

GLOBAL CROWDS, MOBS, FANDOM ALIENATION and the Social Psychology of Mass Audiences

MAJOR TRENDS AND SOCIAL PATTERNS



FALL 2025 DMC-DMK COURSES

New Electives for FALL 2025

1. (new) **ENVIRONMENTAL MEDIA & HEALTH COMMUNICATIONS** (DMC/DMK, ENV/ES, PG Elective)
2. (new) **GLOBAL MARKETING: INTERNATIONAL ENTERTAINMENT, EMERGING TECHNOLOGIES, & CROSS-CULTURAL BRANDING** (DMC/DMK elective)
3. (new) **BIG DATA ANALYTICS** (DMC/DMK elective)

Additional DMC-DMK Electives for Fall 2025

1. **INTRO TO DIGITAL FILM-TV & STREAMING VIDEO** (DMC/DMK, Art LSR)
2. **SOCIAL MEDIA MARKETING**
3. **PHOTOGRAPHY FOR TOURISM & MARKETING**

Requirements on offer Fall 2025

1. **DIGITAL MEDIA DESIGN: Art, Culture, and Theory**
2. **SENIOR RESEARCH FOR DIGITAL MARKETING, MEDIA AND COMMUNICATIONS**
3. **REPORTING FOR MEDIA**
4. **MEDIA REVOLUTIONS: Social, Political, & Psychological Issues**
5. **ID498 INTERNSHIP**

Important Terms & Ideas

Cultural/Media Anthropology

- **Aura/Original:** a field of subtle, luminous radiation surrounding a person or object (like the halo or aureola in religious art). The depiction of such an aura often connotes a person of particular power, spirit, or even holiness.
- **Interpretive Communities:** groups of people who find connection, bond, and actively interpret and communicate about their passion/fandom associated with an artist, group, style, movement, organization, etc. Interpretation → Morphing
- **Authenticity:** refers to the truthfulness of origins, attributions, commitments, sincerity, devotion, and intentions. used in psychology as well as existentialist philosophy and aesthetics. In existentialism, authenticity is the degree to which one is true to one's own personality, spirit, or character, despite external pressures.
- **PASTICHE → SIMULACRA:** Copy of a copy (possibly of another copy) so that we've lost sight or memory of the "original." Once this process is "institutionalized" we find ourselves living in a "simulacra" or "simulated" factory/system of fakes, copies, and ideological smoke and mirrors.
- **Indigenous/Native:** Originating and living or occurring naturally in an area or environment. Also, intrinsic; innate. Grass roots development and connection to a people and their culture(s).
- **Migration → Cultural Fusion OR cross-pollination:** Cultural Fusion is the mix of two or more cultures. Now apart from that there are to different types of fusion.
- **Cultural exploitation:** Utilization of another person or group for selfish purposes: exploitation of unwary consumers.



Pastiche → Simulacra

And reproduction (copies of originals) which new media technologies promote

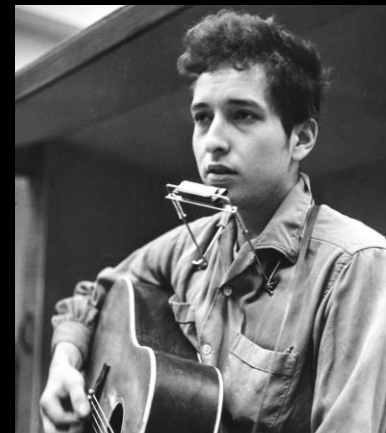
PASTICHE =

- An imitation, artificial, copy, derivative, hodge-podge, amalgam
- a literary, artistic, musical, or architectural work that mimics the style of previous work; also, stylistic copy
- LOSS of the “AURA”
 - Aura = the spirit, magic, connection of the truly original or authentic thing.
 - With constant reproduction/copying what is lost is AUTHENTICITY, the “aura” (spiritual magic) of the original.
 - Less and less is perceived as sacred or truthful.



Pastiche in People?

The Precession of Simulacra



Pastiche → The Precession of Simulacra

Barthes to Jean Baudrillard

5 stages

1. **STAGE#1** The EARLY ORIGINAL “Real” Version
2. **STAGE#2** a faithful “copy”
 - a) we believe it as an OK “copy”
 - b) It is a reflection of an “constructed reality”
3. **STAGE#3** – A Copy of a Copy
 - a) A perversion of reality,
 - b) On the verge of an **unfaithful copy** which "masks and denatures" reality
4. **STAGE#4** A third+ copy of the copy,
 - a) masks the absence of a profound reality,
 - b) *pretends* to be a faithful copy, but it is really a copy of a copy (**the original –and it's value-- is lost**).
5. **STAGE#5** – **PURE SIMULATION: the simulacrum**
 1. has no relationship to any reality whatsoever.
 2. This is a regime where cultural products need no longer even pretend to be **real** in a naïve sense, because the experiences of consumers' lives are so predominantly artificial that even claims to reality are expected to be phrased in artificial, "hyperreal" terms.



