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# Journalistic hype: *WIRED*'s coverage of NFTs, metaverses and generative AI

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# Tech trends: *Wired's* treatment of emerging technologies (2021-2023)

Journalism

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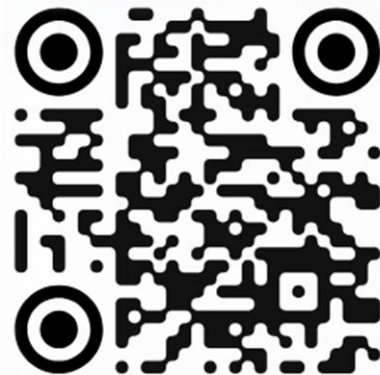
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“**Hype** is neither good nor evil: it’s a tool. It can be the catalyst for genuine innovation to get funding, attention, and regulatory consideration, and it can do the same for something not so legitimate.”

Gemma Milne. *WIRED*, October 2020

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# Methodology

- Following previous research (Ruckenstein & Pantzar, 2017), a thematic analysis was conducted on a sample comprising 45 articles, 15 for each of the three analyzed technologies. These articles were published on *WIRED*'s website between 2021 and 2023.
  - *WIRED*'s contents “are not merely written to depict and analyze current events; they actively create formats and language for representing and disseminating knowledge” (Turner, 2006, p. 254).
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A common element in *WIRED*'s narratives concerning NFTs, the metaverse, and generative AI is the observation of exaggerated enthusiasm surrounding these three emerging technologies.

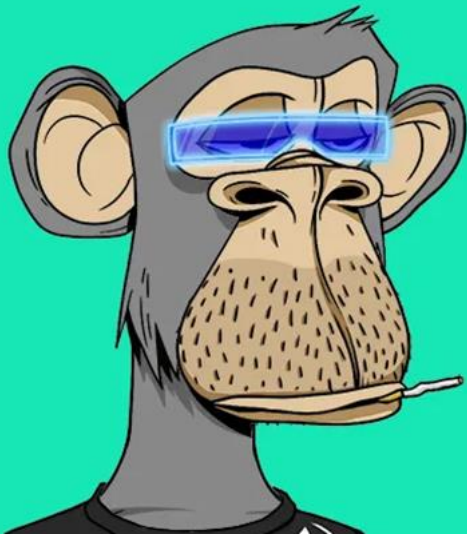
Gian Volpicelli (January 2022) states that the metaverse “**is pure hype,**” while Lauren Goode (November 2021) refers to the “**much-hyped NFT art market.**”

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*WIRED* also sustains the **hype** around NFTs, the metaverse, and generative AI through a persistent and reiterated focus on these technologies and their trend-nature.



“The remarkable capabilities of GPT-4 have stunned some experts and sparked debate over the potential for AI to transform the economy but also spread disinformation and eliminate jobs.”

Will Knight, April 2023

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# Tech world in 2023

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As *WIRED*'s continuously reflects on the frenzy and **hype** surrounding the appearance and development of the three emerging technologies, there is a constant updating and a rapid acceleration of *WIRED*'s thematic interests and its journalistic discourse.



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# Conclusion

- *WIRED* actively participates in the generation of journalistic, digital, and technological trends that underpin a sense of ever-updating technological innovation. *WIRED*'s steady interest in emerging technologies reinforces the sense of **hype** surrounding digital technologies.
  - *WIRED* engages in an accelerated treatment that fosters **hype** trends by incorporating with interest and determination into its journalistic coverage perspectives that value the different edges of the latest updates regarding emerging technologies and their repercussions.
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