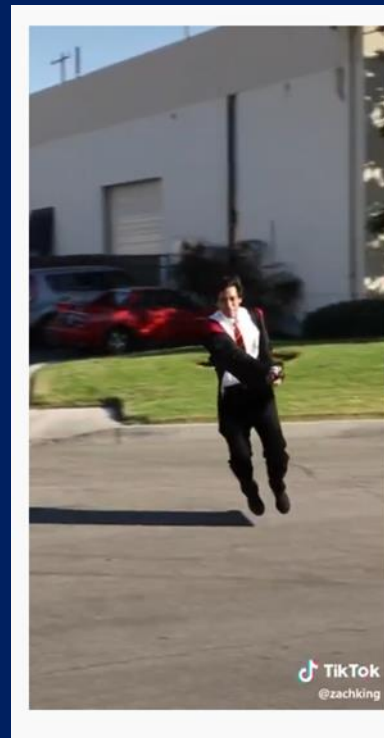


# Media Events!

## Mega- MEDIA-Spectacles and the Live Broadcasting of History

Daniel Dayan & Elihu Katz



# Media Events?



"Medieval": Find out what Windsor makes of the royal wedding row



Luis Fonsi - Despacito ft. Daddy Yankee



Subscribe 17M

4,787,930,822 views

+ Add to Share ... More


25,898,705 2,879,754

Published on Jan 12, 2017


"Despacito" disponible ya en todas las plataformas digitales: <https://UMLE.Ink.to/DOoUzFp>

YouTube

Search: baby shark song



# Baby Shark



0:10 / 2:16

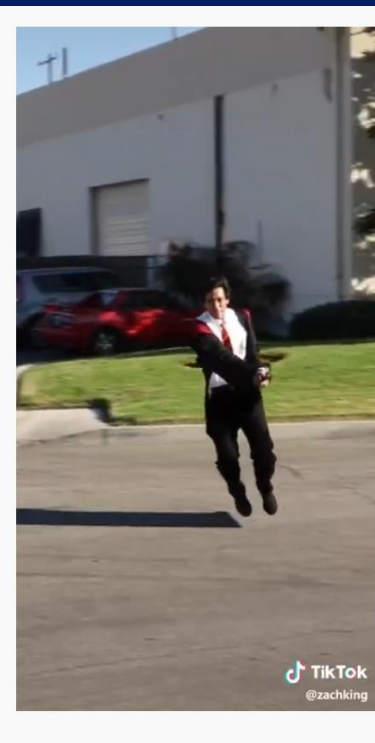
Baby Shark Dance | #babyspark Most Viewed Video | Animal Songs | PINKFONG Songs for Children

Pinkfong Baby Shark - Kids' Songs & Stories  
66.7M subscribers

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39M Share Save ...

12B views 6 years ago



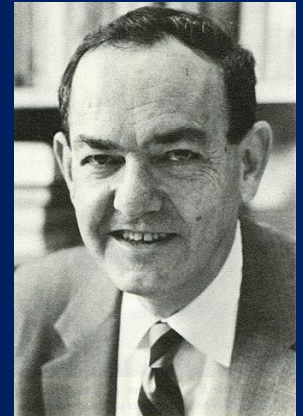
# GLOBAL OUTLOOK EBBS & FLOWS

## Global vs. Isolationism

- Global OUTLOOK/CONNECTIONS vs. EXTREME LOCALISM → ISOLATIONISM
  - POLITICS
  - COMMUNITY
  - ACADEMIA

# Herbert A. Simon

- Psychologist (neuro-cognition) and Economist
- **Pioneer** in the field of human cognitive behavior and artificial intelligence
- **Nobel Memorial Prize in Economic Sciences in 1978**
- **BOOKS/RESEARCH: Administrative Behavior (1947)**

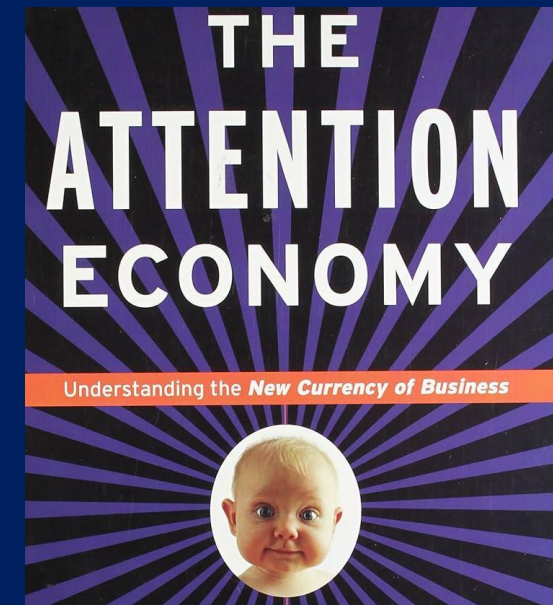


## ☀ ARGUMENTS:

1. Designers of information systems incorrectly represented their design problem as “information scarcity” rather than “attention scarcity.”
2. MOST INFO systems that excelled at providing more and more information to people, BUT what they needed was filtering out unimportant or irrelevant information
3. Information overload (also known as infobesity ,infoxication, or information anxiety)
  - The difficulty in understanding an issue and effectively making decisions when one has too much information.
  - Excessive quantity (over the quality) of daily information
4. **MENTAL HEALTH DISORDERS!**



