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An outline of this study - (1)

● Formulation of the research framework
● Global evolution of mass society and mass culture for leisure
● Interactive dynamics between institutional changes and industrial innovation
● Conclusion and future work
Formulation of the research framework

- The theory of institutional change (Bush, 1989)
  - Institution: “a set of socially prescribed patterns of correlated behavior” (1076)
  - The process of institutional change ... diffusion ...
    - Ceremonial-instrumental dichotomy
    - Progressive institutional change

- Changing institutions of leisure and the world leisure industries
  - Interactive dynamics with advancement in technology
  - The demand-side perspective of institutional change

The research questions

- What are the major forces which trigger the institutions of mass leisure, and their ongoing changes in the modern societies?
- How does institutional change for leisure lead to the evolution of the world leisure industries?
- What are the interactive dynamics which lead to the rapid expansion of the world leisure industries since the mid-20th century?
Global evolution of mass society and mass culture for leisure - (1)

- Evolution of the **mass society** around the world triggered the changing institutions for **mass leisure**, and hence the **commodification** process of leisure.
- Changing institutions in the modern industrial system did not only raise the **real purchasing power** of the middle income working groups, but also increase their **spare time** for leisure.
- Evolution of the mass culture for leisure was largely shaped by the **contextual settings** in a society.

Global evolution of mass society and mass culture for leisure - (2)

- Key phases in the evolution of world’s mass societies and mass culture for leisure

- UK: Reform Act … Factory Act(s) (1832 … 1867)
- Western Europe & North America: (1870-1914) The Second Industrial Revolution
- Japan: (1945-1955 …) Elimination of Zaibatsu Labor democratization policy
- China: (1978 - ) Economic Reform Imitation and innovation

- Advancement in technology
- Digital technology
- Leisure in the virtual world

- Reading
- Sports
- Motion pictures
- Traveling / tourism
- Casino / gaming
- Casino gaming
- Reading
- Casino gaming
While changing institutions for mass leisure generated opportunities for progress of the world leisure industries, advancement in technology stimulated business innovations which produced positive feedback to modify and generate new mass culture for leisure.

- Advancement in photography, audio and video technologies from the mid-20th century
- Applications of digital technology from the 21st century

Interactive dynamics between institutional changes and industrial innovation

- Interactions among institutional changes, advancement in technology, leisure and the leisure industries
Interactive dynamics between institutional changes and industrial innovation - (3)

- Evidences uncovering the interrelationship between the changing institutions for the mass society, advancement in technology and evolution of the world leisure industries indeed illustrate the dynamic aspect and the demand-side perspective of institutional change in leisure.

- Institutional change and industrial evolution in leisure is an interactive process.

- Related evidences may reflect more about “… who or why of acceptance rather than who or why of invention” (Redmond 2003, 665).

Conclusion and future work - (1)

- Key findings from this study
  - Technological innovations and evolution of mass leisure have contributed to the modern development of the world leisure industries.
  - Advancement in technology promotes industrial innovations which in turn have increased receptivity and altered the existing institutions of mass leisure in different societies.

  “(A) higher level of instrument efficiency” for an ongoing progressive institutional change in both leisure and the world leisure industries is ensured.
Conclusion and future work - (2)

Future work in this information age

- The interactive and dynamic relationships among advancement in technology, institutional changes in leisure and the evolution of the world leisure industries deserve further investigation.
- E.g., …
  - Institutional changes and evolution of a particular leisure industry at the global level
  - Institutional changes and evolution of various leisure industries at the national level

Thank You!

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