a bit rushed, but I suppose I'm feeling a bit spoiled after Tranquility Base"	N110, N120
310		shoegaze1992 26/10/2022	"Love the album + the artwork but also disappointed with the vinyl. The tranquility vinyl was sick, one of the best lyric/credit booklets I've ever come across. I'm guessing it's pandemic related or a specific artistic choice"	N110, N120
311		Shaman19911 26/10/2022	"Same! Music is perfect but the presentation doesn't match :("	N110
312		charles_peugeOTH0205 26/10/2022	"Part of me thinks it's the current state of vinyl production, which is apparently extremely busy and backed up. May have been too many delays surrounding gatefolds or extra bits"	N120, N129
313		will10000 26/10/2022	"I thought exactly the same. I think the artwork and vinyl colours are great but the overall quality is very poor. I've also found mine is so tight it's really hard to fit the sleeve and vinyl back in without bending or damaging something."	N110, N111

	Post	*User & comment date*	*Comment*	*Concepts*
314		tomcruizes 26/10/2022	"Sadly I agree with you also. However there's a version I managed to grab that comes with a full hardcover booklet (it's sold out now I'm pretty sure) which is supposedly of very high quality. Also the air freshener that came with the limited edition smells AMAZING and I would honestly buy an entire box of them so my car forever smells like it!"	N113, N120
315		MazMellor 27/10/2022	"Also sad about the lack of gatefold/interior art but very keen on the textured photo-mount cover. That's class."	N110, N120
316	Photo from album release day	xXMrBinglesXx 26/10/2022	"Now that I have had five days to carefully and intellectually listen to the album from start to finish several times I can't begin to say what a masterpiece these collection of songs are. Each time I listen to the songs they becomes more mind-blowing than the time before. The finest quality of music, and will always hold the test of time. The packaging (CD & Vinyl) is also impeccably conceptual down to the beautiful choice of color tones. Man, what an album!!"	N110
317		xXMrBinglesXx 27/10/2022	"Honestly, I recall hearing a very subtle undertone of surface noice, but nothing to really point out. I think the vinyl sounds pretty rich and warm overall. Given that that has alot to do with the equipment you're listening to the record with (stylus, cables, speakers, settings on receiver, etc)"	N103
318	Thought you guys would like this one! Did you get your limited edition vinyl?	Djjjunior 27/10/2022	"Vinyl was meant to be played! I love that display though, it looks beautiful with the yellow."	N110
319		anakinisabitch 27/10/2022	"Limited edition on that one, so making it an art piece. I'll play it a few times but I'll probably get a regular one later so it's easy to access and I can play how much ever"	N110, N113, N125
		Noyz Narcos - Nill Forum		
320	Noyz Narcos - Virus [Topic Ufficiale] 14 Gennaio 2022 --- pg. 31	benq 21/12/2021	"Si ma anche io li tengo per collezione, sinceramente co 'sta cover manco mi va di acquistare il vinile (m'hanno pure regalato un giradischi mai montato però ahahha)"	N110, N117

	Post	*User & comment date*	*Comment*	*Concepts*
321	--- pg. 44	Luca_Dogocrazia98 29/12/2021	"Contento di aver preso il vinile dopo sta song."	N122
322	--- pg. 52	Oras 05/01/2022	"I vinili sono ormai la nuova frontiera per spillare soldi facili ai ragazzini, e non lo sta facendo solo Noyz"	N104, N117
323	--- pg. 53	Lamberto Boranga 05/01/2022	"La questione non riguarda i colori, ma l'annunciare che sono andate esaurite versioni che in realtà non lo sono. Non è una questione di stato, ma ho ritenuto giusto sottolineare questa operazione di marketing (se vogliamo considerarla tale) come poco cristallina."	N105, N111, N117, N121
324	--- pg. 54	Mobb Jeep 05/01/2022	"si per carità, pure io penso che in qualche modo verranno fuori, però sti cazzi mi fa rosicare, la trovo una mossa senza senso. non penso che tutto ciò farà vendere vinili/cassettine in più.. che poi la musica se non sei in casa te la ascolti in macchina o nelle cuffie se ti fai un viaggio in treno ecc... quindi che me ne faccio di due tracce su un vinile che manco mi posso ascoltare in giro? bah.."	N113, N117, N120, N121
325	--- pg. 67	Oras 10/01/2022	"Ma andando più in generale, cazzo te ne fai di un vinile nel 2022? Solo per collezionismo e reselling"	N117
326		With. 10/01/2022	"Se compro qualcosa prendo solo roba autografata che tengo chiusa col cellophane e che un giorno magari potrà valere qualcosa"	N113, N120
327	--- pg. 69	pasternak 13/01/2022	"Certo che un semplice vinile nero a prezzo più popolare potevano farlo"	N104, N111
328	--- pg. 111	Luca_Dogocrazia98 18/01/2022	"Il vinile lo avrei preso a prescindere. Ma vorrei pure ascoltarmi il disco completo quando non ho un giradischi a portata di mano."	N101
329	--- pg. 123	With. 04/02/2022	"Sto disco dopo 4 giorni ho smesso di sentirlo. Sono anche contento di essermi risparmiato 30€ di Vinile"	N103, N104, N117
330	--- pg. 129	ASAP COKY 13/03/2022	"Io da fan l'ho preso lo stesso, ma sicuramente è il disco più piatto della sua discografia."	N124
		PopJustice - Billie Eilish		
331	(See link)	Jacques 27/04/2021	"They’re actually all very nice shades so I can’t even be mad but £33-37 (depending on the retailer) for a double vinyl is a lot, Universal is pushing it x"	N104, N111

	Post	*User & comment date*	*Comment*	*Concepts*
332		maverick_79 27/04/2021	"I'm going to wait to hear more of the album before buying a vinyl, with postage £40 is a lot for a mainstream album."	N104
333		Tiger Suit 27/04/2021	"I'm torn between the antique green as it feels in line with aesthetic of the artwork, and the brown which compliments the art beautifully."	N110, N111
334		RJF 28/04/2021	"Hmm I'm torn between cool grey and pale yellow."	N111
335		tylerc 28/07/2021	"I'm not a variant collector (no shade to anyone who is) but why don't the girls bung out various formats, each with an exclusive track, like back in the late 00's?? We know you have dusty leftovers. At least the bonus "content" would be substantive! Best Buy, Walmart and Circuit City bonus tracks may have been a pain to collect but at least you got something new and not some paint splotches."	N110, N113, N120
336		tylerc 28/07/2021	"Yes, true I just think it would generate more interest if you scattered the deluxe edition songs around instead of different colors of vinyl/cassettes. I think it's cute that fans can pick which variation they like the most when they buy an album. It's more for those who buy multiple that I wish could get a little more out of it. Like you could actually play different versions to hear different bonus tracks rather than just look at your multiple colors on a shelf."	N111, N113, N114, N120, N125
337		Hyrulian 30/07/2021	"Ugh does this also come with the Walmart variant? I like that color way better but I'm a sucker for a poster."	N111, N120
338		Euphoria 30/07/2021	"I'm Team In Utero through and through! What color vinyl did you all purchase? I'm torn between the golden yellow, blue, and brown."	N111
339		drewsky 30/07/2021	"It's the pale blue or indie brown for me, I'll probably get the light blue because it also includes a poster and I'm closer to a Target"	N111, N120
340		blaze_dave 30/07/2021	"Pale blue as was more limited and looked really nice, which it does. Yeah and includes the poster that Target are doing."	N111, N113, N120
341		borneoman 06/08/2021	"Was expecting more from Billie's album sales, maybe if she didn't charge an arm and a leg for the vinyl (40 pounds) it would have sold more than 9K which seems pretty low for her..."	N104, N117
342		Joe. 09/08/2021	"The vinyl being £33 here would have hindered the sales quite a bit, I'm really not sure why it was priced that high.	N104

	Post	*User & comment date*	*Comment*	*Concepts*
			I don't know how long they've been that price but I just got one of the cassettes for £4.99 from her U.K. store."	
343		suitechicguy 16/08/2021	"I've finally sat with this album and it's so amazing. I've liked some of her songs but never really listened to her album before. Her voice and the production sound so good. I had to grab the vinyl."	N103

r/BillieEilish				
344	Vinyl Finally Came In!	SLOTH-SOUND 03/08/2021	"Which one did you get? And how is the pressing? Mine's pretty lacklustre which is just impudent considering the price the vinyl are sold at (40€ for a 2LP is horrendous)."	N103, N104
345		kingken816 03/08/2021	"I got the gold vinyl. I ordered it the day the album was announced. Mines looks pretty good!"	N111, N123
346	What is the rarest vinyl variant for HTE?	dmnaf 05/08/21	"I still don't know which one to get. I've got the Urban Outfitters one preordered but that's not shipping until September (no idea why that's taking so long). I don't want to wait that long but if it's the rarest then I should wait. My local record store just got the indie brown in stock so I'm tempted to go get that today. Or should I keep checking Amazon for the green? Idk which one to get!"	N111, N113
347	Is the "golden yellow" vinyl variant actually a "peach" variant?	titanc-13 06/08/2021	"Well, that's to be expected. Now, in the vinyl renaissance, the new ones are being priced aggressively, and that is probably my biggest gripe with collecting as a hobby, that new records are so expensive and have recently been trending upwards. This new Billie LP was $35, and IIRC the one before was $30. If you can, I'd seriously recommend looking into buying used. It depends a bit on your taste (because rock or jazz records are a helluva lot easier to find used and cheap), but I'd imagine even contemporary stuff could be fairly reasonably priced if you look at something like discogs."	N104, N122, N128
348		halfendless 06/08/2021	"I'm actually considering emailing them and returning it. I have the Urban Outfitters version preordered—I was going to see which one I liked best once I got them both, but I'm not a big fan of how this one looks, so I might just return it and wait for the UO."	N110, N117, N125
349		rsteinem 06/08/2021	"I emailed them too! Same response. I'm hoping to be able to return it for a refund bc now I rly want the blue variant after seeing all the pictures of it lmao"	N111, N117
350	happier than ever-vinyl variants	BlessedLilCrybaby15 20/05/2021	"Already preordered my gold/yellow one :)"	N111
351		imavakay 23/05/2021	"I've got that green one pre-ordered! Such a pretty color!"	N111

	Post	*User & comment date*	*Comment*	*Concepts*
352	Overview of all Happier Than Ever vinyl thus far	Callum_Fletcher 27/04/2021	"I've ordered the golden yellow and the hmv exclusive I'm so hype"	N111, N121, N125
353		This_Guy_Tom 03/08/2021	"Ahhhhh! I don't know what color I want!! lol I'm more of a Blue guy so the Target edition is good for me buuut I've been loving my trips to my local shop which is closer than my neighboring town's Target and the Brown is so different from what I have in my library. But the Blue is less expensive than Brown. Oooooo this is tough because I also want Gold but idk how someone can buy off TikTok haha"	N111, N104

Hifi Guides				
354	What's Up With The CD / Vinyl Appeal?	M0N 11/10/2021	"There's multiple ways of looking at it: Firstly is just the idea of ownership and more tangible aspect of things. You are getting a physical thing that holds the music you enjoy, you actually own it and aren't "borrowing" it from some streaming service so it's not going to be taken from you or changed without you knowing. Also there's more than just the disc or record, there's the cover art, the sleeve or casing, extras that the artist may have thrown in there that make it a bit more special and interesting, more than you'd see from a streaming service or ripped playback. If you start getting limited editions or special/rare releases this is further increased. I think all this also feeds into the experience of usage, with a more physical medium, you are somewhat dedicating yourself to listening to that album more through and through, less skipping around, no random shuffle, it's more like an event, interacting with the devices that play the discs, those extra steps can improve the experience for people. So I think just the experience aspect can do it for people, having something tangible to own and use might just be more rewarding to them. Also a music collection of physical media is immediately more impressive than a digital one of the same size lol, so just being able to see the size of your lib in a physical way is cool, don't get that with digital. Also there's the chance that some people just hate modern technology and don't want to interact with a computer or phone so I guess that's potentially another reason lol	N101, N103, N104, N106, N107, N108, N109, N110, N112, N113, N120

	Post	*User & comment date*	*Comment*	*Concepts*
			Sound wise there's a fair amount of reasons you might be more drawn to them. For vinyl specifically there may be special pressings and masters that are "better" than what's available to you digitally (sometimes the masters for some things on vinyl are really just better than what was mastered to cd at the time, typically more common with older albums than new), so that's a potential positive. I don't want to get into the digital vs vinyl debate since that's just a stalemate imo, they can both sound equally good in the high end (but personally I feel things get somewhat sketchy when you are in the more budget space and digital makes a more compelling argument but don't want to get too deep into that). Regardless of which might be "better," vinyl does sound distinctly different from a digital playback system (from both different mastering and the technology itself), which on it's own might be enough to draw people more toward vinyl. But let me just say a good vinyl setup is really expensive lol. You can also sometimes get better sound quality from a cd transport + dac vs a dac going into a pc or phone, a higher quality digital transport will provide a higher quality digital signal (cleaner signal overall, better clocked as well) to feed to your dac which can provide better sound quality than perhaps what else you are feeding it with. There are now music streamers/servers that take the role of the cd transport and can accomplish the same goal but pull from digital files instead of a spinning disc. They still do make all in one cd players with a built in dac as well, and perhaps that dac may be superior to the dac you use normally, so that's possibly another reason. All depends though, just some reasons off the top of my head, I'm sure there are more Edit: I guess another reason for vinyl, sound wise it has more components that can be better tweaked to your preferences, you can adjust the cartridge, tonearm, phono pre, actual table itself, vibration/isolation control, the music medium itself, etc. which gives you more options to adjust how things sound in the end than you can typically adjust with a simple dac setup. So that might be more preferable to someone that really likes to fine tune every possible thing to meet their preferences"	