# The Attention Economy



## ▷ Research Studies in: psychology-media-cognitive science- neuroscience and economics

1. **ATTENTION** is a cognitive process → selective concentration.
2. **IT IS A RESOURCE! But a LIMITED ONE.**
  - Humans have limited cognitive resources that can be used at any given time.
3. **EVOLUTION: NEURAL** resources are most often allocated to one task. **SO**, the resources available for other tasks will be limited.
4. **Exclusion of other perceivable information**
5. **IN-ATTENTION BLINDNESS**

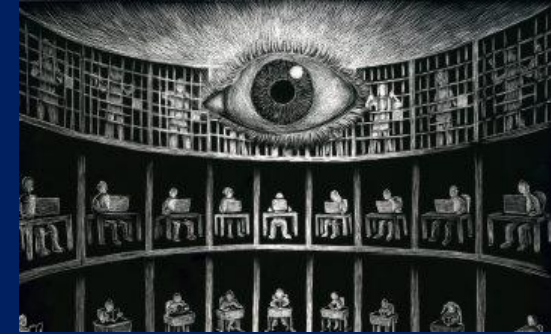
# Surveillance Capitalism

## ▷ The practice of companies collecting personal data to buy and sell for profit.

- To capture user attention, companies collect data — such as demographics and behavioral patterns —
- use it to create “personalized user experiences” that align with their interests based on the obtained data.
- Companies also sell this data to third parties, often without the user's informed consent.

## ▷ NEGATIVE SOCIAL and INDIVIDUAL CONSEQUENCES

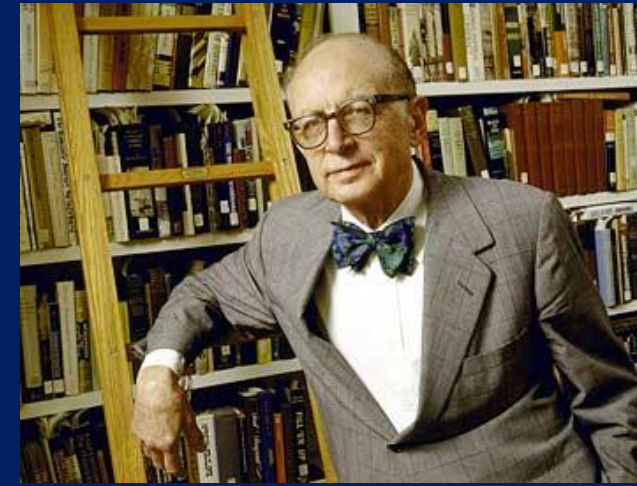
- These practices raise ethical concerns about privacy, misuse of data, and misrepresentation of communities
- One negative externality of the attention economy is social media addiction



# Daniel Boorstin & Pseudo-Events

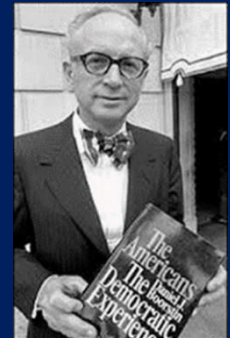
**Background:** American Writer, Theorist, World Historian (1914-2004)

- ✓ Lawyer and Professor at the University of Chicago for 25 years
- ✓ Wrote over **25 books** on topics of American media, history, exploration, genius, creativity, art, etc.
- ✓ Pulitzer Prize 1974 **The Americans: The Democratic Experience**
- ✓ Librarian of Congress (Presidential Appointment) 1975 –1987



## BOOKS by BOORSTIN

1. *The Mysterious Science of the Law* (1941)
2. *The Lost World of Thomas Jefferson* (1948)
3. *The Genius of American Politics* (1953)
4. *The Americans: The Colonial Experience* (1958)
5. *America and the Image of Europe: Reflections on American Thought* (1960)
6. *A Lady's Life In The Rocky Mountains: Introduction* (1960)
7. ***The Image: A Guide to Pseudo-events in America* (1962)**
8. *The Americans: The National Experience* (1965)
9. *The Landmark History of the American People: From Plymouth to Appomattox* (1968)
10. *The Decline of Radicalism: Reflections of America Today* (1969)
11. *The Landmark History of the American People: From Appomattox to the Moon* (1970)
12. *The Sociology of the Absurd* (1970)
13. *The Americans: The Democratic Experience* (1973)
14. *Democracy and Its Discontents: Reflections on Everyday America* (1974)
15. *The Exploring Spirit: America and the World, Then and Now* (1976)
16. *The Republic of Technology* (1978)
17. *A History of the United States* with Brooks M. Kelley and Ruth Frankel (1981)
18. *The Discoverers* (1983)
19. *Hidden History* (1987)
20. *The Creators* (1992)
21. *Cleopatra's Nose: Essays on the Unexpected* (1994)
22. *The Seekers* (1998)



# Boorstin: The Image

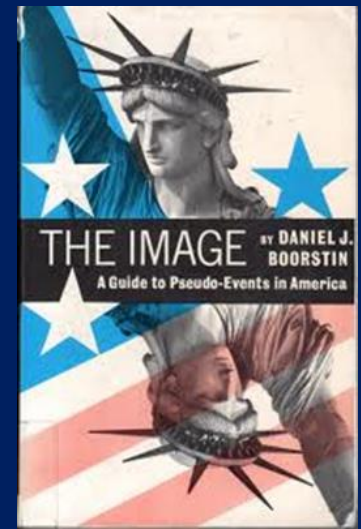
## A Guide to Pseudo-events in America (1961)

### 2-PART Focus:

1. The **role(s)** of Mass Media in American Social and Political Life.

### 2. The evolution media-induced Pseudo-Events:

- ▶ **Def#1**: An event or activity that **exists for the sole purpose of media coverage or publicity**. It may also include any event that is covered in the mass media or was hosted largely **with the media in mind**.
- ▶ **Def#2**: pseudo events are: **planned, staged, repeatable, social, likely to cause other pseudo-events (viral)**, and ultimately communicated in a way that makes the public feel that they **OUGHT** to know about it to be considered "informed."



