The Olympic Games as a multicultural environment and their relationship with social media / Devena Haggis, Simona Vasilache

Haggis, Devena | Vasilache,Simona

2019

This paper explores the social media impact and the multicultural environment of the Olympic Games through a review of social media usage leading up to the Tokyo 2020 Games.

More information...

Content strategy and fan engagement in social media : the case of PyeongChang Winter Olympic and Paralympic Games / Asli Cazorla Milla, Leonardo José Mataruna-Dos-Santos, Hussein Muñoz Helú

Cazorla Milla, Asli | Mataruna-dos-Santos, Leonardo José | Muñoz Helú, Hussein

2020

This paper investigates the pillars of content strategy and fan engagement in social networks during 2018 PyeongChang Winter Olympics and Paralympics. It aims to seek reasons behind the differences in fan engagement in social medi...

More information...

Applying network analysis to the social media communication of the Youth Olympic Games and the Olympic Games / by Juha Yoon, Alex C. Gang, Paul M. Perdersen

Yoon, Juha | Gang, Alex C. | Pedersen, Paul Mark

2020

This study examined the social media interactions between online stakeholders and the Youth Olympic Games and the Olympic Games.

More information...

Mobile Olympic media across three continents : replacing or enhancing Olympic television ? / Andrew C. Billings, Natalie Brown-Devlin, Kenon A. Brown, Micheal B. Devlin

Billings, Andrew C. | Brown-Devlin, Natalie | Brown, Kenon A. | Devlin, Michael B.

[s.n.]. Etats-Unis - 2019

This project surveyed 2,296 respondents from six nations (Germany, Sweden, China, Japan, the United States, and Canada) regarding their Olympic media consumption habits. Respondents reported on (a) uses sought and gratifications o...

More information...

Athletes & social media : what constitutes ambush marketing in the digital age ? the case of rule 40 of the Olympic Charter / de Werra, Jacques

Werra, Jacques de, (1970)

2019

Many professional athletes not only excel in their sports disciplines : they also stand out in the promotion and marketing of their activities and achievements which in turn support and increase their fame and their commercial val...

More information...

Good Games, bad host ? : using big data to measure public attention and imagery of the Olympic Games / Eva Kassens-Noor, Joshua Vertalka, Mark Wilson

Kassens-Noor, Eva | Wilson, Mark | Vertalka, Joshua

2019

Mega-event boosters frequently claim increased public attention and improved host city imagery as a rationale for public investments in major events. The authors design a methodology and develop an algorithm to measure both, publi...

More information...

Global broadcast and audience report : PyeongChang 2018 / [International Olympic Committee]

International Olympic Committee

[International Olympic Committee]. [Lausanne] - 2018

This document presents the facts and figures regarding broadcast and audience during the 2018 Olympic Winter Games in PyeongChang with an emphasis on social media.

More information...

The social Winter Games : social media analysis on PyeongChang 2018 / Sportcal Media

Sportcal Global Communications | Hookit

Sportcal Media. London - 2018

Social media is a crucial communication channel for partners, federations, athletes, committees and anyone involved in a major sports event like the Winter Olympics. Sportcal Media has teamed up with Hookit to delve into the numbe...

More information...

Site	Classification	Call number
OSC Library	Libre-accès	MA 28822

Disseminating the Olympic values on Facebook and Twitter during Rio 2016 : content, influencers and engagement / José M. Pardo Gila

Gila, José Manuel Pardo

2018

This paper analyses the activity generated by the main Olympic actors and users' participation on Facebook and Twitter during Rio 2016. It examines the strategies employed by the Olympic Family via social media, and the complex in...

More information...

An examination of the public's twitter usage of Youth Olympic Games and Olympic Games from 2010 to 2016 / Juha Yoon and Paul M. Pedersen

Yoon, Juha | Pedersen, Paul Mark

2018

The purpose of this study is to assess the status of Twitter usage on attracting the public's attention with regard to the Youth Olympic Games (YOG) as compared to the Olympic Games (OG). Associated tweets were collected and analy...

More information...

Sport 2.0 : transforming sports for a digital world / Andy Miah

Miah, Andy (1975-)

The MIT Press. Cambridge - 2017

Digital technology is changing everything about modern sports. Athletes and coaches rely on digital data to monitor and enhance performance. Officials use tracking systems to augment their judgment in what is an increasingly super...

More information...

Site	Classification	Call number
OSC Library	Libre-accès	MA 28128

Nature of engagement on Facebook during London 2012 Olympic Games : insight into public participation in terms of language and gender / Emilio Fernández Peña, Òscar Coromina, Jose M.P. Gila
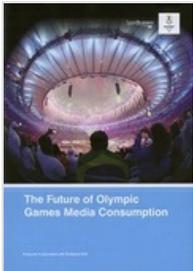
Fernández Peña, Emilio | Gila, José Manuel Pardo | Coromina, Òscar

2017

This study takes an in-depth look at the characteristics of engagement on the International Olympic Committee's Facebook fan page during the London 2012 Olympic Games. Posts with the highest level of participation ('Like', 'Commen...

More information...

The future of Olympic Games media consumption / SportBusiness Group

Sport Business Group | Budapest 2024

SportBusiness Group. London - 2017

This report details the global Olympic fan base and media consumption of the Rio 2016 Olympic Games, and assesses the potential for the future through enhanced existing platforms and the new, developing technologies. Incorporated ...

More information...

Site	Classification	Call number
OSC Library	Libre-accès	MA 28241

The development of social media and its impact on the intercultural exchange of the Olympic Movement : 2004-2012 / Yinya Liu

Liu, Yinya

2017

The development of social media, in the form of Internet and mobile platforms, has rapidly flourished in the early twenty-first century. The changes in broadcasting forms of the first three Olympic Games of the twenty-first centur...

More information...

#Van2010 : an ethnographic study of alternative media communities during the Vancouver 2010 Winter Olympic Games / Jennifer Mackenzie Jones

Mackenzie Jones, Jennifer

University of the West of Scotland. [Paisley] - 2017

This thesis examines the alternative media landscape at the Vancouver 2010 Winter Olympic Games. It builds on understandings of major sport events, such as the Olympic Games, as important aspects of a media domain where geopolitic...

More information...

Social media in the Olympic Games : actors, management and participation / Emilio Fernandez Pena, Natividad Ramajo, & Maria Arauz

Fernández Peña, Emilio | Ramajo, Natividad | Arauz, Maria

2014

This work deals with how is the very nature of social media communication for the Olympic family and delves into the special communication logics of social networking website, which is associated very well with essence of sport. T...

More information...