	Post	*User & comment date*	*Comment*	*Concepts*
355		MazeFrame 11/10/2021	"CDs and even more so Vinyl make listening to music into something you take time and care to do. Instead of just “clicky button”, you take that fragile disk from its sleeve, spin up the table and set the needle down, enjoy the whole thing and then go to the next."	N108, N109, N122
356		GoosestOfficial 11/10/2021	"I suppose so. All your points are pretty much valid all the way. I do like that feeling of ‘exclusivity’. Just having all those little extra things that are in a CD. As a music producer, I appreciate who mixed, who mastered, the official lyrics, whether any samples were included - the booklet is generally the selling point for me. And just the fact that I have full ownership of a copy of an artist’s work. It really just sets this feeling of taking the extra step of supporting them. (This applies to vinyl, too.) But yeah, with all that being said, I’ve got a great excuse to boast with! Thanks y’all!"	N107, N113, N120
357		EvilGnome6 12/10/2021	"Ownership matters."	N107
358		ShaneD 12/10/2021	"I really don’t understand the love of vinyl. I am old and grew up with vinyl. It was shitty! Constantly, warping, constantly getting scratched and not at all portable. And the SSSSSsound drives me nuts. I gave up on those back in the 90’s when CD’s came out and albums pretty much went away. I kept buying CD’s until about 2010 and then I went to online purchasing. I have still rarely buy some jazz CD’s. I have NEVER owned or been exposed to more music in my life. My collection is at just under 7,000 pieces of music (ALAC, AAC and MP3) and I have it on my desktop computer, my laptop computer, my phone and two DAP’s. Awesome and portable."	N101, N103, N117
359		ShaneD 12/10/2021	"Me and all my friends back in the 70’s bought the best we could afford in our teens and early 20’s. They ranged from the family all-in-one consoles right up to very nice component systems. Some people treated their albums perfectly, others less so. I hung out at some stero shops back in the day and while I wasn’t going top of the line, I was piling a lot of money into nice gear, at least in my circles. I would NEVER go back to that. And now people are paying crazy prices for LP’s, although they do seem thicker and more stable. I think it is just more of a hobby now, a little club to belong to. But whatever makes people happy!	N104, N108, N122

	Post	*User & comment date*	*Comment*	*Concepts*
			I spend at least two hours and more every single week hunting for new music. I never did that back in the 70's. :grin:"	
360		Multibeast 13/10/2021	"I love my vinyl setup and tend to listen to more records than my digital collection. I really enjoy the physical media, the album cover, liner notes, extras that may come in the package. It's much more immersive IMO and it really makes you sit and listen to whole songs or albums you would normally skip over half of. I enjoy the process as well. Sitting on the floor and browsing the cabinet for what sets my mood at the time and then having to work to get it on there and set the needle. It can be very cathartic and calming for me, settles my anxiety surprisingly. Other than imperfections that may come direct from the factory (most shops have good return policies anyways), warping and scratches shouldn't be an issue if you actually care for your records and take the time to properly store them, drop the needle and clean them now and again. Bandcamp I think is the best place to acquire most music if you are going with vinyl, as they also provide you with the digital download as well in pretty much any format you desire. Best of both worlds for one price!"	N107, N108, N109, N110, N120, N122, N128
361	For the love of vinyl	db_Cooper 17/12/2019	"When CDs came out they were marketed as being fairly indestructible in day to day use type of environment. Besides the digital hype and the "CD" quality of back in the day DAC turning things into music I could plug into my analog amp. There were certainly growing pains. The CD was just easier than a record. You didn't have to worry about them getting warped, they were easier to transport, store and the idea of cleaning a CD was child's play when compared to the religious ceremony type of ritual that audiophiles adhered to when cleaning vinyl. Here we are today, about 30 years after the "death" of vinyl and from what I heard, more music is being sold today on vinyl than on CD and it's the number one source of actual tangible medium music sales. I miss album cover art. I miss liner notes. Album cover art was an art onto itself, you could look at pictures and read about your artist while listening. There are artists that had entire careers solely on their prowess to produce covers, iconic covers. God	N101, N103, N108, N110, N112, N120, N122

	Post	*User & comment date*	*Comment*	*Concepts*
			damned Rolling Stones would have had a gallery wing all onto themselves with their album cover art. Even Warhol was prolific. But this isn't about album cover art, it's about spinning vinyl being cool, to the point of exclusion by some. Pops, scratches, wear from a stylus, whatever it was. Other than the "analogue", there was nothing going for vinyl, yet here they are. Certainly not dead. For some of the reasons already noted, the fact that yo have to store for them, care for them, baby them to a degree and they're a PITA to transport. Yes, I helped carry milk crates for DJ friends back in the day. Would love to hear from someone who's a vinyl head today. No judging, different formats, different times, the involvement and commitment that vinyl takes over other sources. I get that. I'm just not disciplined enough for vinyl but I'd love to hear what today's generation has enjoyed, gained, rediscovered from the current revival of the medium. Couple more questions, are today's albums more resistant to damage? Is audiophile phono gear better today than it was back in the day?"	
362		Aspen 17/12/2019	"For me I don't think it's better then digital My better half has a crate of favorites and honestly I think it's just the ceremony and prep make it feel more special and powerful also it has a bit of a collecting thing to it and we all know how addictive that is. As far as cd's go I had quite a few when I was younger but they are very cold they don't require the human love and attention as much as records do. I guess what I am saying is records tape and cd teach you that music is special and that in our time now music doesn't get as much care. For example I have 300 albums on this sd card oh cool. Now if I said I have 300 albums on Records wow you must love music. You are very dedicated to keeping your collection clean and working. But thats just my rambles on Vinyl. :woman_shrugging:"	N108, N109, N112
363		flotsammy 17/12/2019	"Vinyl is my preference when listening. I love the experience of sitting down and listening to an entire album end to end. I love the cover art and liner notes too. There is a level of craftsmanship involved with producing a record that Is missing from other formats. I don't hear too many discussions about who mastered a particular FLAC file	N103, N107, N109,

	Post	*User & comment date*	*Comment*	*Concepts*
			or what techniques were used (at least I haven't heard). I can tell you that without a doubt, different pressings of records can be dramatically different. Different CD pressings sound different also, but it is harder to figure out the source of the differences. I have nothing at all against CDs or other digital formats. I listen to them more often when I have music on as background. I probably listen to more digital music than vinyl records, (at work, in the car, etc.), but I prefer to listen to vinyl."	N110, N120
364		Onaha 17/12/2019	"I guess cassette tapes still had it, but I always say the art of album sequencing was lost with vinyl. Look at Exile on Main St by the Rolling Stones. It's a double album and each of the 4 sides starts and ends with an amazing song. That's lost when you play it on CD or digital. Also, because of the cost to produce vinyl, and the limited storage space a record contains, a lot of the stuff that gets released now would have ended up on the cutting room floor, or got moved to the next album. It forced artists to really deliver the cream of the crop vs. just saying "here is everything I recorded this year". I don't want to hear a new artist who's debut album is an hour and 45 minutes long. Tighten that shit up!"	N120, N129
365		flotsammy 17/12/2019	"I was referring to the mastering when I said different pressings can be dramatically different. I should have been more clear. The mastering if a recording involves creative decisions that affect the final sound of a recording. I don't know how often people search out particular releases of a FLAC file based on who mastered the recording, or if it is even possible to track down that information. I definitely have looked for different releases of certain CD titles to get a mastering I was looking for, but I don't think most people bother. With vinyl, it is very common to look for a title that has been mastered by a particular engineer, since the sound quality can be so different. There are more creative decisions that go into the mastering process for vinyl than for digital mediums. Cutting the lacquer is an art form by itself and there are a handful of engineers in the World who are better than all the rest. If the recording is mastered at 1/2 speed, there are even fewer engineers who are good at it. People don't spend big bucks on Mobile Fidelity, or Analogue Productions pressings for no reason. They sound quite different. They hire the best engineers to cut the records and use companies like RTI to press the vinyl, because their quality control and substrate quality is much better than average. A classic example is the original mastering of Led Zeppelin II done by Bob Ludwig. It	N103, N113, N129

	Post	*User & comment date*	*Comment*	*Concepts*
			was a “hot” master, meaning the dynamics of the recording had a high amplitude and on some lower quality turntables could cause the needle to jump out of the groove. As it happened, the record company owner’s daughter had a mediocre record player and the first pressing caused her record to skip. The record company’s owner made them scrap the original mastering and reduce the dynamics, creating a flatter sound with reduced bass and lighter transients (a.k.a.boring). The original master only had a few thousand records pressed and they are now sought after as a holy grail for many record collectors since the sound is so much better."	
366		Polygonhell 17/12/2019	"Unlike tape, there is minimal degradation from playing a record IF your turntable is setup properly, (tone arm properly balanced and cartridge properly aligned). It requires you care for them. Digital Mastering is certainly better than mastering on tape, I doubt there is much debate there, it’s really what pushed the transition to CD. Vinyl sounds different for a whole host of reasons, there are physical restrictions on what can be represented in a bumpy groove. There is however no doubt in my mind that at least with some older material Vinyl has the superior representation. As I said above Lazy from Machine Head is a totally different track (in a good way) on Vinyl than it is on any of the digital remasters, I think a lot of it had to do with the inherent noise in the system, allowing the people mastering to ignore a degree of noise from the mastering process, resulting in generally better dynamic range in the masters. The short version is Vinyl sounds different to any digital playback, the best word I can use to describe a great Vinyl system is refined. It wasn’t until I heard SACD, that I heard digital systems that were comparable. You need to hear a Good Vinyl system to really understand the difference. But chasing a perfect Vinyl system is a bottomless money pit, every part mechanically impacts how the sound is picked up, so subtle improvements are very audible, and eventually you will convince yourself that $2000 cartridge or $5000 tonearm is worth the price. You can of course get Good for “reasonable” dollars. Now I currently own no Vinyl and I’m not interested in picking any up, a part of my would like a turntable, but they are a lot of very expensive inconvenience for the value."	N101, N103, N104, N108

Appendix C. Netnography 2: Instant film revival – Data set

	Post	*User & comment date*	*Comment*	*Concepts*
		r/analog		
1	Downhill skateboarding in the fog. Santa Barbara, CA. ['36 leica iii, canon 25mm 3.5, Delta 100]	Fortex1 04/01/2023	"This has got to be one of my favorite photographs I've ever seen. I too mainly use film photography to document my own life and time with friends. If I ever shot something as epic and real as this, I'd be SO thrilled haha. All the praise you're getting on this photograph is much deserved."	N224
2	sun shower (Nikon F2, Nikkor S.C 50mm f1.4, Kodak Gold 200)	xaviergam2 07/12/2022	"This is why I love film. Such a unique tint/mood/color profile that almost morphs with each hour and lighting of the day (and night). What speed (shutter)? Amazing shot."	N217
		r/analogcommunity		
3	Olympus O-Product....quite the unusual point and shoot	Pgphotos1 13/01/2023	"I've always wanted one, not because theyre supposed to be particularly good or anything, I just think they look weird and cool as hell."	N203, N208
4		Gambenius 13/01/2023	"Simple lines and elegant contours, this abomination screams 90's like nothing else"	N208
5		MrAkai 13/01/2023	"They aren't an amazing camera shot-quality wise but they certainly turn heads when you use them. I have on with the matching flash and it inspires lots of "oohs" from passersby	N203, N208

	Post	*User & comment date*	*Comment*	*Concepts*
			The guy who did the designer (Naoki Sakai) did all of the cool retro kei-cars for Nissan as well."	
6		sarathepeach 14/01/2023	"That looks awkward to hold and is uncomfortable to look at. I want one."	N208
7		TheZombieProcess 14/01/2023	"Not particularly good. I got to play with one about a week ago at an LA area photo meet up. The owner had bought it just for the stares it would bring when he used it."	N203, N208
8		taomeister 13/01/2023	"The Ecru is even weirder but man, the 90s were full of fun camera ideas when designers could really have fun with it as a fashion medium and nowadays cameras are so 'serious' and 'pro'."	N208, N224
9	Finally scanned some of my grandparents' slides from the 40's and 50's	DeadlySwan 26/04/2022	"It's so enjoyable to see old pics like this. You can see a lot of movies depicting old time, but seeing real photographs of real family life... looking the results of decades old photons course that have hit a film in their last effort before their death. It's really something else..."	N224
10		nikkyninja 21/04/2022	"E-6 just captures memories like i see them in my head. thanks for sharing these they are so good"	N211, N224
11	That's how the famous photograph of workers on a steel bar was taken	browsingtheproduce 10/12/2022	*in reply to: "why didn't he use portra" >* "Because it's fucking $28 a roll."	N211, N212
12		Catatonic27 10/12/2022	"No good reason? There's literally one (1) factory making like 85% of the worlds film supply how exactly do you propose they scale up production? Kodak would need to invest billions, they probably aren't convinced it's worth it yet."	N228
13		SkriVanTek 10/12/2022	"if you want to shoot analog like if it was digital just stick with digital. people always complain how expensive film is, but no one ever talks how many frames they wasted with inconsequential shots."	N212
14	Gf just asked me why I have so much toothpaste in my fridge	turnpot 15/10/2022	"85 rolls of Portra 400. That's $1360 at Adorama pricing currently, before tax."	N211, N212
15		Early_or_Latte 15/10/2022	"Wow. I joined this because I love photography and have recently gotten back into analog through polaroids with an SX-70. I know a pack of 8 polaroids is about 30	N210, N212