# Types of pseudo-events

From the obvious . . . to the not so obvious.

- ✓ A **press release** issued by a company or organization to drum up ideas or language for marketing/branding value
- ✓ A **news/press conference** is often held when an organization has an announcement and wants members of the press to get the announcement simultaneously. The in-person events may include interviews, questioning, and show-and-tell.
- ✓ A **planned presentation or speech** such as on company earnings or the President's State of the Union Address is a form of media event.



A pseudo-event... comes about because someone has planned, planted, or incited it. Typically, it is not a train wreck or an earthquake, but an interview.

Daniel J Boorstin



# Additional Types of pseudo-events

From the obvious . . . to the not so obvious.

- ✓ A news story about a **projected FUTURE** happening/event.
- ✓ **Photo ops:** are considered a type of media event, where the event is orchestrated for the sole purpose of photography for the media.
- ✓ **An interview:** if conducted for the purpose of generating media coverage of a particular person, event, or issue.
- ✓ A **protest or rally** may be planned almost exclusively for the purpose of getting media attention to an issue or cause.
- ✓ **The Selfie.**
- ✓ **TIK-TOK, Facebook, Instagram, photo op.**
- ✓ **Family photos, Senior photos, wedding photos**

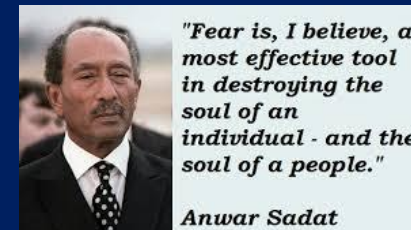


# Media Events: Bit-o-background

## The Authors/Researchers

### • Elihu Katz

- ✓ Sociologist
- ✓ Focus: the interplay between media → conversation → opinion → **ACTUAL ACTION** in the GLOBAL public sphere.
- ✓ Mentored by Paul Lazarsfeld (Columbia University)– The study of **MASS** and **inter-personal** communication.
- ✓ Inspired by **Anwar Sadat's** (Egyptian leader, 1970s) peace-making initiatives between Egypt & Israel.
- ✓ 1990s Katz and Daniel Dayan began assembling a library of **live broadcasts** of historic occasions that enthralled a whole nation or the world.



*"Fear is, I believe, a most effective tool in destroying the soul of an individual - and the soul of a people."*

Anwar Sadat



### • Daniel Dayan

- ✓ Social scientist born in **Casablanca, Morocco**. He is Director of Research at the Centre National de la Recherche Scientifique, Paris.
- ✓ French/Moroccan.
- ✓ **Focus:** Visual mass media:
  - (1) the anthropology of television
  - (2) the aesthetics of cinema and
  - (3) the sociology of journalism.



# Why study MEDIA EVENTS?

## Anthropology of Ceremony + Global Mass Media

1. It's WAY more than just about **TELEVISION POWER**.
2. It's about **CULTURAL EVENT** management and **GLOBAL MARKETING AT THE HIGHEST LEVELS**.
3. IT'S ABOUT TRYING TO GET THE ENTIRE WORLD'S POPULATION TO DEVOTE BRAND LOYALTY/ADDICTION TO A PARTICULAR SET OF EVENTS

4. **GLOBAL MEGA-SPECTACLES – GLOBAL Audiences – Global History/Ceremony/Ritual**

- Attracts the largest audiences in the history of the world
- These **MEGA SPECTACLE + GLOBAL MEDIA** Events are Increasing!
- **GLOBAL SPORTS** function as a central catalyst for mega media events (Olympics, World Cricket).
- Overcoming conventional geo-politics.
- Intense Public opinion/involvement.
- “History” in the Making.

5. **GLOBAL Media Framing and AGENDA SETTING**

- Reality is uprooted
- Framing of narrative spectacle on a Global Scale – Hegemony
- Neo-romantic desire for **HEROISM**
- Media Events become civil ceremonial/ritualistic “Holidays” with the power to conquer time & space

6. **The FUTURE** and the **POWER** of New Media Technologies & Techniques to control that future.

- Realization of the potential of electronic/digital media
- Preview of the Future of Global Television/Media



# The Key CHARACTERISTICS of MEDIA EVENTS

## Genre/Formula

1. MUST BE GLOBAL!!!
2. “MANDATORY” viewing → “Normative” viewing -  
Interruptions of daily life
3. Presented as “Live Events” but they are HIGHLY STAGED and rehearsed and preplanned → Celebration
4. Collusion btw Organizers (Public, Govt, other) and **MAJOR MEDIA Broadcasters**
5. Symbolic SPECTACLE which Reflect certain CORE values, CORE PEOPLE, AND CORE RULES of society
6. Suspension of the critical → Tend to be objects of CULTURAL SELF-WORSHIP