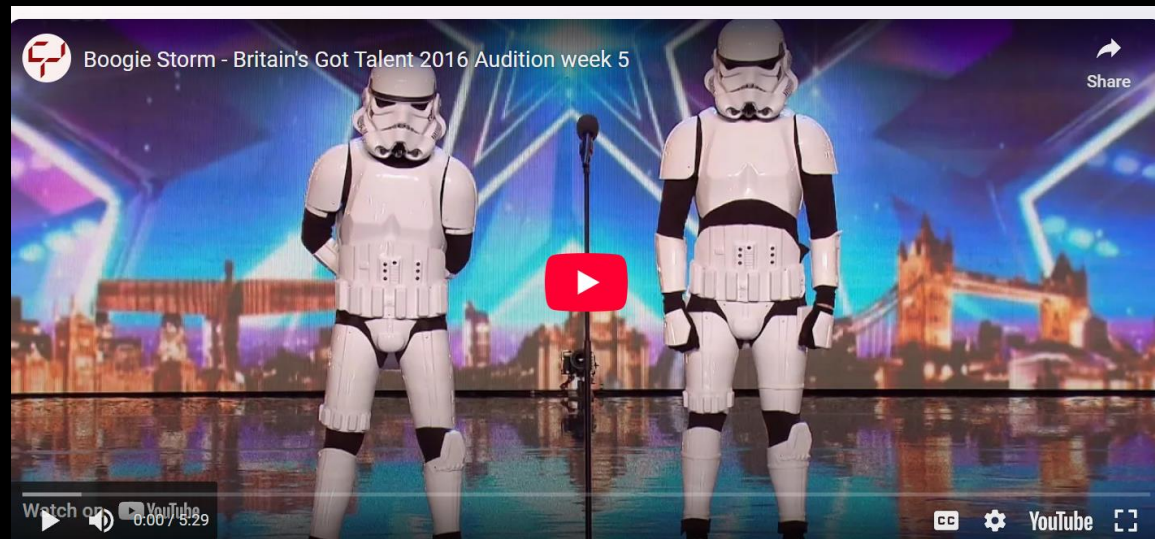
Global Boogie?



CDK - Somebody That I Used To Know by Gotye



Can you teach me your favorite dance move?
BEST OF



Boogie Storm - Britain's Got Talent 2016 Audition week 5

Boogie Storm - Britain's Got Talent 2016 Audition week 5

CROWDS, MOBS, ALIENATION and the Social Psychology of Mass Audiences

- **Gustave Le Bon: The Social Psychology of “The Crowd”**
 - French “polymath” = Renaissance man.
 - Areas: anthropology, psychology, sociology, medicine, invention, and physics.
 - Seminal Crowd Psychology book (1895) : *The Crowd: A Study of the Popular Mind*
 - **1860s Karl Marx: Tech-Industrialization = ALIENATION/ISOLATION**
 - New entity of the 20th Century- **The “psychological crowd”**
 - Governed by the **“group mind”** and **crowd mentalities**



Crowd Mentality

Gustave Le Bon

- ✓ 1800s THE **ALIENATED SELF** (Karl Marx) vs. the **CROWD/MOB** “self”
- ✓ The **CROWD** as a “**SOCIAL** unit” is an “unconscious” attempt to overcome the “**alienated**” isolated self.
- ✓ The process of “losing one’s self” in a larger crowd = Submergence of self = “**De-Individualization.**”
- ✓ Individuals to “yield to instincts” and instinctual/tribal behaviors
- ✓ The sense of **ANONIMITY** stimulates rational individuals a feeling of **INVINCIBILITY** and the **loss of personal responsibility.**
- ✓ A social **Contagion** refers to the spread in the crowd of particular behaviors. **It robs** individual members of their opinions, values and beliefs.
- ✓ Easy to unquestioningly follow emotional actions of the **MOB** or **HERD** (“herd” or “mob” mentality)
- ✓ Crowd becomes homogeneous and malleable to suggestions from its **DOMINANT** or **ACTION-ORIENTED** members.



Crowd Mentality takes a 20th Century Turn

1. CROWD CONNECTION → NATIONALISM → WAR

2. 1914-1945 WORLD AT WAR!