	Post	*User & comment date*	*Comment*	*Concepts*
			CAD, but they're readily available if you know where to look. I had no idea rolls of film cost that much now!"	
16		PETA_Parker 15/10/2022	"yeah it's kind of a recent crisis, you can get film cheaper, but portra is incredibly expensive and all the prices went up by like 100-200%"	N211, N212
17	A couple of months ago we started a Film Photography Meetup, yesterday we had our biggest turnout so far!	markyymark13 24/10/2022	"A couple of months ago a friend and I started the Seattle Film Club to try and bring together local photographers for monthly meetups and grow the community here that we felt was very fractured, especially when compared to other big cities like LA and Bay Area who have massive film photography meetups. Yesterday we had a meetup with the Seattle chapter of Beers and Cameras and had our biggest turnout yet with about 40 attendees showing! Super grateful for this community and seeing so many people come together to share our hobby and passion together. We got to see a lot of new faces and chat with the owners of a local film lab. Hopefully this can inspire some of you here to start your own community of film photographers in your area! For anyone in the PNW area check us out on IG @seattlefilmclub"	N226
18		myprius_11 24/10/2022	"Beers and Cameras has a LA chapter. Last time we (50+) met at Grand Central Market, walked around DTLA, and drank beers. Even some digital people showed up."	N226
19		doo-be-doo-da 24/10/2022	"Following! We should get together and make an LA group :)"	N226
20		markyymark13 25/10/2022	*in reply to sixwingmildsauce: "How exactly did you connect everyone? Facebook?"* "Instagram mainly, and we have a Discord server."	N226
21		jorshhh 25/10/2022	"I run a film group in Toronto. We got a LomoWalk going this weekend. Check us on IG: https://instagram.com/torontoanalogfriends"	N226
22		evondell 25/10/2022	"It's 'Boston-area film photographers' - lemme know if you decide to start something new, I'm sure a few of my film friends and I would be down"	N226
23		TheSpanishSlime 24/10/2022	"If anyone in the comments is from London, theres a couple of really good similar meetups that are definitely worth checking out!"	N226
24		vacuum_everyday 24/10/2022	"There are tooons of film shooters in Utah County!"	N226
25		EricRollei 25/10/2022	"That's awesome! If you're in the SF/Oakland area there's the East Bay photo collective which has regular meet ups and photo walks, gallery shows, and more.EBPCO.org"	N226
26		Arcticdom 24/10/2022	"Something like this in Paris ?"	N226

	Post	*User & comment date*	*Comment*	*Concepts*
27		somepilot16 25/10/2022	"SD has a Beers and Cameras chapter!"	N226
28		HogarthFerguson 25/10/2022	"We had a realy good group of people who did this in Baltimore, Film in Baltimore. We don't have anything here in chicago, but if anyone is interested, It could be fun to get together. What we did in Baltimore was once a month meetups, and a bit of a less cohesive photowalk prior to or afterwards."	N226
29		Abject_Ad_2368 25/10/2022	"I would love to organize something like this in Washington, DC if anyone is interested."	N226
30		swolltoots 25/10/2022	"Here in Boise we've got the @208filmsociety. It started a couple years ago and we do a lot of downtown or neighborhood walks. Just recently we've been doing more involved excursions out into the wilderness. Come along if you're in the area!"	N226
31		ArtichokeyMcDokey 25/10/2022	"I wish we had something like this in Albuquerque. If not, I'm inspired to start one."	N226
32		maygirll 26/10/2022	"Anyone know of any meetups in Milwaukee or Chicago?"	N226

r/polaroid				
33	You get what you pay for 🧐🎩	isawagoose 11/04/2022	"But Instax film actually renders colors properly and more consistently. New Polaroid film kind of sucks. The only advantage it has is being bigger."	N215, N216
34		Drstyle 11/04/2022	"I also think that part of the charm of these cameras is that they are lower fidelity and that the results are a bit random. Like I have a nice DSLR, and its a lot better than any instant camera. So to me, being elitist about different instant cameras is real weird. I love my Instax and for me its besides the point that I could pay a lot more money for a better camera."	N203, N204, N218
35		maniku 11/04/2022	"That's true enough. I'm actually shooting 600 film in black and white more and more now. Also, if there was a more versatile Instax Wide camera, like one with the same features as Mini 90 or even SQ6, I'd grab it right away (I know about MiNT's InstantKon RF70, but it costs an arm and a leg). Still... I've got results with 600 colour film that have a really special mood that you don't get with Instax film."	N201, N215, N216
36		EuphoricPenguin22 11/04/2022	"Lomography makes some top-notch instant cameras for Fuji formats. The Wide is a solid choice, the Square Glass has a unique design and glass optics, and the Automat Glass is perhaps the best Instax Mini camera outside of the expensive MiNT units.	N203, N204,

	Post	*User & comment date*	*Comment*	*Concepts*
			These can get pretty expensive, though, so I recommend looking for slightly older used models on eBay. I scored a CIB Lomo'Instant Automat (plastic lens) for around $50 (including tax and shipping)."	N208, N222
37		maniku 11/04/2022	"Yes. Unfortunately, though, Lomo cameras tend to be unreliable and unpredictable. That's what I keep hearing anyway."	N203
38		ilovescones 11/04/2022	"I love mine - I have a OneStep+, a mini 90, and a lomo wide and the lomo is the best of both worlds."	N203, N225
39		superrad278 12/04/2022	"I love my square glass. It’s the perfect in-between a regular Instax and a Polaroid imho. A little unpredictable, a little more effort to get into a groove with but also a little more magic. And if the zone focus is on its crisp! I’ve shot at least 20 packs of film on it, no real complaints."	N203, N205, N218
40		desertplanthoe 11/04/2022	"Yes! I used to think Polaroid is superior but i realized that Instax has never failed me"	N201, N202
41		are_j_272 12/04/2022	"Yeah, I was worried about polaroid initially cos I'd seen ugly examples but new batches have been awesome and I'm loving the results"	N207
42		[deleted] 12/04/2022	"Not true;Polaroid film have more dynamic range and hot color palette;when scene has high dynamic range instax film is inferior to Polaroid because at infinity has totally fired highlights and shadows are totally black or temperatures of colors in the shadow area are totally not true vs Polaroid or zink that make correct tone a bit shifted or desatured and less contrasted but whit right colors;depend from situation if us better Fuji or Polaroid;Fuji unfortunately discontinued fp 100 c peel apart film that take perfectly pictures in color and dynamic range"	N209, N210, N215, N216,
43		UncleAnonG 11/04/2022	"Polaroid isn't about resolution proper color accuracy. It's about capturing the moment."	N202, N224
44		isawagoose 11/04/2022	"It used to be. The old film was much better quality and more reliable, and was used for a lot of professional purposes. The new stuff doesn't even come close."	N210, N221
45		IvanDSM_ 11/04/2022	"Polaroid film is just too temperature sensitive. It's literally unusable in places with a hotter climate because it can't take temperatures higher than 28° C."	N210
46		darthnick96 11/04/2022	"I shoot Polaroid film in the Mojave desert all the time. Never have an issue with it. Have also shot Polaroid film in subzero temperatures. Again never had an issue with it. If you’re conscientious about where you’re keeping the camera and aware of how to handle the film in extreme temperature conditions you’ll absolutely get good results. Anything less is just excuses."	N210, N223

	Post	*User & comment date*	*Comment*	*Concepts*
47		superrad278 12/04/2022	"I'm from Canada and I agree. The temps where I am range from -40 to +40 and it can be tricky. I love my Polaroid cameras and I love the less polished look vs Instax, but it's not my first choice if I want something reliable. I keep getting hit with duty on orders from Polaroid.com, which adds $20 to my package on top of around $20 shipping, because it's not free to Canada and takes 2-3 weeks. So unless I'm ordering a lot, I have to deal with stores or Amazon. I get that it's a great format, but my last order for 2 packs ended up costing me around $70 USD which is over $4 per photo, vs $2 US per photo if I order from Amazon or go to Urban Outfitters or some place like that. I still buy it and love it, I have a few packs in the fridge right now, but it's not my everyday instant photo format. It's more like the champagne of instant film, I take it out for special occasions."	N210, N212, N215, N216, N224
48		IvanDSM_ 11/04/2022	"Which ends up making Instax a better choice nonetheless since both their color and B&W films are guaranteed shelf-stable here. I've seen 3 year expired Instax film work perfectly. The point is that one isn't better than the other and there's no sense in being an elitist. If you like Polaroid, that's great, but you gain nothing from throwing shade at Instax users. If anything, you reinforce the image that Polaroid is a hipster brand. At the end of the day we're all here cause we love instant photography, no matter the brand."	N209
49		WapitiOW 11/04/2022	"I love my polaroids but sometimes it's not though, sometimes you're unlucky and the film is just bad no matter what you do, it's a bitch compared to instax. but I can't stop shooting polaroids it's to much fun"	N210, N224
50		Nochinnn 11/04/2022	"The amount of money Polaroid owes me because of their crappy film packs that age line milk… even with proper care…. I'll stick to instax wide forever. To me this is what instant film looked like way back. Nothing cracks and it's always great"	N210, N223
51		midaspaw 11/04/2022	"what you get: less pictures, worse colors, develops ten times longer, needing to store it in the fridge, can't use them unless the climate is perfect"	N210, N216
52		vacuum_everyday 11/04/2022	"Trying to shoot 600 film on-site during winter was a nightmare! Everything goes blue and looks underexposed no matter how quick you pocket it. Instax took longer to develop due to cold, but still came out perfect."	N215, N217

	Post	*User & comment date*	*Comment*	*Concepts*
53		maniku 11/04/2022	"Must admit to certain purism. Haven't really touched my Instax cameras since I got my SX-70 and they feel a little like toy cameras now. A lot of it is about the feeling of shooting with something original and authentic. I do notice that among Instax Mini users there are perhaps more of those who are into it not so much because of photography but the coolness of having printed keepsakes of parties and whatnot, themed or multicoloured frames etc. And that's why Fuji puts out cheap, simple point and shoots like Mini 11. But in the end: whatever your motivations, if it makes you happy, go for it."	N204, N206, N214, N218, N224
54		Kabong30 11/04/2022	"I mean there's a reason that "Polaroid" released a small format camera. IMO Instax allows for a more fun and spontaneous experience without having to worry too much about blowing $2 plus for a messed up shot."	N207, N212, N224
55		Superlolhobo 11/04/2022	"Ngl, I feel guilty for owning and enjoying my Instax Wide 300 and Link Wide printer… That being said, I'm always proud to show off my Polaroid collection. Like my near mint, 90's Hello Kitty Polaroid 600. Yeah it cost me $180, and yeah it does shoot like any other Polaroid 600 you could buy for $15. But it's a pink Polaroid camera with Hello Kitty on it! Whenever I have a lady friend over, I make sure to hide any Instax products I've left out in the open. But I will leave my Hello Kitty Polaroid 600 on my bedroom shelf, flipped up too🥲"	N202, N204, N207, N225
56		BabyLlamaaa 11/04/2022	"Idk if its popular or unpopular opinion, but i think instax wide is the best instant photo method currently available. Instax square comes close to polaroid film too, but not quite. If i had to rank id say: Instax wide, Polaroid, Instax square, Instax mini, Any other random ones (kodak for example)"	N201
57		FatCypriotGorilla 11/04/2022	"I mostly shoot with my instax wide camera as the film is way cheaper(1 euro per shot) compared to my sx70 film (2.25 euros per shot). I only shoot with the polaroid only on special occasions. So yeah, i agree with your rank."	N209, N210, N224
58		SardinePicnic 11/04/2022	"This is one ironic as fuck meme. I'll shoot instax wide over shoddy overpriced Polaroid crap any day of the week. And I get the right amount of shots too. Not like "Polaroid" who scammed hipsters out of two shots in the pack and people still want to use it"	N204, N212
59		real_utopias 11/04/2022	"The Polaroid film ages like milk after exposing though. If you keep your pictures on a wall and not in a shoebox, they will quickly turn very	N202, N205,

	Post	*User & comment date*	*Comment*	*Concepts*
			purple/blue-ish within 2 or 3 years, which doesnt happen with Instax pics (at least so far in about ~5 years I havent seen any noticable color shift). Idk why I would waste that much money on more expensive film, that I then can't even look at, but have to keep in a shoebox under my bed if I want it to keep it's color properly. And even then, you're colors are gonna be terribly tinted if you shoot in anything outside the 0-25°C range, so forget bringing your Polaroid with you an a walk in winter, or a hot summer evening (unless you like the aesthetic of the blue/green or red/orange shift of course, which I guess a lot of people do) Also, especially the new Polaroid cameras are terribly barebones. They don't even offer options for double exposure like my Instax, which is a very fun feature to get creative with. I did notice though, that Polaroid cameras seem to handle shots with very bright subjects (noon sun in the background for example) better, altough Instax has massively improved in that area in the last couple of years, it feels like. It's not something that comes into play often, but it was noticeable in the rare times it did."	N207, N209, N212, N215, N216, N217
60		TheUltimateShammer 11/04/2022	"I have an OG sun 600 and I love it, but if I want an actual good photo I definitely go to the Instax haha, definitely opposite from this meme for me."	N201
61		Valuable_Ant_6059 12/04/2022	"I love Polaroid, but Instax is way more consistant, sharper, and more accurate. Polaroid isn't even close to Fuji anymore."	N209
62		rottenwytch 11/04/2022	"They're different and serve different purposes, I'm not wasting my Polaroid film with random people at a party but I'm not taking professional pictures with an Instax. Also I hate the black and white Polaroid film."	N221, N224
63		rottenwytch 11/04/2022	"I hate the sepia-ish tint it has, while Instax monochrome film is pure white"	N209, N210
64		Duchs 11/04/2022	"Coming from a packfilm background I've never found IP->Polaroid integral film to be satisfying. The format is smaller, the colour reproduction, contrast, no negative, slower, etc. 3000ASA b/w packfilm with a f/4 lens chef's kiss I was willing to give it the benefit of the doubt when it was experimental but in the ten years I haven't really noticed a dramatic improvement. I'd almost be willing to switch to Instax but I still resent Fuji for killing off FP100C packfilm in 2016. I understand why they did it, but still. When I run out of packfilm I'll probably switch over to 120 medium format rollfilm instead."	N210, N216

