PART I

Reframing Hype

This first part lays the groundwork for the book's argument that hype is a significant and evolving phenomenon deserving sustained academic attention. Interest in its effects is growing – particularly in how actors engage with technologies surrounded by heightened expectations (Logue & Grimes, 2022; Garud et al., 2023; Ometto et al., 2023) – yet the topic remains relatively underexplored (Bourne, 2024). We still lack clarity on what scholars mean by hype and what it offers as an analytical lens distinct from related concepts. Existing discussions are scattered across diverse fields – Media Studies, Philosophy, Science and Technology Studies (STS), Organisation and Management Theory (OMT), Economics, Sociology, and Market Studies – each with different assumptions and definitions. This disciplinary fragmentation hinders cross-field understanding, even as the breadth of work suggests hype's potential as a valuable research concept. We also identify a need to study *hype's new actors* – the expert groups that have emerged to produce, circulate, and manage responses to hype.

The following two chapters address these gaps. *Chapter 2*, *What Is Hype?*, reviews and consolidates existing scholarship, proposing a more nuanced understanding that goes beyond simplistic notions of exaggeration or deception. We emphasise hype's dynamic, structured, and strategic role in promissory arenas and introduce *Seven Tenets* to guide future research and contribute to the emerging field of Hype Studies.

Chapter 3, Decision-Making about Unpredictable Technology Futures, examines how hype has moved from the periphery to the centre of organisational strategy. In markets where emerging technologies can redefine entire sectors, organisations must now actively engage with hype to remain competitive. This chapter explores how

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technology adopters, investors, and other market participants navigate its risks and opportunities under conditions of incomplete knowledge. The chapter also introduces the *business of hype* – a growing set of promissory products that help organisations evaluate and act on hyped claims, marking the professionalisation of hype management in contemporary innovation landscapes.

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