- WW-I (1914-1918)
- WWII (1938-1945)
- EXTREME MASS NATIONALISM ACCEPTED AND PROMOTED IN NEARLY ALL FORMS
- BRITAIN, CANADA, AUSTRALIA, USA, FRANCE vs. GERMANY, ITALY, JAPAN vs. RUSSIA



NATIONALISM/FANDOM

- **OLYMPIC GAMES** – An extension of nationalism
- Rise of Global Sports and **TEAM ALLIGIANCE**
 - **GLOBALLY - BBC**
 - Futbol/Soccer
 - Cricket
 - AMPLIFIED NATIONALISM/-LOCALISM
- **USA:**
 - FOOTBALL
 - BASEBALL
 - BASKETBALL
 - HOCKEY



U.S. TV & SPORT- MASS MEDIA “FANDOM”

- USA TV MEDIA and LIVE SPORT
 - 1968 ABC (now ESPN/Disney)
 - NBC
 - CBS
 - ...And much later FOX and others
- MASS SPORTS MEDIA FANDOM



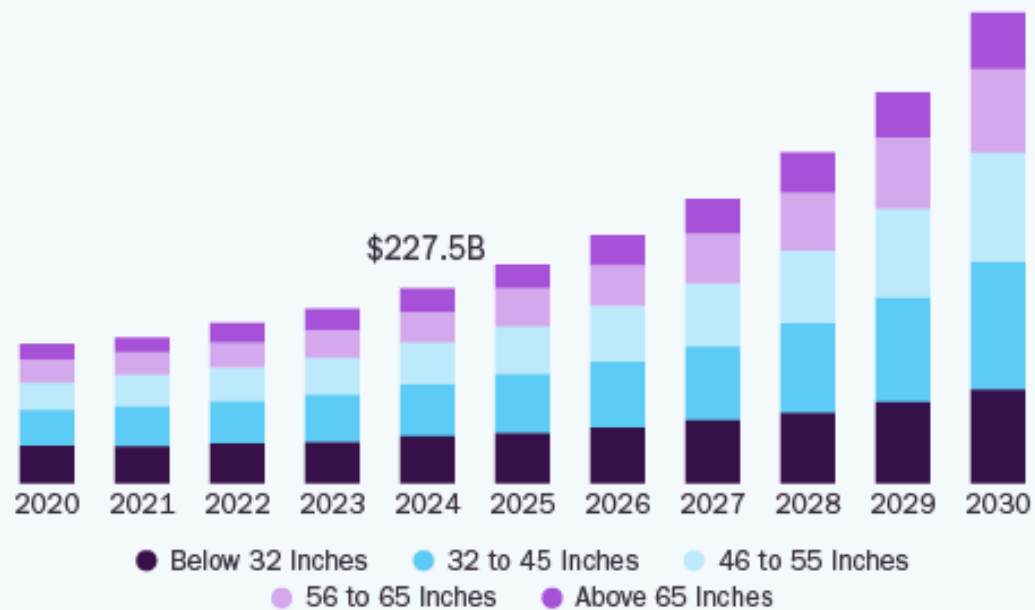
ON THIS DAY IN
HISTORY
The "Heidi Game":
NBC switched to movie
"Heidi" and missed
Raider's rally to beat
Jets, 43-32.
11.17.1968
www.rickbroomey.com



Global TV Growth

Smart TV Market

Size, by Screen Size, 2020 - 2030 (USD Billion)