	Post	*User & comment date*	*Comment*	*Concepts*
65		herehaveallama 12/04/2022	"Mini is not the best of the Instax film formats. Square and Wide are top notch. I use wide editorially and I hate polaroid with a passion because at least Instax is more consistent (for me and my experience)"	N209
66		onceinamelon 12/04/2022	"I shoot both formats. But being in a tropical country, I hate shooting Polaroid sometimes because it is so sensitive to temperature. You use color film, you get magenta tint. You use b&w, it will turn to sepia so fast. I like Polaroid but for me, instax is better in terms of color and price."	N210, N212, N215, N216
67		onceinamelon 12/04/2022	*in reply to darthnick96's comment: "The damage actually occurs before the shot is taken. You have to keep the camera with the film inside cool as well." >* "Yeah. I guess so. That would be a problem if you're walking around and taking pictures. Still, instax is for me due to this. I am hoping Polaroid would be able to improve this aspect of their film."	N210
68		GracelessPattern 11/04/2022	"Polaroid is so unbelievably trash as a medium. like u/Nochinnn said, it ages like milk no matter what you do. I have had packs that have all turned out fine and then 3 days later all my pictures are washed out beyond belief. Forget about bringing polaroids to the beach either because the heat will cook the film, forget about shooting in humid places because the same thing happens. I have only bought packs directly from polaroid and refrigerated them right away, all sorts of cautions were taken and none of it mattered. Polaroid is only worth it only for the experience and the occasional good result because its the bigger format. I have had some instax pics some friends took in 2016 that were forgotten about in some old yearbook that look as if they were taken today. All my polaroids that were not refrigerated even after shooting are all green-ish or magenta-ish washed out."	N210, N214, N215, N216, N223
69		instant_stranger 29/09/2022	"I'll just say this… I recently bought 2400 frames of fresh Instax wide for just over $1k. That same amount of photos would cost me over $5k if I were to buy Polaroid and it would go bad before I could use it all. Do I love the way Polaroid looks? Do I love the experience of using my SX-70 and SLR680? OF COURSE! But do I love it 5x as much as Instax? That's where I have to draw the line. The extra money I've saved has allowed me to invest in converting all my favorite cameras to Instax. I can now shoot Instax wide on any of my 4x5's including my 4x5 SLR's. I can also shoot it on my Mamiya Universal Press and Polaroid Miniportrait Passport cameras. I can even shoot Instax square on my RB67! I'm not saying it's worth it if you don't already have those	N201, N202, N205, N212, N214, N216, N218

	Post	*User & comment date*	*Comment*	*Concepts*
			cameras but you can literally pick up a Mamiya Universal kit for like $150 and it will blow away the quality of the SX-70 and give you the option of full manual controls (including double exposure). And nobody's talking about the even more fascinating quirks of instax like it's ability to give you a completely inverted image when you wildly overexpose it! It just can just do way more and it's incredibly stable. I have some Instax halloween frame film that expired in 2015 that still looks brand new."	
70		deldge 11/04/2022	"I think polaroid film has a specific application. For me I always bring them to parties. I never used instax but from what I hear from this thread it's pretty good."	N210, N224
71		rohzel 11/04/2022	"HAHA this was a good one. but to be honest if im looking for consistent and predictable results im going with instax. If im going for experimental — polaroid. As many have mentioned, there's a mood only polaroid can offer but 8 shots that often offer inconsistent results… it is costly. i find the Mint flash bar (for sx70) tremendously reliable but natural daylight is kinda a hit or miss. One other plus of polaroid film is that you can do emulsion lifts with them."	N203, N205, N209, N210, N212, N216
72		thebigscrongus 11/04/2022	"I prefer the big pictures, it was a big hook for me because I hate the tiny instax film. At the end of the day you're right about everything, I'm glad the community appreciates the company as much as the product because they put a lot of work into reviving this incredible form of art!"	N215, N217, N226
73		purportless_purpose 11/04/2022	"Agreed. Used to shoot Polaroid but haven't gone back after instax wide. The colours of instax are much better and it's a larger format. Also seem to get better resolution with instax but that might just be me."	N209, N215
74	Epcot 2022	totzalotz 05/03/2022	"This is the stuff Polaroid is made for - pure nostalgia!"	N218
75	A great example of the quality you can get out of Instax when you shoot it through a glass lens	benjeepers 30/09/2022	"It's similar but not exactly there. Eh don't be too salty. Who knows how long real Polaroid film will be around. Instant film is cool, Polaroid film is finicky and expensive. Instax is a great alternative. Still planning on converting my Polaroid 110B to instax wide for cheap excellent results."	N210, N212
76	A bunch of pricks - Polaroid impulse af	luna_horror 27/11/2022	"The Impulse is growing on me very fast! I used the Supercolor for years, but the Impulse seems to give better and sharper results."	N216

	Post	*User & comment date*	*Comment*	*Concepts*
77		SeeWhatDevelops 27/11/2022	"Honestly in terms of value it’s spectacular. It’s also easy to carry and has, I think, the best framing of any box camera."	N202, N204
78		post_break 30/11/2022	"Impulse AF is the best non slr camera IMO."	N202
79	Improvements on the film chemistry shared by Polaroid	Turgid-Derp-Lord 07/11/2022	"The other test is longevity -- it's pretty incredible to see Polaroids from 30 years ago stapled to the walls of bars and clubs and while they're a little faded, the image is very much still intact! This is in comparison to my Polaroids taken 12 months ago that have been stored in dry, dark conditions 100% of that time and are noticeably faded... If they get the longevity issue fixed, I will be much happier."	N216
80		lifterzerothreefive 07/11/2022	"For some reason I like colours better before. Not sure why. But great that they are working on improving the chemistry. Any news on longevity and light sensitivity?I have to keep mine in the album"	N216
81		thecysteinechapel 07/11/2022	"But original Polaroid film always had vibrant colors with excellent contrast and detail. That's why I'm not a fan of people saying the modern version looks more "vintage" or "authentic" since it reinforces an incorrect notion that this, plus the various flaws, is how instant film is supposed to look. I do agree about Instax though. The colors are a bit too cool and oversaturated for my taste. I'd prefer Polaroid aim for a slightly warm tone with more natural colors, similar to classic Kodak emulsions."	N215, N216
82	[emoticon]	KingStryder 23/08/2022	"Just stunning! I love it when a Polaroid comes out better than expected. Makes the cost and fragility of this film so worth it!"	N210, N212, N216
83		Ildromias 23/08/2022	"Thanks! Indeed. That’s the thrill of shooting polaroid! Very happy with how this one turned out."	N218
84	Marcy [RB67, Expired Fuji FP-100C]	Atlantic_lotion 22/03/2022	"God I miss how good packfilm truly was, easily 10x better than intragal film will ever be. I only got to shoot 1 pack of FP-100C as I got into film right after it was Discontinued, but I enjoyed every second I had with it."	N211
85		ZappaPhoto 22/03/2022	"You said it. It is such a deep bummer that this medium was discontinued. It's actually hard to believe, given how incredible (and incredibly fun) it is. Like you, I feel thankful that I've had the chance to shoot it at all. I also only found it about six months ago. Thanks for your comment. It's nice to commiserate over this crazy cool medium!"	N211, N224

	Post	*User & comment date*	*Comment*	*Concepts*
86		team3perception 22/03/2022	"i mean if you're really about that life you can try and buy supersense one instant film when they restock it, although it is extraordinarily expensive but i guess that's the price you pay for the only pack film in the world that's being produced"	N212, N227
87		Atlantic_lotion 23/03/2022	"I mean I could, but its overpriced, black & white, with awful image quality. It's really not for me, but I'm glad that it exists, even though it will never be as good as the old stuff"	N212
88	titled "neglect"	SalutBonhomme 20/08/2022	"You should keep taking photos of things that have a deep meaning for you! It makes them so much better and you get emotionally attached to them."	N224
89		Sert5HT 20/08/2022	"I think they were produced later and perhaps in lesser quantities. They're also more desirable due to their native 600 film format. In the 690's case it was released mostly in Japan and for a much more limited audience. I opted for a 690 vs 680 because despite being touted as the same, the 690 an actual microprocessor which I prefer over the older transistor based 680."	N227
90		terriblesnaps 20/08/2022	"Beautiful Polaroid. Polaroids seem to capture flowers so wonderfully."	N216
91		Sert5HT 20/08/2022	"Thank you I agree! The softness of the images lends to the nature of the flower I think."	N217
92		Sert5HT 21/08/2022	"Yeah it's definitely a save up for kinda item. I always half jokingly say I have two jobs so I can shoot Polaroids"	N212
93	I like to take my camera to music festivals and hand out Polaroids! I'll be giving out ~80-90% of this film at Escapade this weekend!	thetackytourist 20/06/2022	"Uhh more than I'd like to admit lol It does help that they have a rewards program as I got a discount on this order and I'll receive a discount on the next. Honestly I've been considering seeing how many I would need to buy to get wholesale pricing to see if it would be cheaper. But honestly I can't put a price on the way I feel when I see someone's face light up as I hand them a Polaroid picture! For a lot of people they are something you only see on tv, you never really expect to get one yourself in real life"	N212, N214, N224
94		ShotsAways 20/06/2022	"thoughts on instax wide? love the idea but would save so much more with instax"	N204
95		thetackytourist 20/06/2022	"I think the Instax wide would be a great alternative! Ive met a lot of people who bring their Instax to festivals and I think the wide film would be great for group and stage shots!"	N209, N224

	Post	*User & comment date*	*Comment*	*Concepts*
96		ShotsAways 20/06/2022	"yeah! ive been using polaroid for so long and as much as i love the format and look, its just so much cheaper with instax wide haha. I also love the sharpness of instax films as well. Hope you get some good shots! do you have an instagram to follow? would definitely love to see any"	N212, N215, N216, N220
97		discovigilantes 21/06/2022	"I find with my Instax Wide that the camera is just too big. Much better for cost though"	N204, N206
98		xparadiisee 21/06/2022	"If you have any that don't turn out well/need to be reshot, send the unused ones my way! I paint on them and hand them out at music festivals"	N214, N228
99		Jace-The-Thylacine 21/06/2022	"I go to conventions and take pictures of people. When people ask I give them one but it's hard sometimes because it's so damn expensive"	N212, N214
100		curious-children 21/06/2022	"always wanted to do this, but the cost is just too high for me. maybe with instax wide i'll eat a dollar a shot"	N209, N210, N212
101		onlineweirdness 21/06/2022	"I do the same but not on the same scale. Only out with friends, family... though People light up when you hand it to them and they watch the photo appear."	N214, N224
102		shadow_0s0 21/06/2022	"Oh my gosh!! I like to do this at bars or out hiking!! Happy taking polaroids of new friends/strangers"	N214
103		HellaHomoDanny 21/06/2022	"You're an absolute MVP for being so generous, I absolutely feel you to a certain degree as it's awesome to see people light up whenever you give them the polaroid of them. And truth be told, by doing so, you leave a mark in this world and people will now and then remember you as the kind stranger when looking through old photographs."	N214
104		JamWasp 21/06/2022	"I love giving out polaroids to people. There's something so nice about being able to give something physical to people straight away."	N214
105		iac_09 21/06/2022	"I do this when I travel. I usually give away frames to strangers I take street portraits with. Awesome idea and another reason I love instant film"	N214
106	Grandmother just mentioned she has a Polaroid from 1976, is this any good?	JasmineIsCute 10/01/2023	"folding sx-70! congratulations! not only do they still make film for it, it's got a great cult following here on the subreddit"	N202, N227
107		ApertureDuke 10/01/2023	"Dang…just the greatest camera Polaroid ever made"	N202

	Post	*User & comment date*	*Comment*	*Concepts*
108		JamesMMcGillEsquire 10/01/2023	"Yes these are really cool. Top tier camera imo. They are really fun to shoot with, but also worth a fair bit on ebay if you wish to sell it. Win-win situation for you!"	N204, N224
109		IPlayRaunchyMusic 10/01/2023	"SX-70! They've had a nice resurgence in the last 3 or so years. Yours seems to be in really impeccable condition from the looks of it."	N206
110		IPlayRaunchyMusic 10/01/2023	"I actually think the pandemic drove up a lot of markets and in particular the film photography market across the board seemed to see a lot more interest. In May of 2020 I bought my SX-70 for $20 online via the goodwill website along with like 30 other film bodies for similar or much cheaper. It wasn't long after that that I noticed SX-70 bodies being sold for between $100-200 on that very site. People were suddenly interested and goodwill caught on raising minimum bid prices and those auctions were commanding those triple digit prices. Just recently in the last couple months it seems pricing in the market is beginning to show a slight adjustment back down. I'm not mad at it - if the industry gets more attention that's good for all film buyers."	N204, N212, N222
111		IPlayRaunchyMusic 10/01/2023	"There's about as much interest in 35 as there was ten years ago, relative to other markets, but if you ask hardcore fanatics (of which I am not) I think they would tell you different stories which make it hard to judge the industry. Fuji has had fun killing off film production, but Kodak has brought back some film that was out of production for a long time. I think the general consensus is that it's still a hard time to be a film shooter. If you love it though, then the common advice is to learn to develop yourself. There are lots you can buy on sites like BH that set you up with what you need and YouTube channels you can hop onto for development instructions and guidance. I take my film to my local (1 hour drive) camera shop who still develope in house. Have fun with that sx-70! I shoot mostly digital and so a few weddings a year and I do my best to bring my sx-70 or my Polaroid one-step+ to give instants to my clients the night of. They love it."	N214, N226
112		Ghoul-art 10/01/2023	"Best polaroid camera there ever was. (Only thing that beats it is MINTs SLR 680)"	N202
113		watchmaker82 10/01/2023	"These things are legendary. I have two myself... The OG sx70 and the 680 sonar that followed it. Get some film and enjoy it! They are pretty rad. When the sx70 was introduced, that year Americans bought more Polaroid film than they bought toothpaste by dollar value."	N202