# WORLD Television: Most Watched GLOBAL TV

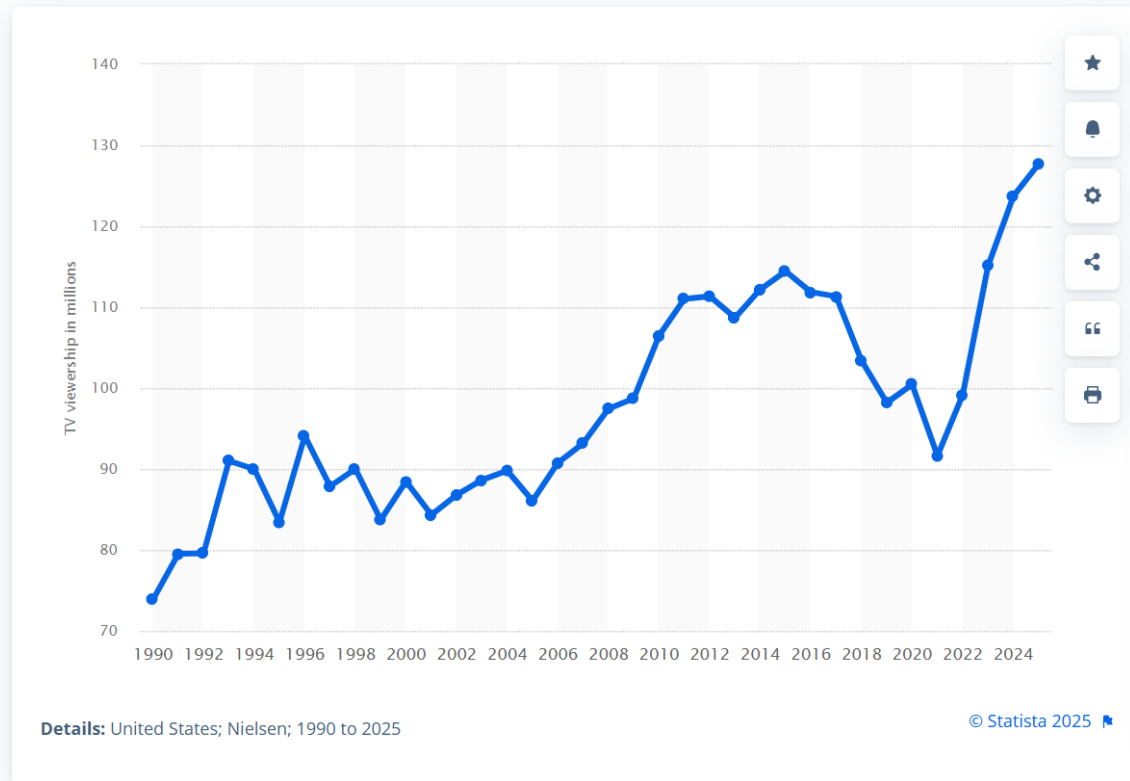
- ▶ **Sports:** The 2008/2012/2016/20/24 Olympic Games = **3.6→4.7 billion** individual viewers (**70%** of World's Population) **Paris Olympics = 5 Billion**
- ▶ **Sports:** The 2018 FIFA World Cup Finals (RUSSIA)= **3.5 billion** people worldwide.
- ▶ **Ceremony:** Funeral of Queen Elizabeth II (Sept 2022) **4.1 billion** people worldwide.
- ▶ **Ceremony:** Michael Jackson's funeral (July 2009) was seen by **2.5 to 3 billion** people worldwide.
- ▶ **Ceremony:**Princess Diana's funeral (Sept 1997) was seen by **2.5 to 3 billion** people worldwide.
- ▶ **Ceremony:** Wedding of Prince Harry and Meghan Markle(May 2018) was seen by **1.9 billion** people worldwide.
- ▶ **Sports:** Muhammad Ali vx Leon Spinks (Boxing)= **~1.9 billion** people worldwide.
- ▶ **News:** The rescue of the 33 trapped Chilean miners in 2010 = **~1 billion** people worldwide.
- ▶ **2011 & 2015 Cricket World Cup**= India vs. Pakistan = **1 Billion households in 182 countries.**  
Festival: China Central Television = **500-800mil** for Spring Festival Gala and



# Super Bowl...not so Globally Super

## TV viewership of the Super Bowl in the United States from 1990 to 2025

(in millions)



### DOWNLOAD



### SOURCE

### DETAILS

### FAQ

#### Sources

Nielsen; Variety

#### Survey by

Nielsen

#### Published by

Variety

#### Source link

[variety.com](https://www.variety.com)

