Social Media Agenda Setting in Sport

The thematisation of German sports on Social Media at the Olympic Games 2012
Introduction and Terminology
Media and Sport: Perspectives and differentiation

Theory of Agenda Setting

- Mass media doesn’t really influence what we think but determines what we are going to reflect about. Mass media defines the issues on our agenda: thematisation and order of themes

Concept:

(see. Bonfadelli 2004)
Media and Sport: Perspectives and differentiation

Theory of Agenda Setting

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Concept:

(see. Bonfadelli 2004)
Transformation of public by Social Media

Social Networks offer feedback channel, opportunities for participation by the user

- user generated content
- change from „one-to-many“ to „many-to-many“ or „many-to-one“

Requirements to the development of Social Media:

- Democratization of the resources for production (mobile devices, digital cams, blogs etc.)
- Democratization of the resources for publication (no supporting medium necessary)

Major/Significant Social Media-channels:

- Facebook
- Twitter
- Google+
- YouTube
- Blogs
- Web-TV (Live-Streaming)
- Video- and Photo-Sharing-platforms (Instagram, Pinterest)
Media and Sport – New Topics with New Media

Perspectives of Sport and Social Media and the thematisation of sports

Perspective 1: Athletes
Perspective 2: Organizations
Perspective 3: Social Media Agenda Setting
Perspective 1: Athletes
Athletes on Social Media

- Cristiano Ronaldo with more than 60 million fans
- Mo Farah with extraordinary Tumblr-Site
- German Field Hockey-Gold medalist Moritz Fürste is very active, but with not many fans yet
Athletes on Social Media

- German gymnast Marcel Nguyen was „Social Media-Winner“ of the Olympics 2012 – highest increase of fans/likes on his Facebook-Site, most commentary and likes of an update during the games (Source: Blog „Insdiskretion Ehrensache“/2012)
Athletes on Social Media

- Swimmer Christoph Fildebrandt with the highest „talking about-rate“ – his few fans talked a lot about his Facebook-site. (Source: Blog „Insdiskretion Ehrensache“/2012)

<table>
<thead>
<tr>
<th>Athlete</th>
<th>&quot;Talking about&quot;- Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beachvolleyball-Nationalteam</td>
<td></td>
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<tr>
<td>Holtwick-Semmler</td>
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<tr>
<td>Tobias Hauke</td>
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<td>Jan-Philip Glania</td>
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<td>Deutschlandacher</td>
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<tr>
<td>Gerz &amp; Follmann Sailing</td>
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<tr>
<td>Beachvolleyballteam Jonathan</td>
<td>62%</td>
</tr>
<tr>
<td>Erdmann &amp; Kay Matysik</td>
<td></td>
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<tr>
<td>Matthias Bühler</td>
<td>62%</td>
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<tr>
<td>Silke Spiegelburg</td>
<td>65%</td>
</tr>
<tr>
<td>Karl Schulze</td>
<td></td>
</tr>
<tr>
<td>Christoph Fildebrandt</td>
<td>77%</td>
</tr>
<tr>
<td>Fanpage</td>
<td></td>
</tr>
</tbody>
</table>

Untersuchungszeitraum: 23.7.-14.8.2012, Daten als Mittelwert
Athletes on Social Media

- Field Hockey-Player Maximilian Müller with the highest „interaction-rate“ – his few fans talked a lot about every update on his Facebook-site (Source: Blog „Insdiskretion Ehrensache“/2012)
Athletes on Social Media: Dangers

- Beginning of 2012: Olympic Highjumper Ariane Friedrich fought against a Facebook-stalker, consequence: reporting and discussion about security and gloatingly commentary on Social Media

- Consequence: stop of her Facebook-Site, linked now just to Wikipedia
Perspective 2: Organizations
Federations/Sports on Social Media

- IOC / „Olympic Athletes‘ Hub“ of the International Olympic Committee

- strong figures, but no really interaction on the site
Federations/Sports on Social Media

- High financial volume: „DOSB / German Olympic Hub“
- Small financial volume: „drv.de“ (German Rugby Federation / upcoming olympic sport)
Federations/Sports on Social Media

- High financial volume: „DOSB / German Olympic Hub“
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off air during financial problems of the German rugby federation
Federations/Sports on Social Media

- Federation of small sports gather attention with Social Media
- German Hockey Federation with homepage, Twitter-account and furthermore accounts of women's and men's team
Perspective 3:
Social Media Agenda Setting
Scandals

Scandals

Example: Carsten Sostmeier: gloatingly comments and harassments on Facebook, the attempt of quiet and slow reporting in quality media
Fakes

Example: Natascha Keller / Field Hockey – faked tweet of the German flag-bearer about Greek athletes just before the Olympics 2012 in London – Keller stopped all her Social Media activities.
Rumors

Example: Robert Lewandowski (Borussia Dortmund) – transfers and statements in Football

Für 30 Mio darf er zu Bayern
Social Media News

Social Media is a growing and important distribution channel for news i.e. with links to traditional media stories, with links to different sources and with aggregation of information.

Social Media generates new information (photos, citation, special views), which are unavailable for sports journalism concerning the strict regulations of sports federations.

Examples:

Hamburger Abendblatt, 11.02.2013

Welt, 16.02.2013

F.A.Z., 12.02.2013

Social Media Agenda Setting Sport – Prof. Dr. Thomas Horky
Social Media News

Survey of Social Media News in Germany via Website 10.000 Flies in 2013 (daily statistic of the most liked articles on Facebook, Twitter and Google+) – main results:

- Social Media is dominated by stories of traditional media as sources for links
- Usual most linked section is politics followed by sports, at big events sports dominates Social Media
- Most linked articles on Social Media in politics are traditional journalistic stories, in sports section the most linked articles are stories and information of the federations = PR
Evaluation, Discussion and Conclusion
Social Media Agenda Setting in Sport

Circulating and dynamic process of mutual influence of traditional and social media

- Event mostly in traditional media
- Social Media is for commentating and emotionalizing
- Traditional Media is for verifying and authenticating

Consequences

- Increase of emotion and speed – communicative democratization
- Social Media as new public, create a pool of topics for traditional media
- Focus on topics = Scandals, Rumors, Fakes and Social Media-News build up the Social Media Agenda Setting in Sports Journalism
Thank you for your attention!

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