	Post	*User & comment date*	*Comment*	*Concepts*
114		fiftyonepointsix 10/01/2023	"Mine works fine- great camera, bought in 1978 used for $17.50. It is one of the classic camera icons of the 20th century."	N204, N206, N220

r/instax				
115	The milky way and a meteor from the perseids shower last august (xt4)	sybiriya 02/08/2022	"this is printed on instax film with the instax wide printer ,I took the shot with a fuji xt4. I just like holding the physical image feels more real"	N213
116	About to start album 24. Started when my daughter was born and she just turned 8. These are my most prize possession.	old_snake 14/01/2023	"Yeah they are not my favorite but we are all in on the format and these albums now so I just want to keep rolling. I love the uniformity of them. I have every one numbered in the back right corner. In hindsight if I wanted to start over I might consider a better instax camera (I shoot with the cheapest worst one intentionally) a bigger film format and larger albums, but I think that would have been a very different experience. These little pictures have ensured I could bring our Mini 9 and film almost anywhere noteworthy and the little albums have ensured that my very young daughter has been able to easily handle them and flip thru her own life's memories on physical media and not just on a screen."	N213, N215, N224
117		old_snake 14/01/2023	"Pop any single one open and you're instantly overwhelmed by memories. We seem to take pics at a pretty steady clip, we've been averaging 3-4 a year, can't wait to see this collection in another 10. Here's to nostalgia, physical media and instant film!"	N218, N224
118		old_snake 14/01/2023	"They're just so real. The ones where the kid blinks. The over exposed ones. The ones where someone's looking away. The candidness of film photography is something I grew up with and is something completely missing from digital, which has its own place as well, it's just different."	N217, N218
119		apf102 14/01/2023	"I agree. Love my digital camera but there is something wonderful about taking a photo and just getting what you get. I mean they're definitely not all keepers but what you do get has that "capturing a moment" vibe always"	N218
120	Got this for a steal	old_snake 21/06/2022	"That's our exact camera, color and everything. To date we've filled over 15 tiny albums full of instax mini photos. It has accompanied our family all over the country and the world.	N224

	Post	*User & comment date*	*Comment*	*Concepts*
			We snap tons of photos with our iPhones and a Nikon D750 but in all honesty, that aqua instax mini 9 is our main camera for capturing and cataloging our family's special moments over time. Fun side note, when we took it to Italy I bought black and white film for it and used it exclusively for all the photos we took over there."	
121	Some night shots	Mcjoshin 11/01/2023	"All kinds of gatekeepers in this group who want to restrict who can post what, but I absolutely love my Instax Mini Evo. Such a great versatile camera and has totally reinvigorated my love for photography again. Going to Mexico next week on vacation and can't wait to take photos with it!"	N201
122	Instax Mini 90 vs Polaroid Go - sample photos	SaratogaSwitch 12/03/2022	"Fuji makes better film.The End."	N209
123		timetofeedthecat 11/03/2022	"Thank you for the comparison and comments! I have a mini 90 but have been eyeing the Polaroid Go for quite some time now, but I'm not sure if it would be worth the pricier film. Would love to read any other comparisons you have in the future!"	N212
124		Jackalope0331 12/03/2022	"I've shot a decent amount of Instax and Polaroid, I'd always choose Instax over Polaroid. The best part of Polaroid is their size/ form factor but you lose that in the mini anyway. Instax film is leagues beyond Polaroid IMO"	N209, N216, N225
125		Jackalope0331 13/03/2022	"Don't get me wrong I love Polaroid and I think it has its place. But at the same time I've been very disappointed with how pictures turn out. Polaroid is way more sensitive to temperature and anything going wrong. Plus the dynamic range is very limited. Instax is way more predictable and you save money that way."	N209, N210, N212
126		SailorButtercup 11/03/2022	"Decently sunny morning in the back garden, North light. I am trying to make a decision on the Polaroid Go because while it's the cutest little camera, I didn't love how some of the indoor photos were turning out. (Plus the film is astronomical compared to instax mini film). It seems to be very light hungry and even flash didn't always work out, but with enough light the photo is very dreamy and has lovely colors. It doesn't seem to be as crisp as the Mini 90 either but that could be a learning curve for me to adjust to. Would love to hear others' insight as well. :) Hopefully this is of help to someone. I intend to do some more comparisons if I find the right conditions that I want to learn about. Happy Friday!"	N207, N212, N215, N216
127	Christmas came early	SnooHesitations2928 23/10/2022	"I know a lot of people like the Mini Evo, and I hope you like it. I'll admit I'm weird, but the digital camera aspect is not for me personally.	N228

	Post	*User & comment date*	*Comment*	*Concepts*
			I'd recommend getting an album book for your photos. I find it's fun to work on filling an album with photos."	
128	Tried putting instax in my large format camera. Crazy how much detail you can actually get out of instax with a good lens.	gizm770o 10/06/2022	"It's so frustrating to me how much better instax film is than the current Polaroid films. Just night and day. The frustration comes I absolutely love vintage Polaroids, and there just isn't an instax compatible camera that appeals to me even at all :/"	N206, N209, N210, N216
129		ehogg377 10/06/2022	"Yeah I agree, I've been tempted into getting an sx70 a few times but then I see the results of current polaroid film and it just doesn't seem worth it. Especially because it's near double the price per shot last I checked. I'm working on a 3d printed hasselblad like camera for instax square with a waist level viewfinder to fill this gap. Hopefully I'll be able to share that at some point in the future..."	N210, N212
130	I've got a shot of my wife and daughter on Mamiya RB67 using Instax Mini film	passion4film 04/05/2022	"Photos like this are the heart of the medium."	N224
131		Turtlesoup__ 04/05/2022	"It's crazy how nice instax and Polaroid can look behind actual real glass. Such a shame that it requires heavy modification or funny processing to get the shots. But when you get them, it's worth it. Great shot"	N214, N215, N216
132		Sparky_mark23 04/05/2022	"Love this photo, I'm a sucker for family pics like this! I have a box of polaroid and instax mini photos of my daughter since my wife was pregant, I take a photo of her every year on her birthday so one day I can put it all together. Playing the long game!"	N224
133	Heidelberg, Germany on expired film (Instax Wide 300)	Ordinary_Union_2094 02/07/2022	"Wow what a truly beautiful shot. You captured so much it's quite shocking. I love the dream like quality of instax, it makes it feel more like a memory to me."	N215, N224

	Post	*User & comment date*	*Comment*	*Concepts*
134	welcome to the world, little one (mini 90)	Peacock-03 27/12/2022	"congrats to you! this is why i get instax, it is such a different photo taking experience. would love to take a pic of my children with instax (later on in life, rn still 21 haha). once again congrats for the baby!"	N214
135		Such-Lettuce7970 28/12/2022	"...and if, by any chance, you're worried about longevity I've got instax photos from 13 years ago that still look like the day I took them. :)"	N209
136	Paris, November 12, 2022 | SQ1	FlyingNiagga 18/11/2022	"Thanks! Love the variety and accuracy of colors of instax film!"	N215
		Photrio		
137	Is some gear too cheap?	reddesert 26/01/2023	"It might also be about process as well as end result. The film process of both taking the picture and getting the results back (delayed) is different, and maybe that's a lot of what they want. Some of what new film users desire seems to be a respite from the deluge of immediately available digital imagery. (I'm not intending to get into any arguments about one being better than the other, just that the mode of working is clearly different.)"	N214
138		Sirius Glass 26/01/2023	"I bought new Polaroid cameras for one of my daughters and my grandson because they requested them."	N219
139		reddesert 27/01/2023	"There doesn't have to be one single reason why people are interested in film. It seems clear that people interested in Instax are motivated by the physical object of the photograph. Some younger people who grew up with digital imaging are motivated by the non-instantaneity of the film process (I'm not just making that up, it is something one reads people saying in recent articles about film use), sort of the mental opposite of posting highly constructed selfies or manipulated photos to social media. Some think that film has an ineffable quality (which old film coots may be skeptical of). And some might be trend-followers. Some years ago, photo forums were full of people arguing back and forth about image quality and number of equivalent pixels. When I read current articles about film revival, hardly anyone is talking about that kind of stuff, which is fine."	N211, N213, N218
140		250swb 27/01/2023	"I'm sorry you have difficulty with comprehension. The Lomography movement grabs the attention of young people especially. And it's growing, like the growth in sales of	N204, N222

	Post	*User & comment date*	*Comment*	*Concepts*
			vinyl records, where much of the sales of film are not now because of the die-hards but to people abandoning their phone camera and buying a cheap film camera, something plastic. But the trend for film is now driving those same people to enter the 'proper' camera market, and given there aren't a lot of options for buying a new film camera they are buying second hand. Which drives up the prices of second hand cameras. Do you require any more words of explanation?"	
141		Pieter12 26/01/2023	"It perplexes me that what seems to be mostly young folks are not concerned with the film they use, the quality of the gear (especially lenses) or much else, as long as it is film. Unless it is about randomness and experimentation--valid art techniques--it reeks of "shooting film" being a fad. One could easily get so many of the effects of expired film in a crappy camera with a handful of photoshop techniques."	N203, N211, N218, N219
142		pentaxuser 27/01/2023	*in reply to Pieter12's comment:* "I still find that to be the worrying aspect of film's revival. Fads tend not to last."	N228
143		Huss 27/01/2023	*in reply to pentaxuser's comment:* "Good thing this isn't a fad. This film revival basically started in 1992 when Lomography kicked it off. Lomography IS the key driving force to the film industry's resurrection. So, that was 30 years ago. What's the timeline for a fad?"	N228
144	What Cameras Can, and Should, Be Brought Back into Production?	mshchem 04/01/2023	"Number one goal should be to re-engage the amateur. Moms who can point and shoot, drop the cassettes off at the drug store and receive some nice 4x6 prints, negatives and the scans used to generate the prints. George Eastman had the right idea, so does Fujifilm in Instax, mass market."	N228
145		Marcelo Paniagua 05/01/2023	"I would say that Fujifilm approach is the right one. Focus on the physical evidence of the moment, images on the phone are forgetful, get a piece of history you can touch, etc. Thats approach has worked for Fuji and I don't think is a novelty since it took over since 2010 (when Polaroid gave out). Sure, they are technically horrible, but you nothing beats a physical picture that you can put anywhere. Example, I work as a software developer, and my coworkers carry top of the line mobiles and yet, many of them have Instax cameras and enjoy the physical photos they get. They use them for special occasions and events. Sure, they may not be as perfect as the ones they get from their cellphones but they are physical and wouldnt get drown on the sea of digital images. I think thats the best way to entice people. Probably I'm wrong but thats my morning coffee rant."	N201, N209, N213, N224

	Post	*User & comment date*	*Comment*	*Concepts*
146		mshchem 05/01/2023	"I think that the simplicity of shoot a roll drop it off and get back physical prints could be appealing."	N213
147		markjwyatt 05/01/2023	"You are not wrong. Instax photos can get pinned at work on the side of a cubicle, and you see it everytime you step in, or at home stuck to the refrigerator with a magnet (we have a few such photos). I do not see any cell phones stuck the the refrigerator, and I access the refrigerator far more often than the picture section of my cell phone!"	N224
148	Pentax announces that they're working on new film cameras!	Henning Serger 27/12/2022	"Correct, Andrew, but please eliminate the word "still" in your sentence. Because their instax instant film cameras are by far the most popular camera type (smartphones excluded) in both the film and the digital camera market. They are selling about 8-10 million instax film cameras p.a. (during the last three years). That is meanwhile more yearly unit volume than all digital camera manufacturers are producing combined (!!) - digital P+S, DSLM/EVIL and DSLRs combined (!!). Polaroid is also selling quite a lot of instant film cameras (but much less than Fujifilm). The whole instant film camera market is a huge mass market again, and bigger than the declining digital camera market."	N201, N202, N203
149		mshchem 27/12/2022	"I love Instax, I have a Wide camera, and a couple of the small wireless (mini and square) printers, these are amazing! I want Fuii to make a version that takes negative film so I can print my digital photos onto 120 film. Then I could make a decent print without having to get inkjet ink all over me. Too much, I know."	N225
150	Hi ! From digital to Instant photography.	Juliendmgb 22/12/2022	"Hi there, I'm Julien. I'm from Lyon, France. Finally subscribing to Photrio ! I'm lucky to have a father and grand father who used to shoot on analog (Pentax Foca), and taught me how to use a camera properly. I really got into photography 6 years ago, shooting motorcycles and cars for work. I got myself a Fujifilm X-T20 and starting putting my savings into lens, lights, flashes, studio... I also have a X-T4 and purchased a few instant cameras for fun - Polaroid 635 Supercolor - Instax Mini 40 - Polaroid SX-70. My house is full of films since then, and I brought one instant camera almost every time I move to some place where something special can happen."	N218, N220, N224, N225
151		Sirius Glass 23/12/2022	"My ten year old grandson ask me for a Polaroid camera for the Holidays and I bought him one with two packages of film. I told him that he had to real all the instructions	N219

