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Patrick W. Galbraith is a Ph.D. candidate in the Graduate School of Global Studies at Sophia University, Tokyo. His research centers on moe, the blossoming of a burning response to fantasy, specifically the the ways this affect impacts lived experience in youth cultures such as otaku and fujoshi. Engaging, enacting and embodying moe takes on an almost ritualistic quality in communal spaces such as maid cafes, Akihabara and online chatrooms. His current interests include the meaning making interplay between fantasy and reality and the conditioning of the otaku image by media for economic, social and political purposes.