#### Release date

February 2025

#### Citation formats

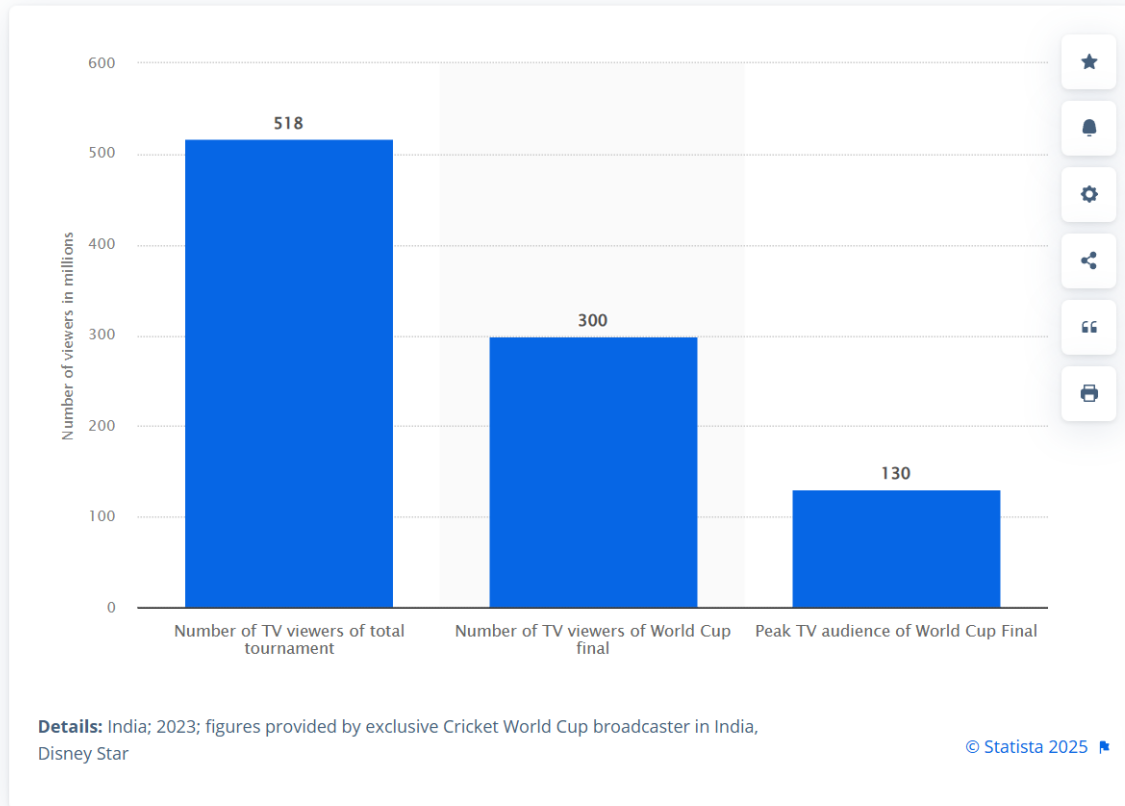
[→ View options](#)

Super Bowl TV viewership in the U.S. 1990-2025

# Cricket in India (alone) vs. Super Bowl...

Sports & Recreation / Professional Sports

## Key TV viewership figures of the ICC Men's Cricket World Cup in India in 2023 (in millions)



### DOWNLOAD



PDF



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PNG



PPT

### SOURCE

### DETAILS

### FAQ

#### Source

ESPNcricinfo

#### Survey by

ESPNcricinfo

#### Published by

ESPNcricinfo

#### Source link

[espn.com/cricket/story/\\_/id/38811111/icc-cricket-world-cup-2023-viewership-figures](https://www.espn.com/cricket/story/_/id/38811111/icc-cricket-world-cup-2023-viewership-figures)