	Post	*User & comment date*	*Comment*	*Concepts*
			before he started playing with the camera, then read the film loading section again as he loaded film, the how to take a photograph section ..."	
152		Juliendmgb 03/01/2023	"Polaroid is a great way to introduce youngsters to photography ! They can learn how to deal with light, and understand that every photo is important as there is a limited number of films inside one pack so they don't become compulsive shutter addicts :wink:"	N203, N219
153	Is there really a strong interest in film photography?	DREW WILEY 19/10/2022	"I have a young friend with a good career, who can afford to travel quite a bit, who was recently complaining that what he'd like to have as a travel camera is something equivalent to a classic Polaroid - instant snapshots, yet tangible tactile ones. This fellow is extremely tech savvy, but also disgusted with cell phone images and all things likewise cyber-dependent (that's day job stuff - who wants to do the same thing on vacation?)."	N202, N213
154		Cholentpot 19/10/2022	"As for that tactile Polaroid camera feel. There are a few companies that make Instax folder cameras. The price is quite steep but it gives you full control of exposure. And they're pretty nice looking. I was on the tail end of the peel apart era where you could get a pack under $10. Shame its gone."	N204, N207, N213
155	New mini-Polaroid film format	Alan Edward Klein 20/04/2021	"Looks like a fun camera. I got a similar Fuji instant camera for my daughter which she had a lot of fun with. Even I got to use it. People always appreciate seeing pictures right away especially at get-togethers."	N214, N219, N224
156		Donald Qualls 20/04/2021	"It's not much smaller than an Instax Mini camera, but I'll give 'em it is a little -- and the film is a little smaller than Instax Mini, too. I'll be curious to see whether it holds up in the market..."	N207, N210
157		Alan Edward Klein 20/04/2021	"Not sure if the name Polaroid still has drawing power as "the" original instant film camera. That could help. Of course, they're coming late to the party."	N228
158		Andrew O'Neill 20/04/2021	"But will picture quality be anything like Instax... I shot some colour Polaroid in my SX-70, and the colour wasn't great, especially yellows."	N209, N210
159		foc 22/04/2021	"I think the name Polaroid is still remembered and equated with instant photos. I used to hear customers ask for the Polaroid Instax film. Fuji Instax has the lion's share of the market but any addition to instant film is always welcome. IMO Fuji has set the benchmark for instant film quality, something that I think Polaroid has yet to achieve. Personally, I like the look of the Polaroid camera, it has a retro classic look. Fuji Instax has cottoned to the retro look with their new mini 40."	N201, N206, N207, N215, N216, N228

	Post	*User & comment date*	*Comment*	*Concepts*
160		Don Heisz 22/04/2021	"The overuse of the name "Polaroid" on everything from calculators to micro-sd-card adapters watered down their respectability while they weren't associated with film. But they are still synonymous with instant photography. Gotta remember, though. Every new film format and camera they come out with moves them closer to not making film for the cameras that are no longer manufactured. They'll get there eventually."	N228
161		Don Heisz 22/04/2021	"The Spectra was a great camera, far better than any Instax camera, far better than any rainbow Polaroid."	N203
162		Ces1um 22/04/2021	"Did I see the new film comes in packs of 16 photos per cartridge? The real question will be cost per photo. Here in NS it's about $25 for 8 photos. Given about 1/4 of them turn out under/overexposed or with streaks that's a bit of an expense to swallow. When they do turn out though they look great. I don't think they're daylight balanced for colour rendition. Everything has a yellow tinge. If the smaller format is a bit cheaper (have they announced the price per pack yet?) it could do well though. The camera itself does look cute though. I'd be tempted to try one out."	N207, N210, N212, N216
163		Oren Grad 22/04/2021	"I suspect that a large part of the cost is indeed in the packaging and distribution, not so much the amount of coated film stock used for each print. Fuji's pricing for the various Instax formats suggests as much. Whether Polaroid can ever be as efficient as Fuji in its production cost remains to be seen. Re construction quality, I have a Polaroid OneStep Plus camera. Although there are some obvious limitations to image quality that are inherent in the design, notably the lens and the very limited control of focus, the fit and finish of the camera is actually excellent for the price - I was pleasantly surprised. I would expect the same from the new mini-camera."	N201, N202, N204, N212, N216
164		Don Heisz 22/04/2021	"Well, that's good news. Frankly, they don't have to work hard to beat Fuji on the camera end. I had an Instax Mini - it died after three packs of film (would no longer eject the film, although it tried). My Instax Wide is about as good as a roll of toilet paper, when it comes to composition. But Polaroid is not situated to beat or even approach how much film Fuji sells. Instax is massively popular - there are probably more Instax cameras roaming the world than packfilm Polaroids and integrated film Polaroids combined."	N201, N228
165		Oren Grad 22/04/2021	"My Mini 90 is well-finished and has held up fine to moderate use. My Wide 300 is cleanly finished too, though it certainly feels cheaper and more fragile than the Mini 90	N201, N203,

	Post	*User & comment date*	*Comment*	*Concepts*
			or the OneStep Plus - but it too has held up OK so far. A failure after three packs is bad luck, not typical for the line. Just based on subjective impressions of fit, finish and feel in use, I'm more concerned about the longevity of my Lomo Square Glass and Lomo Automat Glass (mini format) than I am about the Fuji or Polaroid cameras. On the other hand, those impressions may not be a reliable guide to what's happening to the parts inside - time will tell. But in any case, at the price, I don't think it's realistic to expect the moving parts in any of these cameras to be built for the ages. Re composition, they're like any other camera with a plain window finder that's not corrected for focus distance or parallax - you use it a bit, learn how it behaves at various distances, and adjust accordingly."	N204, N206, N225
166		Oren Grad 22/04/2021	"Not quite. One of them exposes the film through the front, the other through the back. You just can't win. :D Seriously, though, these cheap-and-cheerful cameras are for mucking around without getting hung up over total control. If one needs the control then there are Instax backs that can be had for medium format and large format cameras. (Disclosure: I have the Lomo Graflok back for Instax Wide on order, also own a Wide 300 that has been converted with a view camera lens.)"	N204, N225
167		Andrew O'Neill 23/06/2022	"The Instax just has more going for it. I'm really tired of buying Polaroid film for the SX-70 for example, and having maybe a third of the shots turning out exposed correctly, and without those pesky opacification failure streaks!"	N201, N210, N216
168		Nicholas W 23/06/2022	"It's apples to oranges at this point, for me - they're just too different and both have their strengths and weaknesses. I personally prefer Polaroid film vastly for most applications, let alone for their cameras. But, I could see why someone would like Fuji better - and that's fine. It's like 60s muscle cars versus 90s performance JDM cars. Different audiences within the sphere of niche cars. That being said - if you're not using one of the roll-up film shields (available on the Polaroid website), you should get one. It will stop Opacifier failure, and you'll get richer color. The difference is quite drastic"	N210, N216
169	Would you buy a Polaroid SX-70?	Andrew O'Neill 12/05/2022	"I have one and love it. I feel that the recent colour film Polaroid has put out has improved. The yellows are much better now. I've always like the B/W stuff, too. It costs me just under $4 Cdn a shot, so I'm careful when I push the shutter button. It's such a sexy camera, too! Oh I should add, the original polaroid film would print out	N205, N212, N216

	Post	*User & comment date*	*Comment*	*Concepts*
			much fast and was more light safe than newer stuff. As soon as it comes out of the camera, you have to shield it from light. It takes longer to develop, too. Sometimes there are blue streaks on the print that are actually areas of over-exposure due to chemical opacification layer (which protects your film from light after ejection from the camera) did not have enough time to mix and spread before the photo was exposed to the ambient light in your environment. This doesn't happen with all images. I bought a shield curtain that is installed in the camera. Haven't tried it yet, but it's supposed to reduce that effect. I've got 3 packs of colour sitting in the fridge waiting for me! The weather needs to smarten up here first, though!"	
170		Huss 14/05/2022	"How is the Polaroid film? The last time I tried the Impossible Project B&W film in my SX70, about 2 years ago, it was beyond awful. Just a complete waste of money. I could not even pass it off as "Art".."	N216
171		eli griggs 15/05/2022	"I'm keeping mine because it's such a fun camera to use, IF you have good film for it. Today's "Polaroid" is simply 'Impossible Project" newest offering, they bought the right to the "Polaroid name" I hope someone figures out a way to make an adapter for Instax square or other Instax films, so the rest of us hanging on to the wonderful old tech, can continue to enjoy them for decades to come."	N224
172		Ian Leake 15/05/2022	"I enjoy using mine. The colour prints are fun, although they are quite slow to develop. I don't like the black and white prints though."	N210, N216
173		madNbad 15/05/2022	"Also, thanks to everyone who has replied. The SX-70 was a major step forward in instant photography when introduced to the public in the early 1970s. Much like the Impossible Projects starts and stumbles, the early films from Polaroid underwent a long period of sparodic improvements. I remember the emulations you could manipulate with a pen or your finger. The new Polaroid films will continue to improve but with the new ecological standards, will always have some shortcomings. I’m not quite ready to run out a buy another let."	N210
174		mshchem 15/05/2022	"I still have 7 or 8 flashbars. The current film is lousy. I still love the experience. I have two cameras, I've owned for at least 40 years one is ugly white plastic the other is the original faux stainless. Amazing technology. Too bad that we don't have the original film. Instax is way better film, but nothing close to the SLR SX-70."	N208, N209, N214, N220, N225

	Post	*User & comment date*	*Comment*	*Concepts*
175	Best current instax camera and film	cjbecker 20/07/2020	"The wife and i use a mini 90. The camera is down right terrible, the lens is plastic, sharpness is like a butterknife. The viewfinder is not great, eye has to be positioned perfect or it blacks out. If there was a way to adapt a instax back onto a medium format or graflok back. I would spend the money. But it goes on every trip with us. we shoot the standard instax mini. We buy it by the 60 or 100 exposures."	N201
176		Mackinaw 20/07/2020	"Best Instax are probably the specialized cameras made by Mint, out of Hong Kong. Like the InstantKron RF70. See their webpage."	N201
177		mshchem 20/07/2020	"I have a Instax mini and Instax square printer. I can print directly from My Fuji X Pro 3, or transfer any digital image to my Android phone. The prints are beautiful, I have the SP2 and SP3 printers. The exposure is with RGB LEDs resolution is better than 300 dpi has rechargeable battery, printers are purse sized, a little bit bigger than a pack of cigarettes. Any place where you have WI fi, or Bluetooth with a Fuji camera."	N215, N225
178		Donald Qualls 20/07/2020	"I think I'd have to agree that the Instax color films are very good, but all the Fuji Instax cameras have varying levels of suck (and so far I'm not terribly impressed with the monochrome film, but that might just be my camera -- see below). The Lomography ones don't appear to be a step up, and no one makes a really accessible/affordable Instax back to fit, say, a Graflok (there might be film positioning issues there; all the hacked setups I've seen for the RB67 bypassed the rotating back and went straight to the body, or built onto a P adapter that does the same). B&H had the Mint-built Rolleiflex Instax on sale last week for under $500; it's normally $700-ish. For my money, if I had it to spend, I'd get the Mint folder -- but it's $700+ and fully automatic -- though at least it has a decent lens. Apparently it's not too difficult to hack a lens and shutter off an old folder onto an Instax body, and in that case you can use the cheapest body you can find for the film size you want (since all you actually need is the film holder and processor, plus the light tight chamber). I've got a Mini 9 that I bought with this more or less in mind (that, or hacking it to attach to my RB67)."	N201, N203, N204, N215
179		4season 20/07/2020	"If you want it in the form of an affordable camera and not as a film holder or printer, try one Fujifilm's hybrid models. I don't use it a lot, but Fujifilm SQ10 can be used like any inexpensive digital camera, it has TTL viewing and focuses close. Really reduces wasted film. I haven't tried the current models but would expect them to be similar. Though SQ10 has USB port, it's only used for charging the camera. You can print your	N201, N204, N215, N217, N225

	Post	*User & comment date*	*Comment*	*Concepts*
			own JPEG images with SQ10, but will need to manually copy them to MicroSD card. On the other hand, it appears that SQ20 does allow USB file transfer. I've also owned the all-analog Fujifilm Instax Mini 90 and Lomography Instant Automat Glass. Mini 90 delivers what you expect with soft, glow-y images (maybe that's why they're popular for selfies?), while the Instant Automat with glass lens delivers much crisper, wider-angle images. But if you're a stickler for precise framing and exposure, both require some trial and error."	
180		Ariston 26/07/2020	"I have two minis, a wide, and an SQ10. The SQ10 is the best by far. It is a hybrid camera, but it works so much better in low light because of it. It also focuses closer, and is so, so much easier to frame than the models with viewfinders. The viewfinders on Fuji Instax cameras are the worst. I mean it. I Have never used a worse viewfinder on any camera, and I have used a lot of cameras."	N201, N220, N225
181		choidavid 17/08/2020	"I have an Instax Sq6 and it's definitely a novelty camera, but it's fun for what it is."	N201, N224
182		Lee Rust 18/08/2020	"We have the Wide 300 and the Mini 7 cameras. They're nothing fancy, but do a decent job for the casual snapshot people photos they were designed for. The Instax film is capable of a lot more, though. Whenever somebody admires an Instax picture, I always remind them that the film technology originally came from Kodak."	N224, N225
183		wjlapier 23/01/2021	"I have the Wide 300 and a SQ6, and the SP-3 printer. So far, the prints from the SP-3 are far better. I've taken all three on vacations and during down time I spend time printing from my iPhone. Even black and white from the SP-3 is pretty good."	N209, N225
184		Ariston 23/01/2021	"I use the SQ10 and love it. It is uses what some call a printer, but it is still film, not a paper medium. It exposes the film digitally. The benefit is better low light shots without flash blowout, and it actually focuses at different distances - even pretty close. Since it is a digital/film hybrid camera, you can choose which shots to develop and make multiple copies if you want. But if you are a purist, you will not want it, for obvious reasons."	N209
185		Oren Grad 23/01/2021	"The "best" Instax camera? For maximum image quality, a stock Instax Wide camera modified with a good view camera lens. There's also the existing Mercury Instax Wide back for 4x5 Graflok as well as the forthcoming Lomo Graflok back.	N201, N203, N205

