PART V

What Comes after Hype?

In this final part of the book, our focus shifts from presenting empirical findings to analysing the broader evolution of hype in the digital economy. Parts II to IV provided empirical evidence of a significant change in how hyped expectations are created, managed, evaluated, and disseminated since the dotcom era. Chapters 9 and 10 aim to elaborate on these changes. Chapter 9, *Managed Channels in the Wild Sea of Hype*, describes how hype has transitioned from a primarily spontaneous and chaotic phenomenon to a more managed and institutionalised one. This chapter rearticulates the book's central thesis – that hype is no longer fully disorganised – and characterises a critical shift marked by the emergence of 'tamed' forms of hype alongside more unregulated, 'wild' forms. It outlines various channels that have emerged to tame hype as experts and specialists moderate the vendor-adopter nexus. It examines how the business of hype and market for promissory products and expertise has evolved through a dynamic spiral. The chapter concludes by situating this discussion within broader debates on hype management (Logue & Grimes, 2022) and fictional expectations (Beckert, 2016).

Chapter 10, *Towards Hype Studies*, calls for establishing a dedicated academic focus on hype to systematically analyse its creation, evolution, evaluation, and influence within the digital economy and beyond. The chapter demonstrates why dedicated scholarly attention to hype is necessary, arguing that Hype Studies might develop as an interdisciplinary area that examines the hype lifecycle across innovation ecosystems. It outlines several key aspects that require further investigation, including expertise, reflexivity, competition, stratification, and speculative cycles. Together, these aspects offer a foundation for future research directions. It also reflects on the implications of hype's institutionalisa tion for sectors beyond the digital economy and for policymakers.

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