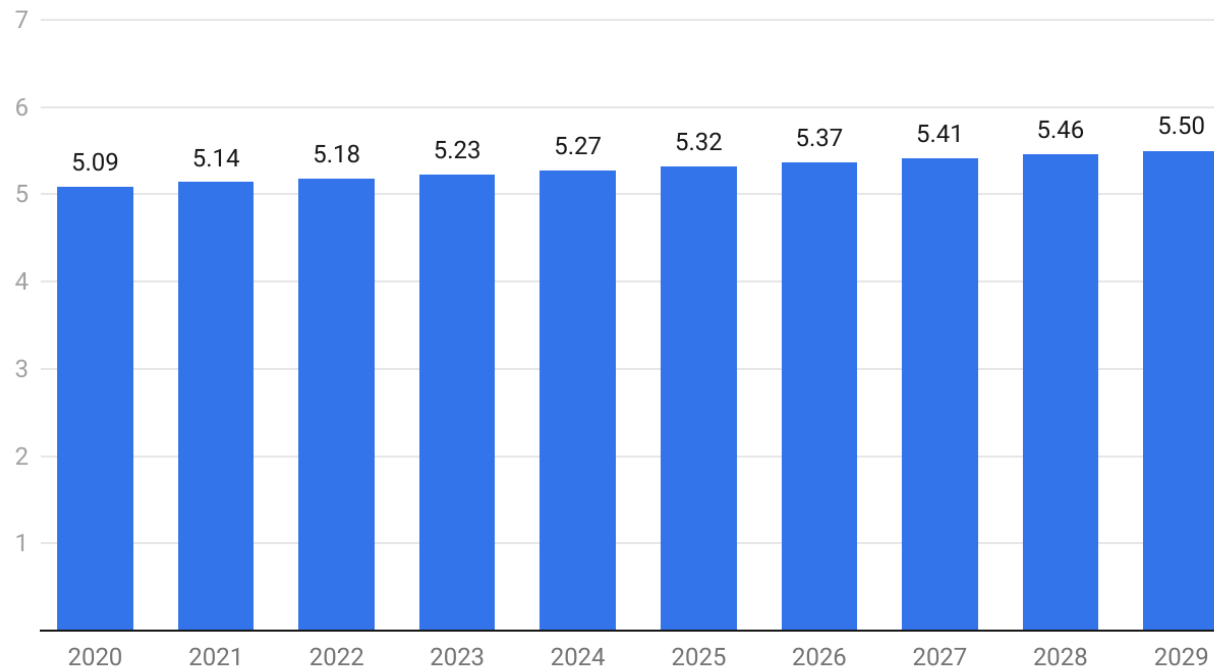


16.6%

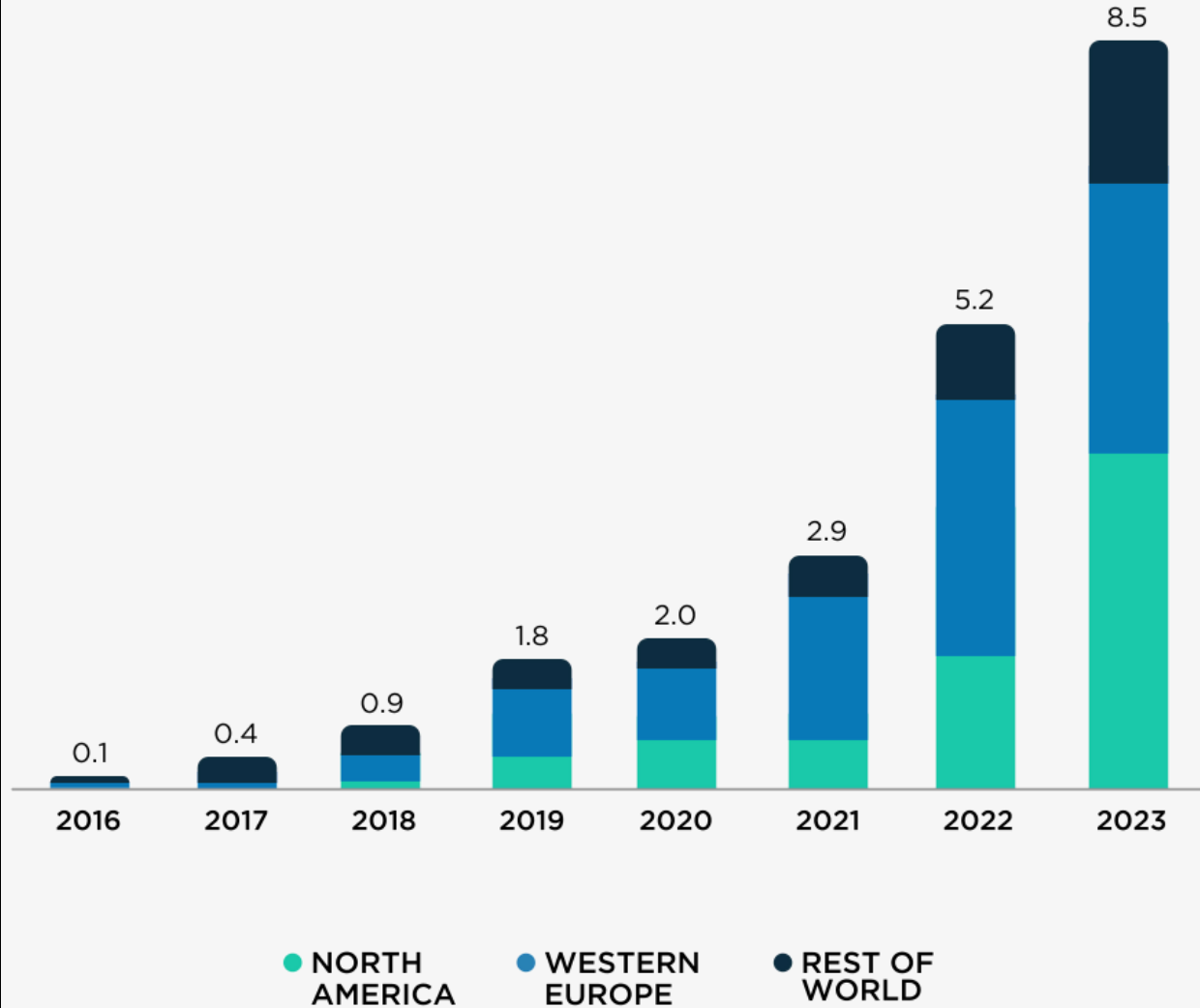
Global Market CAGR,