#### Release date

November 2023

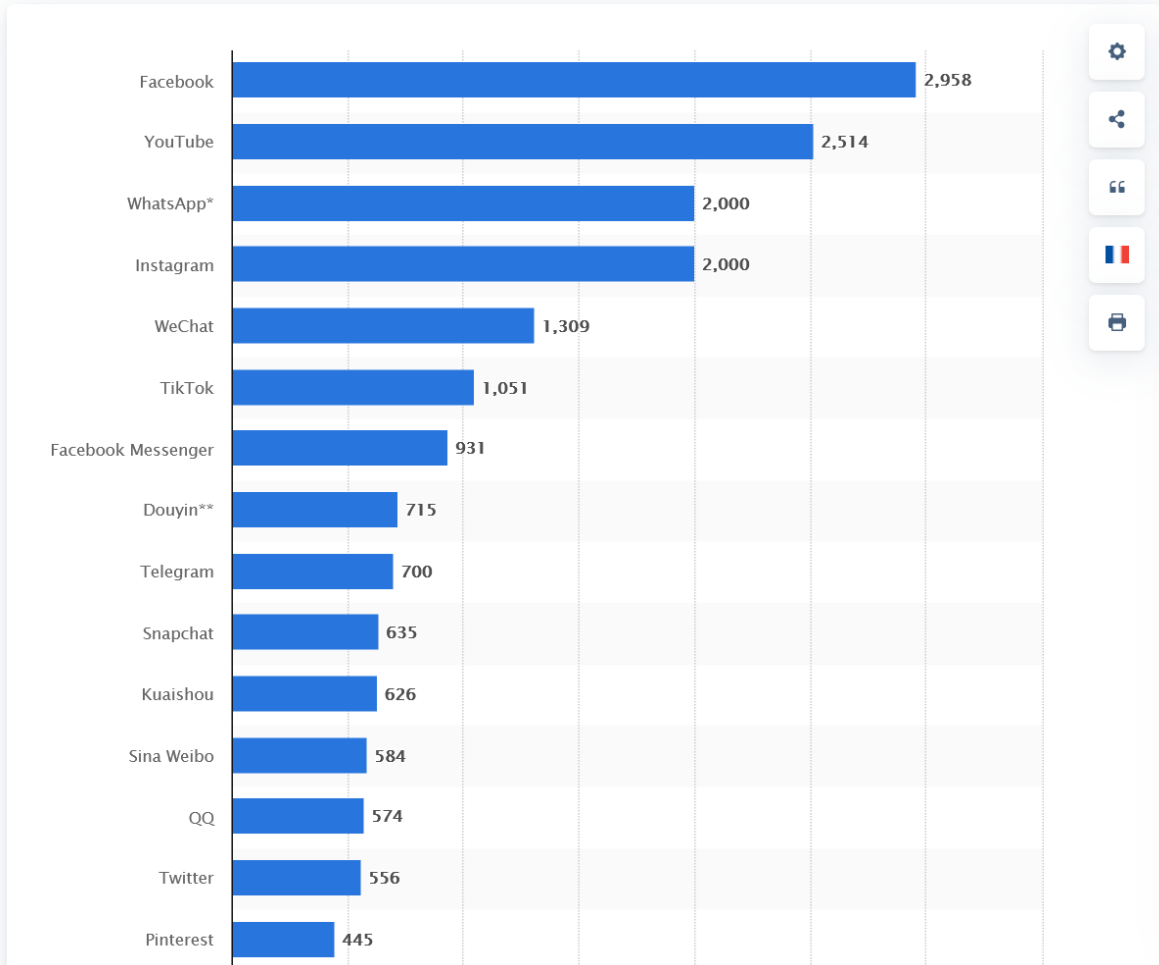
#### Citation formats

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# 2023 Social Media Networks

Most popular social networks worldwide as of January 2023, ranked by total active users

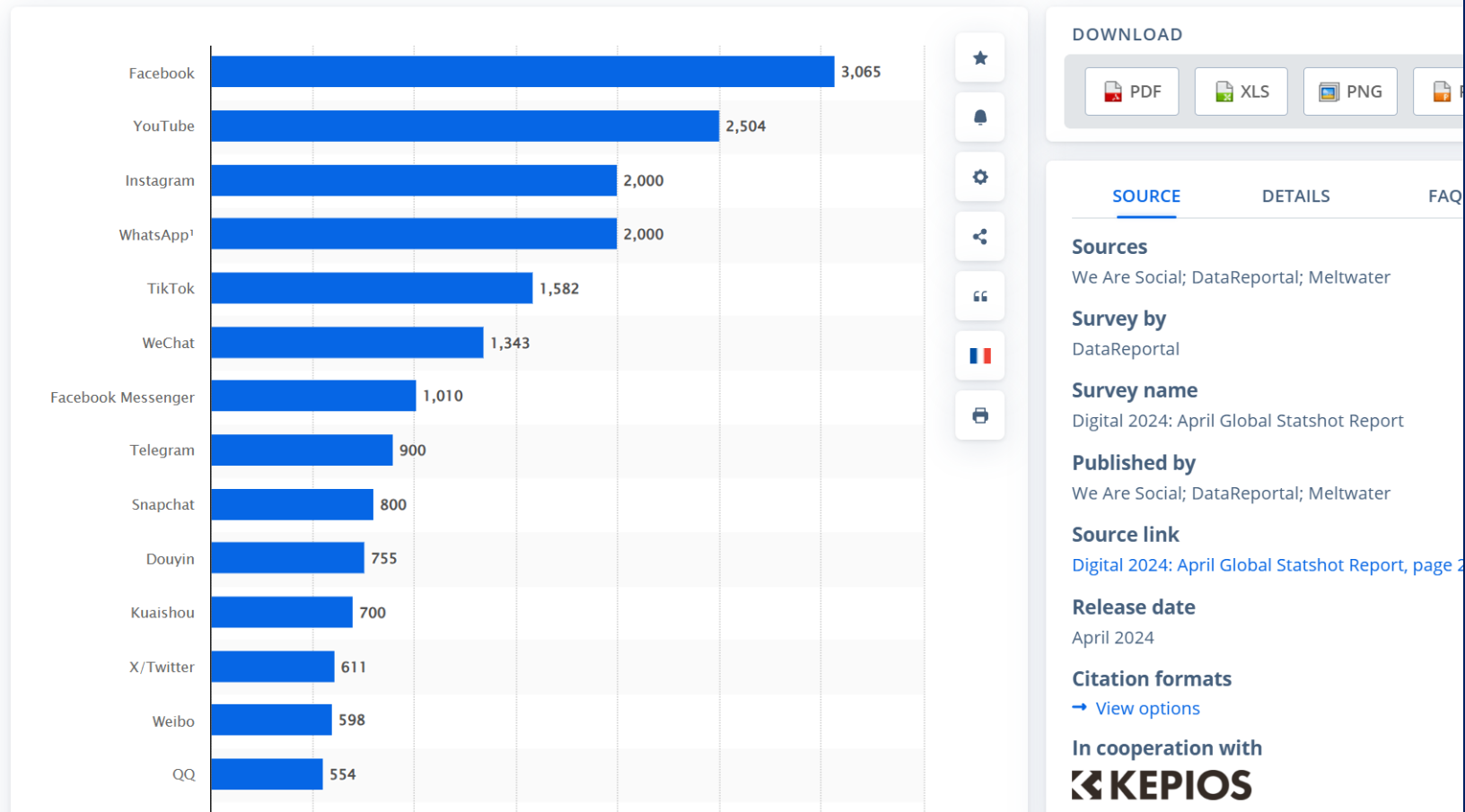
(in millions)