	Post	*User & comment date*	*Comment*	*Concepts*
			For complete exposure and focus control with all-in-one convenience, the MINT RF70 or SF70. For compactness, easy portability and convenience in use, any Fuji or Lomo Instax Mini model with autoexposure. I'd pick the Instax Mini 90 or Lomo Automat Glass. For image quality without replacing the built-in lens, Lomo Automat Glass, Lomo Square Glass, or MINT RF70 or SF70 with the lens stopped down. For print-from-digital capture integrated in a single package, Instax SQ10."	
186		ericB&W 23/08/2021	"I bought an Instax wide 300 last year, when was announced the end of production of Polaroid originals film for my Polaroid image/spectra. Anyway i didn't like the Polaroid originals quality , nothing compared to the real old Polaroids film that were sharp and reliable. I'm quite satisfied with the quality of Instax wide, is sharp and the results are not casual. I'm considering the LomoGraflock , but i should buy also a 4x5 camera that at moment don't have, to use it. I don't know if it's worth the expense in terms of difference of quality with a simple Instax wide camera."	N210, N216
187		Brian B Bednarek 24/11/2021	"My favorite Instax camera is the Neo 90, very shar, but i am also a big user of the Lomo Instant Automat because of the exposure ... excellent in dim light!!!"	N201, N203, N215, N217
188	Has something happened recently with polaroid film quality?	maevery 22/11/2021	"The past few months I've noticed (at least 600 speed film) polaroid film has had horrendous quality. Most pictures ending up severely color-shifted or being very washed out and dull. While new-polaroid was never as good as in the past, I still never had a situation where an entire pack of film looks terrible. Anyone else having these issues or am have I just been getting unlucky batches?"	N210
189		Helge 22/11/2021	"I don’t see why anyone is still bothering with this crap? They’ve been faffing about in the same quagmire for about 10 years. 10 shots per pack, much better QC, and at least when we can’t have Instax quality then just an attempt to match it, is the very, very least we could expect as customers by now. Unless the above is satisfied, I’m never going back to Polaroid My bet is Polaroid is going to be sold off or go under within five years."	N215, N216
190		foc 22/11/2021	"Instax has set the new standard for instant film quality (like it or not) and unfortunately, Polaroid appears to be lacking in that area. Some of the Polaroid cameras look great and have that retro look that can be important	N207, N215,

	Post	*User & comment date*	*Comment*	*Concepts*
			in marketing. Their biggest asset is the name. Polaroid means instant photos to everyone. Some people with Instax cameras call the film Polaroid Instax or the Fuji Polaroid."	N216, N228
191		perkeleellinen 22/11/2021	"My experience has been positive which I am pleasantly surprised with. I shot Instax around the New Year and it was ok, but a bit high contrast. I got an Impulse AF cheap and got a box of Polaroid to try, expecting it to be awful, but it wasn't. In fact, I much prefer the colours and general look. I've never had any quality problems, always buy direct from Polaroid."	N204, N214, N216
192		halfaman 22/11/2021	"Current Instax cameras are not better, I would say they are worse than classic Polaroids, but the film is nice and light years ahead of what Impossible/Polaroid delivers. They sell 10 million units every year so no crappy business at all..."	N201, N209
193		removedacct1 22/11/2021	"I just wish the Instax cameras didn't look so much like Fisher-Price toys."	N206
194		Andrew O'Neill 22/11/2021	"I shot quite a bit of the new Polaroid, particularly the SX-70 colour and B/W stuff. The colour stuff was nothing like old Polaroid SX-70. The yellows were pretty washed out. Didn't like it. The B/W was better, but still not satisfied. Prefer Instax."	N216
195		Paul Ozzello 22/11/2021	"The Instax film is very nice but really high contrast -and because the cameras are such crap it’s almost impossible to get a properly exposed image. But Instax film works GREAT on the Lynk Printers that let you print from a phone. The Mint modified SX-70 is a fantastic camera and the Polaroid films can look pretty decent when properly exposed. It would be amazing if Fuji produced Instax in 8x10 or larger - then you could use it in the darkroom and make prints from transparencies.."	N201, N203, N215
196		Brian B Bednarek 24/11/2021	"I have found that the batches are erratic and when i get a good one, I love the results ... sometimes, I feel that the film is to sensitive to the environment and looks crummy because of weather ... wish it was more like classic stuff, but i don't see that happening soon!!! Instax is higher a quality and more stable ... just try the SQ stuff in a Mamiya RB67 with an Instax back ... wow!!! lack of good glass is the problem with all instants since the 80s!!!"	N215, N216
197		Caleb Hauge 31/05/2022	"I wasn't around for the original Polaroid film so I'm not sure if this is normal, but I've noticed the newer film fades shockingly fast, so that's another quality issue they seem to have. I've got pics taken a year ago that have faded to green so much that they look like some cheap stuff from Fuji (Not that Fuji is bad, I just don't like my pics looking	N216

	Post	*User & comment date*	*Comment*	*Concepts*
			green and cheap Fuji stuff tends to look green) but even worse because everything gets darker too. My oldest pics are about 4 years old and they've almost disappeared. They're not kept in sunlight either, these are photos that got forgotten in dark desk drawers for ages."	
198		chriscrawfordphoto 31/05/2022	"I bought a Polaroid SX-70 camera that had been modified to use 600 film a couple months ago and have gotten really great results. I don't think the film is quite as good as the 600 film that the old Polaroid company had made, but it is not bad. I've been having a lot of fun shooting with it; my only complaint is that I've spent a fortune on film!"	N212, N216, N224
199	Image quality of Fujifilm Instax Wide	Daire Quinlan 03/09/2020	"tons of examples extant of people who've loaded instax into other cameras with a bewildering array of lenses. Here's one I took in a mamiya press. I'd say it's sufficient for what it's designed for, to be viewed as an image as it is. Low resolution aside, there's also the problem that it's not completely flat so it's difficult to get a solid FP. All that said, that back is pretty interesting. Instax does have an amazing look to it, and their B&W is lovely."	N206, N215
200		Oren Grad 03/09/2020	"Fuji specifies the resolution of the Instax prints as "10 lines/mm" - presumably they mean 10 lp/mm. Regardless, I've shot a fair amount of Instax, including with a 100mm Sironar-N on a modified Wide 300 camera. It's finicky stuff, very contrasty with correspondingly narrow exposure latitude, and the color Instax is very sensitive to white balance. When everything is just right, the prints are exquisite. But it's a medium for creating little jewels, not a useful intermediate for making crisp enlargements."	N201, N209, N215
201		neilt3 04/09/2020	"I can see this back with the film in it should work well for portraits , still life , and close ups in nature . But not so much for regular landscapes . I'm getting an idea of some things this will work well for , so I've pretty much made my mind up to get one . Thanks again ."	N215
			PhotoNet	
202	inexpensive but decent P&S film cameras?	steve_gallimore1 16/09/2020	"Glen - Instax Wide are fun, but not exactly 'compact', about the size of a MF rangefinder! They are light though."	N206, N224

	Post	*User & comment date*	*Comment*	*Concepts*
203		glen_h 16/09/2020	"My daughter has an Instax mini, and seems to have fun with it. I got an Instax 300 (wide) from Goodwill (before Covid, so I could pick it up) and some film packs also from Goodwill. I brought it along on some recent family vacations. I keep it in a camera bag to carry around. Note also that there are many places, such as Walgreens, that will make prints from digital images pretty fast. It might be that the ability to hold prints in her hand is more important than that it is from film. Many might only think of digital images for viewing on a computer, and not for printing. (Well, some have their camera set for low resolution, only worth screen viewing. But camera phones are pretty good now, if you use the full resolution.)"	N213, N219, N224
204		tomspielman 17/09/2020	"Both my son and his girlfriend are in college so I only see them, and especially her, sporadically. I did have a brief conversation with her about it so that's what I'm going off of, and I'm using my daughter's experience to help fill in some of the gaps. My daughter has both an Instax and a small printer intended to be used with a phone. Neither get a lot of use anymore. And I'm assuming that my son's girlfriend is already familiar with those options and wouldn't consult me if that's what she was interested in. The impression I get with Instax cameras is that the novelty wears off pretty quickly and that's why they are so plentiful at Goodwill."	N225, N228
205	Best Film Cameras	tomspielman 15/07/2019	"There's a few P&S cameras on the lists but really not that many. A couple that look like Point and Shoots are actually range finders. And those P&S cameras that are on the list have good glass and some notable features, - at least they were notable at the time of their introduction. They'll take good pictures without a lot of fuss. Digital cameras have eclipsed 35mm altogether by most measures whether it's a P&S or SLR. Still, some people have an interest in shooting film and I'm happy they do no matter what kind of camera they choose. It creates more of a market for companies like Kodak, Ilford and others to keep making it. My teenaged daughter wanted a Fuji Instax a couple of years ago. The film packs are expensive and the photos are small relative to the Polaroids of the past. I don't really get it, but she and her friends enjoy them nonetheless. Most people don't get why I shoot film at all, so who am I to judge?"	N212, N215, N219, N224
206		orsetto 15/07/2019	"I'm all for as many people as possible using film in any camera they want to: the more film sales to keep mfrs going, the better. My phrasing perhaps muddled my meaning: I wasn't disparaging or criticizing anyone who might choose to use an old P&S today,	N203, N208, N214,

	Post	*User & comment date*	*Comment*	*Concepts*
			I'm just utterly, completely baffled by the specific subgroup of younger people, who never previously held a film camera in their entire lives, who have no particular motivation to want to use film at all really, suddenly deciding in 2019 that they want to shoot film with an old P&S. Hipsters, whether poseurs or with a genuine interest in film, I understand. They either use the better-grade (or at least interesting) vintage cameras like normal film photography enthusiasts (for the love of old gear, creative expression or process), or simply use them for jewelry and street cred. Some will choose a P&S because they're consciously trying to emulate a certain aesthetic they associate with those cameras. Similarly, I get the Instax and vintage Polaroid kids: instant formats offer a unique shooting/sharing experience that can't be replicated with digital or standard film (depending on the Polaroid and available film, they can also offer artistic options unobtainable in any other manner). And I "get" seasoned film photographers (who know the difference) making an informed choice to use a P&S for whatever personal reason. What I don't get is the motivation behind randomly deciding to pick up a film camera for the first time in your life today, and instead of going all-in to explore the experience (artistically, mechanically, or even just for jewelry), choosing a charmless, nondescript, do-everything, auto-load, AE, AF camera. Other than the "experience" of shooting blind and having to wait out processing/scanning results, what exactly is to be gained over your cell phone, compact digicam or DSLR? How is using the film P&S at all different or exciting, esp given how many disappointing shots (and resulting money burned) most people will get from even the best film P&S? If it was 1999, sure: film was predominant for image making, and if you weren't a camera geek or dedicated photographer you would of course choose a P&S (as most people had done going back to the original Kodak Brownie a century earlier). But today? Why would anyone want mediocre 35mm images from a film P&S vs just about any digital alternative? I'm not being snarky, I honestly would like to understand: if one has no particular creative intent in mind, what it is the goal of using a film version of their cellphone that's actually less capable, and guaranteed to produce worse results that can't be easily shared? Pretty much everything else offers something distinct you can't quite get from a phone or other digital camera, be it quality of overall result or flexibility/enjoyment of the	N219, N221, N224

	Post	*User & comment date*	*Comment*	*Concepts*
			gear. 35mm compacts (RF or scale focus), 35mm SLR, any medium format variation (TLR, SLR, RF), Instax, Polaroid. But a 35mm auto-everything P&S? Can't think of a reason for a non-photographer to bother today."	
207		tomspielman 15/07/2019	"I think it's pretty simple really. Some people just want to shoot film. It's not so much about the camera. They want something that works without fuss. The art is in the composition. Yes, they can do that with their phone camera but I think you have to agree that using film warrants a different approach. Street photography is all the rage. A P&S is arguably better for that than an old SLR or TLR. Consider the list of "best" cameras that started this thread. The few P&S cameras in those lists weren't just any Point and Shoots. Those were cameras with good glass that allowed people to get consistent results without knowing a lot about cameras or having to carry a bag full of equipment. Some even took filters. If you've got a good lens, the image is in focus, and the exposure is right, the picture will be no better from a 35mm SLR as would be from a 35mm P&S. It's still 35mm film. Plastic vs Metal is irrelevant. It's light, glass and film. Of course if you want some creative control over aperture, be able to change lenses, or want something intentionally out of focus, a P&S is the wrong choice. Wouldn't an easy to use camera like a P&S make total sense to someone new to film given the expense of inconvenience of processing if they just want to shoot film? They could certainly get an old heavy SLR that they have to focus themselves and set the exposure, but I think lots of them would get frustrated with that pretty quickly if they didn't get the results they were hoping for. From a quality perspective there is little reason to shoot 35mm at all today vs digital unless you want the "film look". This is true with you shoot film with an SLR or a Point & Shoot. In terms of creativity an old SLR gives you little in terms of manual control that you can't get with a specialized app on your phone. So if modern digital cameras and phones give you all the quality and creative control you'd want, why get an old camera of any type? Because for some people, it's about the film."	N203, N214, N224
208		kmac 16/07/2019	"Film Point & Shoots are cheap. Young people on low budgets and with an interest in film can probably afford the $5 or up to $100 to buy one, much less money than a phone I'm sure. There may even be an emerging respect among young amateurs who	N204, N219

	Post	*User & comment date*	*Comment*	*Concepts*
			have known only digital, for the history of film photography, and wish to give film it a try. An inexpensive P&S is possibly their starting point."	
209		mwmcbroom 13/08/2019	"Tom makes some good points, but it could be even simpler. It might be a case of somebody who's noticed the resurgence in interest in film and who's simply curious. Perhaps not curious enough to buy a film SLR, but curious enough to spend a couple of bucks on a reasonably capable P&S camera. So they get one and they shoot a couple rolls to see what all the fuss is about. Maybe they like it and maybe they don't. If they don't like it, they haven't spent much money, but if they do, they may just be willing to take things to the next level. Buy, say, something like a Nikon N80 that can be had just about everywhere for less than $50, and which is a very capable do-everything SLR. Spend about the same on an AF-D or earlier lens, and then they're able to take things to the next level. This might be enough to get them hooked on shooting film, or maybe this is enough to satisfy their interests, and they stop at this point, still with not much money invested, and with at least the chance of being able to get one's money back out of the outfit should they consider selling it."	N204, N224