2025 - 2030

Number Of TV Viewers Worldwide From 2020 To 2029

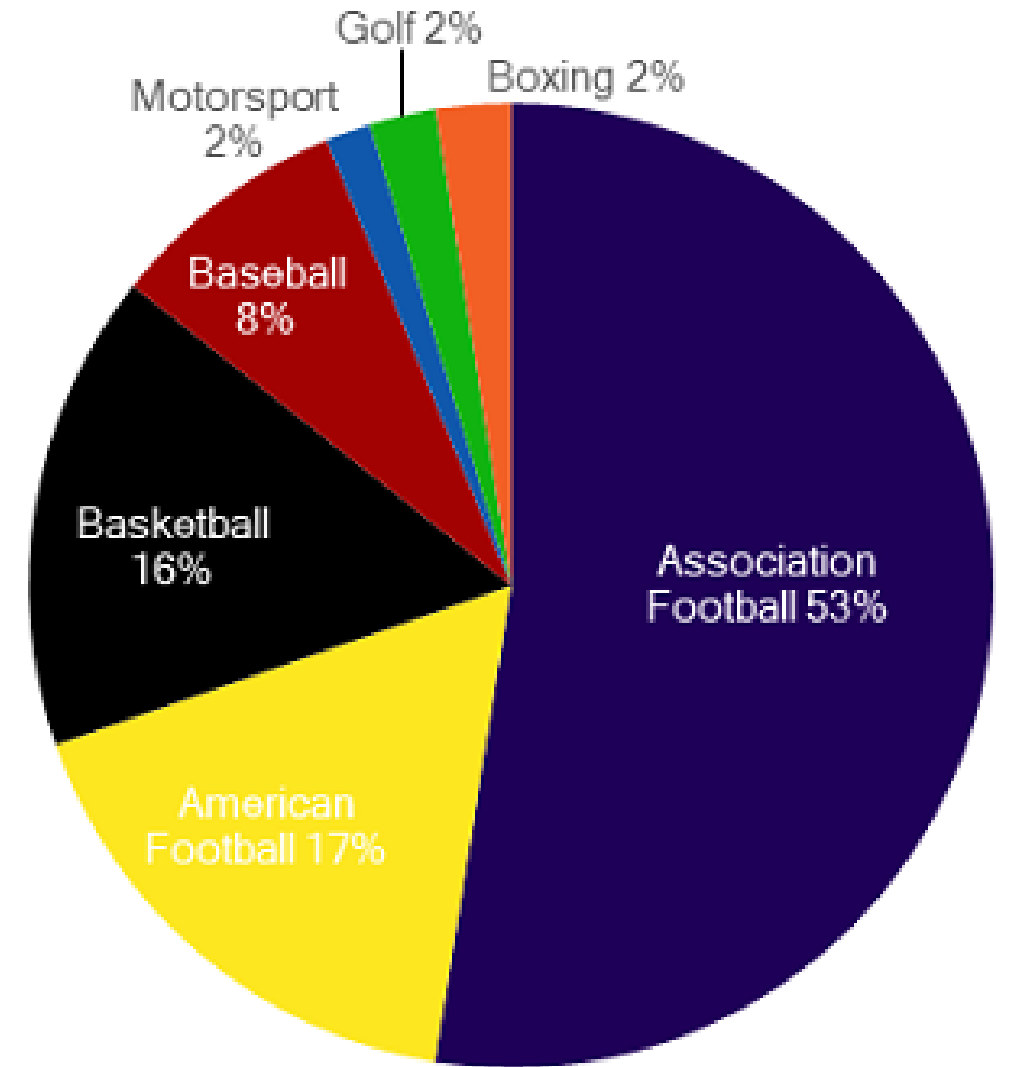
(in billions)