# 2024 Social Media Networks

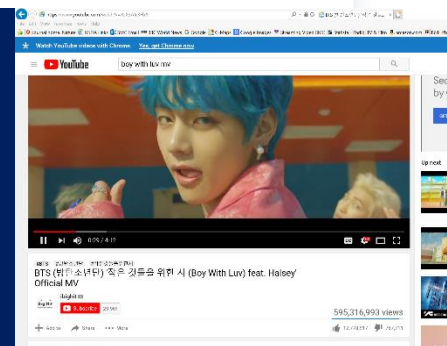
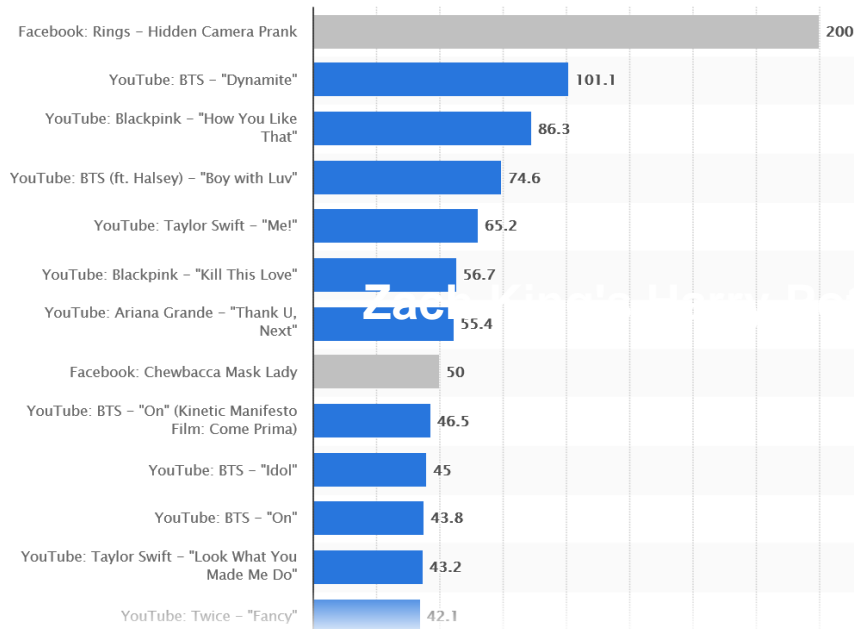
Most popular social networks worldwide as of April 2024, by number of monthly active users

(in millions)



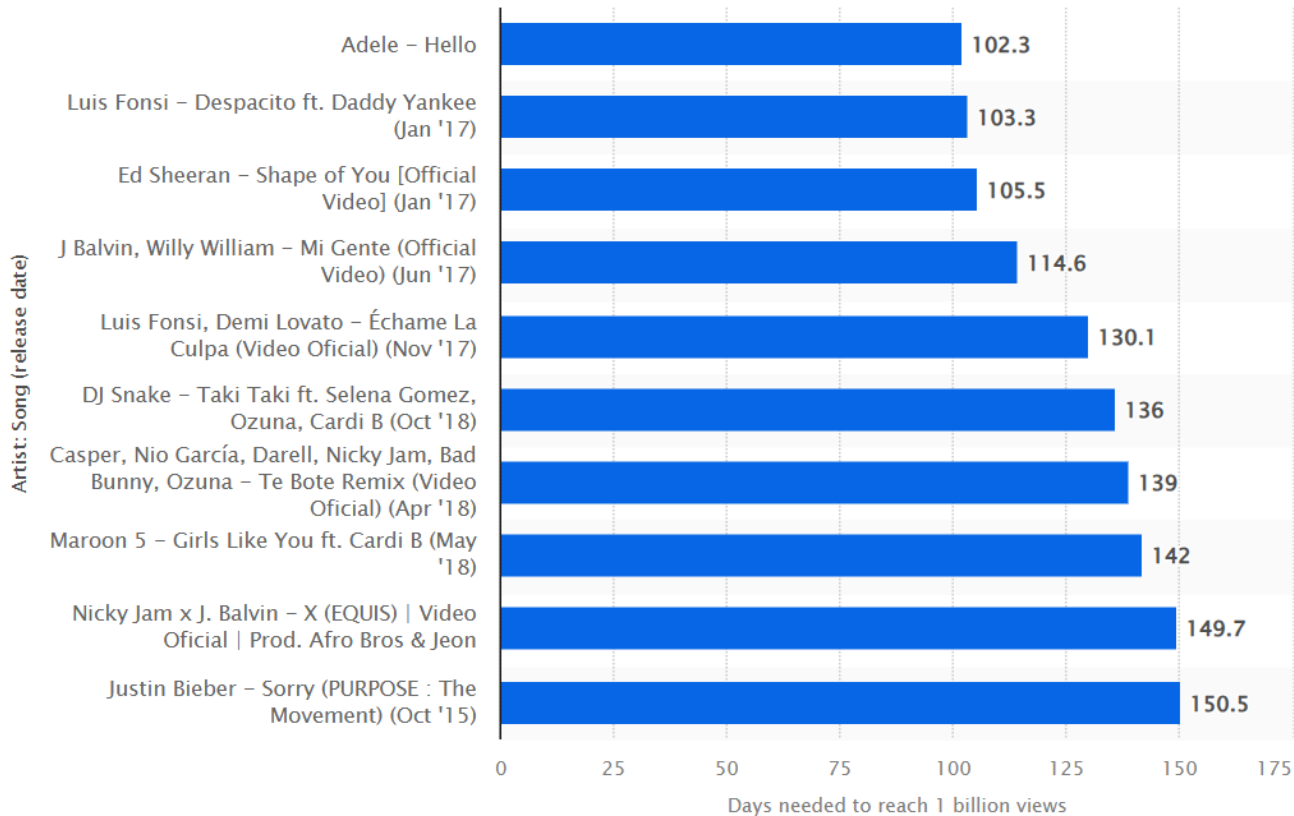
Internet > Online Video & Entertainment

## Fastest viral videos as of August 2020, based on number of views (in millions)



# Fastest viral videos to reach 1 billion YouTube streams as of January 2025

(in days)



