

In this presentation, I will present my newest article on the Estonian pagan metal subculture and how it fits my current doctoral dissertation research. My article demonstrates how authenticity is constructed, negotiated and “reproduced” within the subcultural space of the Estonian pagan metal subculture (Larsson 2013). I discuss the vision of subcultural authenticity from both emic and etic perspectives, leaning on the fieldwork data obtained by online interviews, online questionnaires, participant observation and netnography.

In my research, I used “Estonian pagan metal subculture” as a methodological construct for the research analysis. I divided the subculture into first-order (musicians), second-order (fans) and liminal zones (non-permanent participants). In the article, my focus was aimed at the first-order zone of the subcultural network (Williams 2011) – musicians and people who possess the most subcultural knowledge and experience.

The main findings revealed the density and encapsulation of the first-order zone network, which results in a quite homogenous understanding of subcultural authenticity within the network. I described the etic characteristics of subcultural authenticity in this case can be described as devotion, presence and knowledge. The theoretical framework of my future dissertation articles will be based on these findings.