CTV Spend On Sports Rights, In Billions

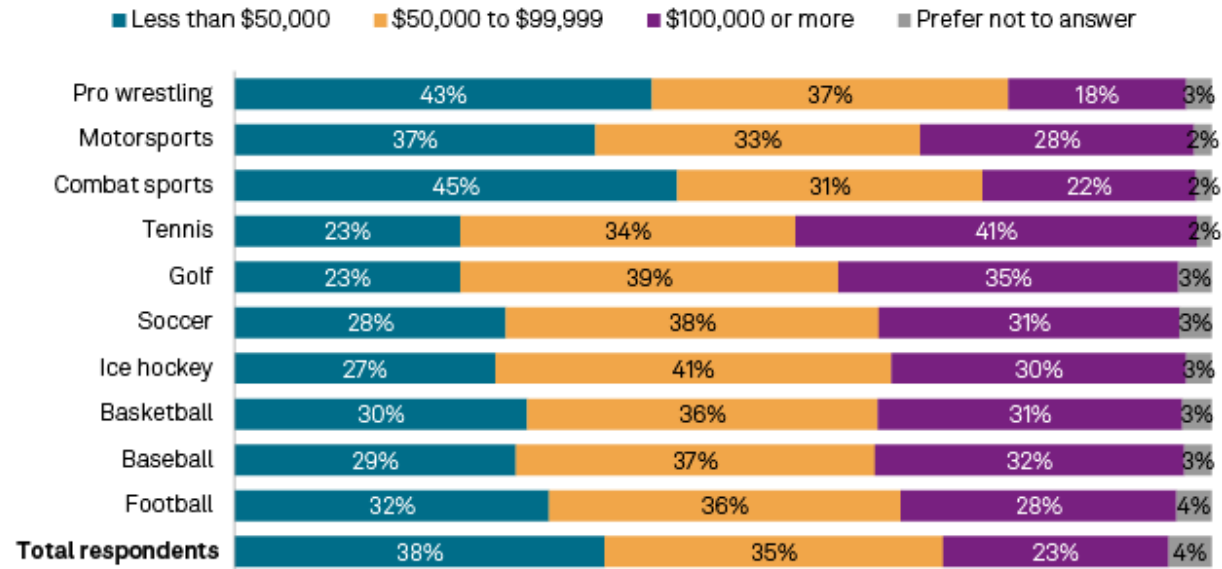


World Top 7 sports 2025



Total = \$60.7 billion

Total annual household income by sport viewing households in the US, 2023



Questions: What is your total monthly household income?; We would like to learn a bit about your overall household TV viewing of professional live TV sports events. Please indicate which types of sports you or someone in your household typically watch or plan to watch. Please select all that apply.

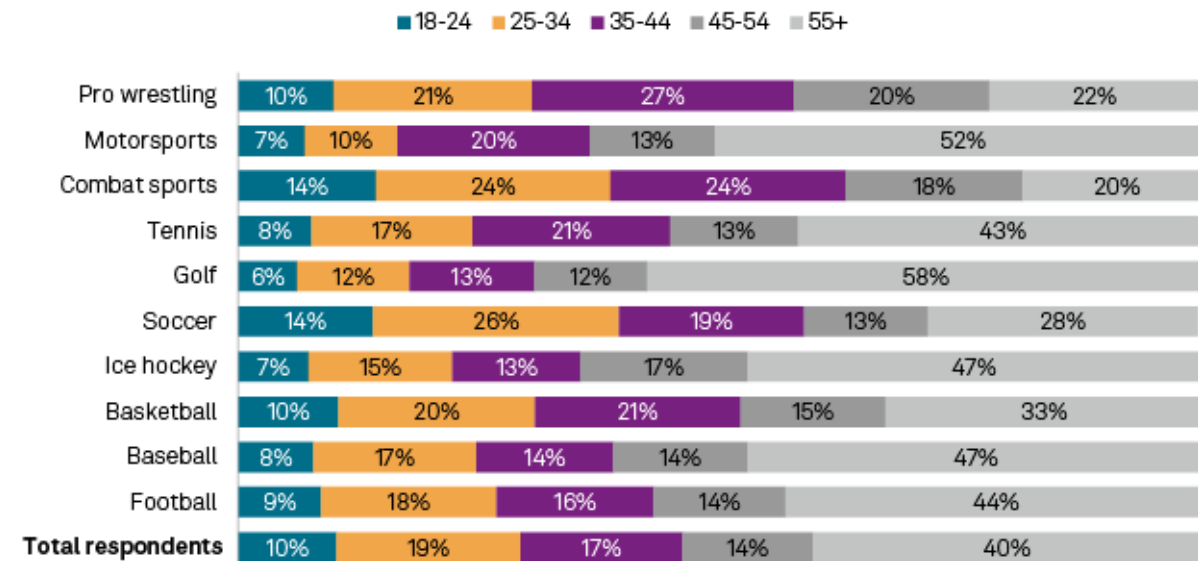
Base: 2,500 respondents.

Source: Kagan 2023 US Consumer Insights survey, third quarter 2023.

Kagan, a part of S&P Global Market Intelligence.