Flickr				
210	new onestep +	The_Lomographer 2019	"the main issue is that polaroid never took integral film seriously, and the impossible/po folks have continued the trend they spend their R&D money on gold frames and glitzy ads, when all we want is better film at better prices I have a 600SE and a 110A that can shoot PO integral, or fp100c, or Instax Wide today I compared a plastic box SX-70 to the Pro cams shooting SX-70 Barely any difference. For $3/shot this stuff should be able to benefit from better lenses. Not to mention it is left for dead by Instax Wide for literally 1/4 of the cost. 1/4 OF THE COST FOR BETTER FILM !!! Second not to mention, half of the PO film I shot today had "issues". 100% of Fuji film worked fine. Polaroid made the mistake of selling us warmed over leftovers for years, why is PO doing the same? It would be interesting to look into how it is that Fuji and Polaroid literally never sold in the other's market. Very much like giving each other a monopoly. Imagine just for a second what it would be like if Fuji sold SX-70 and 600 sized versions of their	N209, N210, N212, N216, N225

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			VASTLY SUPERIOR film. With 10 sheets in a box, for LESS THAN $10/PACK. PO and their shimmery red & gold frames would be out of business in a week. Shooting the various films back to back in a camera is quite eye opening. PO film occasionally works well and looks good. But swap backs and shoot Wide and the contrast and colors are MUCH BETTER. It also has much more detail/resolution. People need not stop making excuses for these guys and start demanding that they create good products."	
211		cpuinthebrain 2019	"I own SX-70, SLR670S, 670AF, SLR680 and OS+. What I dislike in OS+ is the fact that all pictures result a bit overexposed.Polaroid Originals recommend using flash even in a day light, but I thing the flash is so strong that faces and objects close to the camera look white. Light control doesn't help."	N207, N216, N225
212		cpuinthebrain 2019	"After serious playing with OS+ I can confirm that the camera makes great photos! It is different rom SLR680 and SX-70, because it has fixed focus, but if the batch of film is nice it makes great photos.Stranger Things film is great."	N202, N205, N216
213	Is the poor quality of Instax pictures inherent in the film, or due to the poor quality lenses?	frankkinnock 22/08/2023	"While I find my Instax camera fun to use, I find the image quality frustratingly poor. Is it an inherent limitation of the film, or is it because most instant cameras have cheap plastic lenses? Will a different camera with a better lens, or even the Evo hybrid, give better quality images?"	N201, N215, N224
214		frankkinnock 23/08/2023	"Thank you! I found the images taken with the Mamiya RB67, and while they are an improvement, especially in relation to color and contrast, they are still not very sharp. The general 'fuzziness' of Instax images bothers me, so it looks like I should just use it for fun shots only. A shame, as I like using Instax, and don't expect film quality images, but the results are just too disappointing for me - for anything other than images where the pattern or the mood is the aim anyway."	N215, N224
215		spiky247 24/08/2023	"Yes, exactly. The Lomograflok back is the best option to improve the look of a consumer grade product. Instax film is designed to be high contrast, low sharpness so you don't see how crapy those plastic lenses are. It's still fun to shoot though."	N203, N215, N224
216	thinking about buying one for me	carlostaiwan 2021	"It is a great gift for yourself and for others, be sure to add a couple of packs of film with the present. It is fun, not too expensive and easy to use. For young people around their 20s, they never experienced tangible photography, so I	N204, N212, N213,

	Post	*User & comment date*	*Comment*	*Concepts*
	and as a gift Instax mini		know many people that love that feeling and gets hooked by it. As a suggestion, if you are not experienced, shoot your first packs with plenty of light for better results. I got frustrated at the beginning shooting small instax indoors."	N219, N224, N226, N228
217		frankkinnock 2021	"Yes, good, fun gift. Include some different types of film - black and white, color, different borders. Youngsters seem to prefer the Mini format to the Square or Wide."	N215, N219, N224
218	Wide 300 reliability?	Fastcat99 2019	"It is not a question of IF it will fail on you....only WHEN. The Wide 300 (like all Instax cameras) is a cheaply engineered all-plastic toy made to meet a price point, not a quality level."	N201, N204
219		matthewormston 2019	"had mine 18 months,still working fine,might be plastic but it's not a toy. takes a very good picture but I do prefer Polaroids. I think the bigger question is when will Fuji pull the plug on Instax wide film,like they did with the fantastic peel apart films a few years ago."	N201, N202
220	Have you come across pre-teens or younger teens interested in film	GarthMaul 2019	"I took a pic of my 6-year old niece a few months back with an instant film camera. She was (for a couple of minutes anyway) fascinated to see the image form and couldn't grasp the concept of chemistry at work. Don't think I've made a film photographer out of her but she was really intrigued."	N213
221		monodistortion 2019	"Hmm, I don't hang out with a lot of people that age, but I do see plenty of college students and college age people shooting film these days. I think tweens and young teens are mostly obsessed with smart phones and social media, like Tik Tok, Snapchat, Instagram, etc."	N219
222		monodistortion 2019	"Yeah, I think high school and college age is around when people get interested in "vintage" and "historic" technology. At that age people are exploring more ways to express themselves and define themselves."	N219
223		redspotted 2019	"Early teens are the target market for Instax Mini though."	N219
224		Dito Nyc 2019	*in reply to redspotted above:* "Very true. Just bought two of my nieces 5 Instax mini packs each that they'll probably burn through in 20 minutes haha. They will be receiving their Instax camera the same day, Christmas."	N219, N228
225	The Lomo'Instant Square Camera (Fully Analog)	redspotted 2019	"I was talking to some people at work about instant (we have a picture board up which is pretty much all from my cameras) and somebody asked me which was the best camera. I thought about it and had to say the Instant Square, or “the big fold-out one”.	N201, N202, N209,

	Post	*User & comment date*	*Comment*	*Concepts*
			The OneStep+ has the advantage of much bigger pictures, but PO film has pretty rubbish colours and poor contrast and takes forever to develop, whereas Instax has lovely colours and develops really quickly. I'm only buying b&w PO film from now on which avoids the colour issue. I like the OneStep+ app, which really does give you full manual control, but most of the time you won't be using that. From the other end, the Mini 90 is really convenient to carry and use but you need to stick it in people's faces to get any sort of decent picture - the lens is wide and not that great, so it's not good for landscapes or even full length portraits. The Instant Square has a noticeably much better lens than the 90, and maybe the OneStep+ as well, and it's longer so you don't have to be right next to stuff. I have some actually reasonable landscapes that I've shot with it in Portugal. The controls are also well set out and easy to use, and the zone focusing works well. I'd say that overall it was the best instant camera I've used. The main downside is that it's bulky when unfolded and relatively slow to deploy compared to the others, but that kind of comes with the longer lens."	N210, N215, N216, N225
226	Fujifilm Instax SQ6 square instant film camera	absorbed play 2019	"FWIW, I just gave away my Instax SQ6 to a friend. Not a bad camera, but I wasn't really happy with the way you could not combine exposure compensation and focus zones with other programs, like double exposure."	N201, N205
227		View Master 187 2019	"Fuji's instant camera offerings have been universally lousy since the 500AF. I'm sure the SQ6 has the same fixed f16 or so plastic lens they put on everything. They take garbage pictures. The Lomo Square is better than anything they've ever made."	N201, N203, N215
228		absorbed play 2019	"The Wide-series cams do seem to have a few major weak spots. But both the Mini 90 and SQ6 bodies I had seemed pretty solid. The quality of the lens not withstanding, both survived the kinds of drops, spills and dings that go along with shooting at gigs, parties and bar events. I like the Instax Square format, and I'd like something with better features than the SQ6, but I'm a little leery of the Lomo."	N206, N215, N217, N225
229		Felim O 2019	"I think Fuji are onto a winner with the SQ6. They look good (most important) like the Instagram icon and the build quality is good. It's the first Fuji I have seen (IMO) that could become iconic like some of the Polaroids.	N201, N206

	Post	*User & comment date*	*Comment*	*Concepts*
			The square format is also a winner I think. Of course time and the public will tell."	
230		Howard Sandler 2019	"Hi Alan, I played with Instax fairly intensively for about 6 months. I had the mini 90 and the Wide 300. The mini 90 was full featured, but rather awkward to use, as the light/darken control, which is frequently used, is at the end of the sequence of button presses to access the modes. The Wide 300 has a nice ergonomic grip, but is very big. I handled the SQ6 in a store, and I think it's just right in terms of size and will do well. They have priced the square film a little higher than the wide. Some have speculated that it's in anticipation that they might end up having to pay retroactive royalties if they lose their infringement suit with Polaroid over the square-within-a-rectangle format. My main problem with all the Fuji Instax cameras is the 3-zone focus and lack of a sufficiently high shutter speed or sufficiently small aperture to expose correctly in sunshine. They should have at least supplied a neutral density filter to slip over the lens. I got good results holding a polarizer over the lens, but it's awkward. Also, the film is incredibly contrasty. It's best suited to dull conditions or indoors. What I don't know about the SQ6 is whether it will use a sufficiently slow shutter speed indoors with flash to avoid the background going black. The Wide 300 could not go slower than 1/60s. The SQ6 goes way down, but I don't think one can force it to use a slow shutter when flash is on. By the way, you can probably fit an Instax mini film sheet in the back of your RB67. I played with such arrangements, but the problem is you lose all the fun of instant results. You have to go into a darkroom to remove the sheet and put it back into an empty Instax cartridge and camera to get squeezed through rollers. On the plus side, the Instax prints scan well. I think the film (not the camera lenses) has better resolution than the Fuji peel-apart films had, perhaps because the dyes don't diffuse as much in the Instax process."	N201, N204, N205, N206, N209, N215, N224

	Post	*User & comment date*	*Comment*	*Concepts*
231	I shoot film... because it's fun! Why do you shoot film?	canon7dude 2018	"Recently someone asked me why I "still shoot film in this digital era"... My quick answer... Film is a lot of fun! with 35mm and instant film artistic types are shooting expired stocks and using creative developers like coffee and vitamin C to create art in a fun way... Medium format still is superior to film in range and tone and just how much info is stored in the negative... Digital MF sensors are all small (6x4.5 or less - the MF equilivent of half-frame) and all expensive... Large format 4x5 5x7 8x10 and on... is still in a league of its own as it has been for over 100 years. It takes greater time and skill but can produce a vastly superior image."	N217, N224
232		inetjoker 2019	"I shoot film because it is what I am comfortable doing."	N224
233		Cecilia Temperli 2019	"Well, the following is on my profile page: Most of my photos are made on film. It has nothing to do with 'film vs digital'; It's just what I do. Apart from that, I have a freezer and fridge shelf which are still full of film. And an excellent new lab has opened in the city. :) When someone asks me in person, my reply is the same: It's just what I do."	N224
234		kuronakko 2019	"I shoot film because film photography is a discipline, and discipline requires practice, and practice requires work, and work requires time and effort. If I did not enjoy it, I would not be doing all of the above year after year."	N224, N228
235		Matt Jones (Krasang) 2019	"Because it's fun and promotes less screen time"	N224
236		GarthMaul 2019	"I grew up with film and like shooting with film cameras as it stops and make me think more about what I'm doing. I sometimes go to re-enactment events, where (in my mind) only a period vintage film camera will do. Why go to the trouble of putting together an Edwardian or WW2 era outfit to have a digital camera slung over your shoulder? (and I see that a lot!)"	N217, N218
237		Leslie Lazenby 2019	"Control and it archives better."	N228
238		reflective toe 2019	"Why do anything when a (supposedly) more convenient option exists? Because you enjoy the process - and that makes it more than a means to an end. You all understand that, and that's why I come here."	N214
239		morris 1800 2019	"I find capturing a scene or a moment in time is much more satisfying using film..The photographer playing the key role in getting a good result. Of course there are some	N224

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			beautiful tools and a variety of processes to use . Some difficult to master but a hobby needs its challenges to keep your interest."	
240		~ RJ 2019	"Humour aside.... “Why do I shoot film?” Because I fell in love with it. “In this digital age?” The digital age concentrates and distills this love for film and its aesthetic."	N224, N228
241		EssGee Photography™ 2019	"Besides most of the reasons above, I like the challenge of using vintage cameras. Some have . . . personalities . . . and return unique results."	N218, N228
242		Turikan 2019	"Photos just look better than images. I own a Fuji X-E1 with some fine optics and its a lovely machine, the images are super clean, but no matter what filter I use it always looks like something is missing...never have that with film, not even with cheap film."	N215
243		Flat-Spin 2019	"I don't have anything against digital, I just don't have much interest in it. But it's a big ol' world, and there's plenty of room for everyone. Film is fun. I've made so many mistakes, spent a lot of money and wasted tons of film, but every cock-up has been a valuable learning experience. One well-exposed, well composed and well-developed frame gives me a thrill that make all the mistakes worthwhile. Learning how to shoot film (and I'm still learning) made me disciplined in what I shoot. Most of my shots are scanned in the end, but the process from shooting to developing is literally in my hands, and I feel I have a connection to what I'm doing, that I'm responsible for how it turns out, and that no machine can be counted on to fix my mistakes after the fact, so I have to get it right first time. Shooting film is like making home-made soup - the ingredients are generally the same. but no two batches are identical. They are adjusted to my taste, and the end product, for better or worse, is uniquely me. Or maybe I'm just a luddite. After all, when I was a teenager in the mid-90s, I was buying vinyl records when everyone else was buying CDs. See, I was a hipster before it was trendy..."	N212, N217, N218, N224, N228
244		Ideaholic 2019	"I shoot film because it makes me slow down and consider each image. Also, I like the way it looks. Also, I have beautiful, old, nearly hand-crafted film cameras that call out to be used every time I walk by the shelf I keep them on. And developing is fun!"	N217, N224, N225
245		Metrix X 2019	"Tactile feel of loading and unloading film, handling a large chunk of brass that is 50 years old and continues to make magic,, The look and feel of medium format. Because I can!"	N214, N217, N218