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## SOURCE

### Sources

YouTube; Kworb.net

### Survey by

YouTube

### Published by

Kworb.net

### Source link

[kworb.net](https://kworb.net)

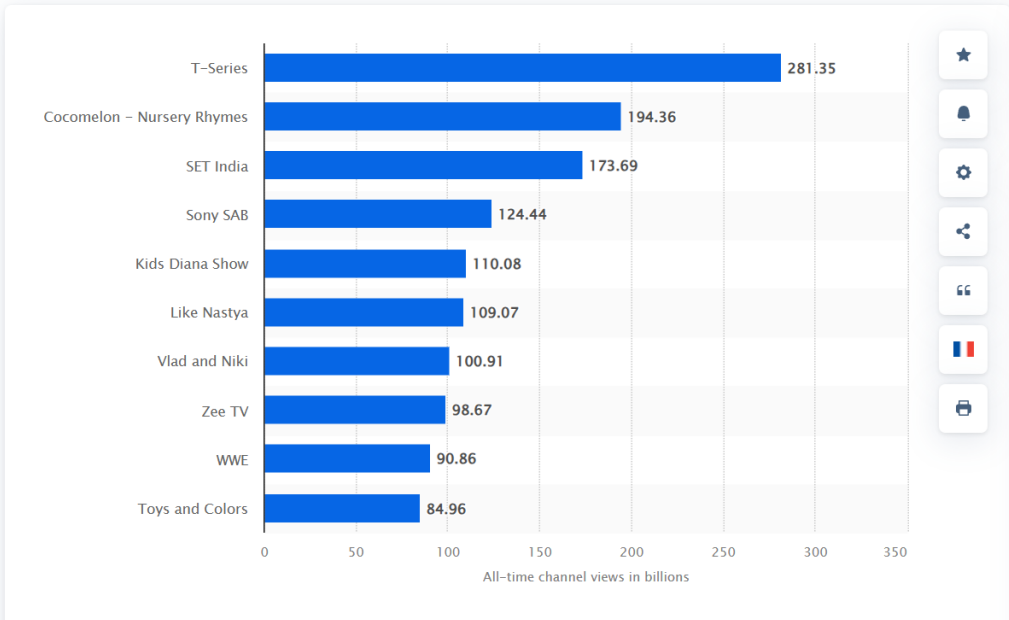
### Release date

January 2025

### Citation formats

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# Most viewed YouTube channel owners of all time as of January 2025, by (in billions)



Details: Worldwide; YouTube; Social Blade; January 2025

© Statista 2025



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SOURCE DETAILS

Sources: YouTube; Social Blade

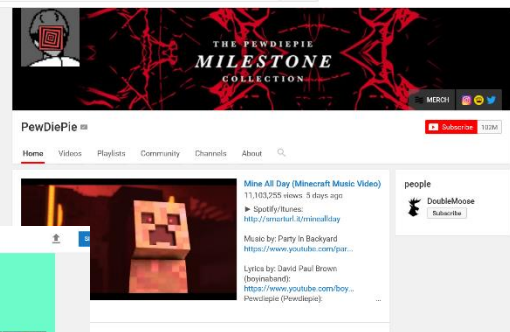
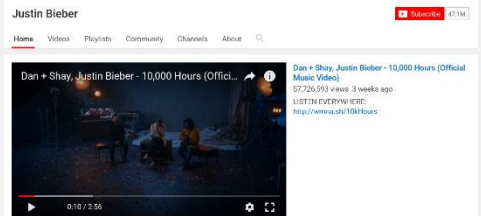
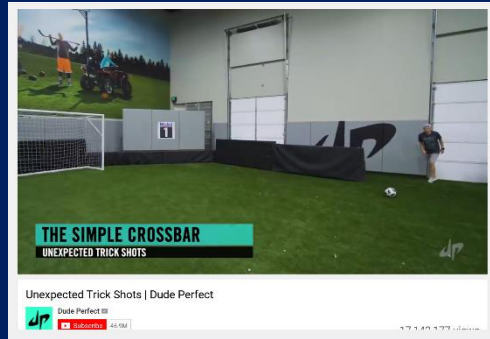
Survey by: YouTube; Social B...

Published by: Social Blade

Source link: [socialblade.com](https://socialblade.com)

Release date: January 2025

Citation format: [View options](#)



# What's NEW or DIFFERENT in how MEDIA EVENTS happen or SHOULD BE DEFINED TODAY?

- ✓ Watching/participating using multiple devices simultaneously (even while attending live events)
- ✓ Increased Social media following
- ✓ Unpredictable nature of social media (less total scripting control).
- ✓ Digital/media participation on multiple levels.
- ✓ Media allows/stimulates longer “celebration” and extends on-going events past original air date. Media event AFTERLIFE.
- ✓ Beyond the celebration (backchannel banter, dialogue, conversations)
- ✓ #hashtagMANIA → #Beijing #NBCFail
- ✓ Public platforms to critique: blogs/twitter/FB
- ✓ New tech increasing the special or spectacular production values/VISUALS
- ✓ Social media generated media events
- ✓ Spoiler alerts
- ✓ Longer time frame to access/watch events via YT-FB...
- ✓ Can National→Global? U.S. Pres election/ Luis Fonzi
- ✓ Ever increasing ↗HYPE!!!! (is there no limit?)
- ✓ Numbness/OVERsaturation to the hype
- ✓ Media Cross-overs/ties
- ✓ Hyper patriotism/nationalism among some nations
- ✓ Expected/structured Narcissism?
- ✓ The attempt to create new media events out of just about anything/everything