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Age of viewers in the US for select televised sports, 2023



Questions: What is your age?; We would like to learn a bit about your overall household TV viewing of professional live TV sports events. Please indicate which types of sports you or someone in your household typically watch or plan to watch. Please select all that apply.

Base: 2,500 respondents.

Source: Kagan 2023 US Consumer Insights survey, third quarter 2023.

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SPORTS FANDOM vs. PARTICIPATION

- **Age 1-8:** Your PARENTS (mostly Fathers/Grandfathers) inculcate/condition your fandom
- **“Clandom”** – DIRECT OUTGROWTH of “Clan” mentality
 - This is who we ARE (and who we are NOT)
 - For **vs.** AGAINST
 - SLOGANS
 - SONGS
 - UNIFORMS
- **SOCIAL ENCULTURATION** at the HIGHEST LEVELS across society (RARELY QUESTIONED)
- **Localism | Community TRIBALISM**
 - Local Teams Youth Sports
 - Schools
 - BOOSTERS –NEWSPAPERS + TV
 - COMPANIES/ORGANIZATIONS
- Cliques FAR BEYOND SPORTS FIELDS



SPORTS FAQs (US)

- 60million children in U.S.(2025)
- \$38 Billion industry Globally
- Growth rate of ~8%**

TOP YOUTH SPORTS (US)

- Basketball (41.9%),
- Soccer (24.1%), and
- Baseball (23.1%)

- Boys = 10% drop ↘ (41%)
- Girls = 5% increase ↗ (38%)

- Specialization in ONE sport
- Cost is skyrocketing

Standard Mantra

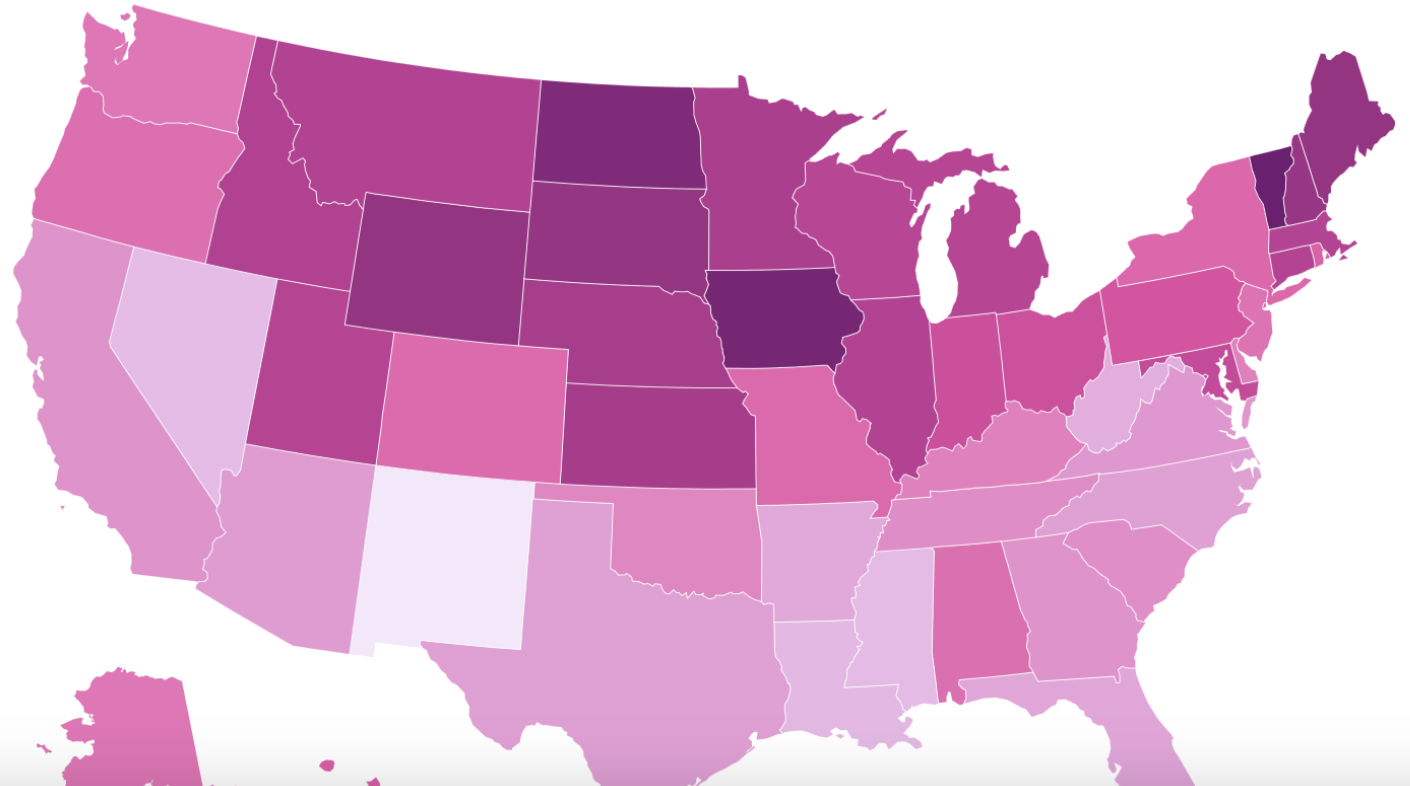
“Youth sports teach social skills, self-esteem and physical and mental health”

MAP OF US YOUTH SPORTS PARTICIPATION RATES

- **2017** 58.4% children aged 6 to 17 played on a sports team
- **2022** 53.8%
- **Hispanic children: dropped 7.9% points from 50.0% to 42.1%**
- **Asian children: dropped 9.5% points from 59.6% to 50.1%**

Youth sports participation is higher in the Northern United States than in Southern states.

Sports participation rate among children ages 6–17, 2022



<https://usafacts.org/articles/are-fewer-kids-playing-sports/>

YOUTH SPORTS TRENDS (U.S.)

1. Caitlin Clark Effect

- The Indiana Fever reported a **1,913%** year-over-year increase in jersey sales

2. Private Equity Firms TAKE OVER YOUTH SPORTS

- Private equity firm KKR acquired Varsity Brands, a U.S. maker of sports uniforms and school yearbooks and owner of cheerleading giant Varsity Spirit, from buyout firm Bain Capital for about \$4.75 billion, [Reuters reported](#).
- LeagueApps, a platform for managing youth sports teams, \$Billion deal
- Bloomberg explored the growing trend on how private equity claims it will make “sports better for families who are used to an expensive, high-pressure experience”
- COSTS to play INCREASE DRAMATICALLY | U-5 SOCCER, CA JUMP from \$350 to \$2,550

3. 2024 PARIS Olympics drew 30.6 million viewers in the US across NBCUniversal’s platforms

- 82% jump in viewership compared to the Tokyo Games in 2021.
- Paris Games were the most-streamed Olympics of all time,
- 40% increase compared to all prior summer and winter Games combined.

4. Pickleball becomes a varsity high school sport. (2024 – Maryland)

5. Growing acceptance of NIL money among high school athletes.

- The vast majority of the country allows high school athletes to monetize their name, image and likeness, an offshoot of NCAA athletes being allowed to get paid in recent years

6. AI “MONITORS” in Pro sports → Youth Sports

- Clubs, high school teams and families are increasingly using AI.
- The AI analytics that dominate pro and college sports are now trickling down to younger levels – or at least for some who can afford this new endeavor.

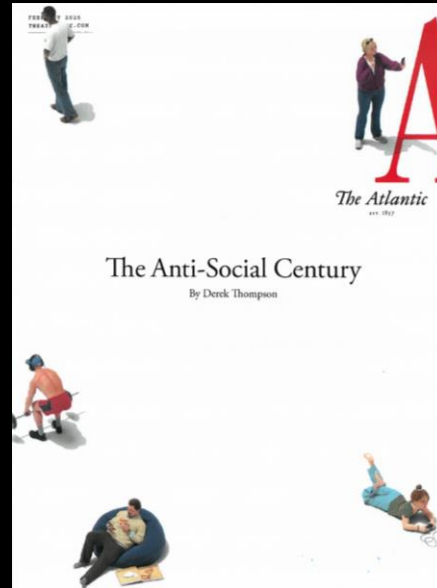
7. Physical activity among U.S. youth continues to trend downward (FOR THE PAST DECADE)

- Another year of **C and D GRADES** [U.S. Report Card on Physical Activity for Children and Youth](#)
- Overall physical activity received a **D-** grade – the same as in 2022 and 2014.
- Only 20%-28% of youth ages 6-17 meet the 60 minutes of daily physical activity guideline,



Derek Thompson – The Antisocial Century

- Arguments



Amanpour - PBS

<https://www.youtube.com/watch?v=wz8KrZFhaxU>

Global Crowds-Mobs-Herds-ALIENATION in 2025?!

1. DIGITAL MOBS? How does the notion of a mob or herd (usually co-present) translate to the digital age in the 21st Century?
2. CONFORMITY? How do media – global OR otherwise-- (Sports, Netflix, Tiktok, Instagram, FB) contribute, exacerbate, accelerate mob mentalities?
3. PASTICHE→SIMULACRA? How does a complete lack of “originality” shape our ethics and world views of self and other?
4. ISOLATION/ALIENATION?
5. IMPACT? What’s the overall IMPACT!?!? FOMO, Arm-chair Globalists, Disconnection, and beyond?

