From “Say Yes to the Dress,” to Pinterest: How Agenda Setting is used in the Wedding Industry

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ABSTRACT

This study investigates how agenda setting is used in the wedding industry with social media and entertainment. While social media is relatively still new, the wedding industry has been changed drastically due to social networking. With sites like Pinterest, trends have become more apparent and brides are following them. Agenda setting has been used in both social media and in entertainment television shows such as, “Say Yes to the Dress,” “Bridezilla,” etc. The following study looks at current literature as well as interviews of experts in the wedding industry.
# TABLE OF CONTENTS

## Chapter 1

- Introduction ............................................................................................................................... 1
- Statement of Problem .................................................................................................................. 1
- Background of the Problem ....................................................................................................... 1
- Purpose of the Study ................................................................................................................... 2
- Setting for the Study ................................................................................................................... 2
- Research Questions ................................................................................................................... 3
- Organization of Study ................................................................................................................ 3

## Chapter 2

- Literature Review ....................................................................................................................... 5
  - How Agenda Setting does has an Affect on the Public .......................................................... 5
  - How Social Media has Changed the Structure of the Wedding Industry ................................. 7
  - How the Entertainment Industry Impacts the Modern Wedding ........................................... 9

## Chapter 3

- Methodology ............................................................................................................................. 11
  - Data Sources .......................................................................................................................... 11
  - Participants .............................................................................................................................. 11
  - Interview Design .................................................................................................................... 12
  - Data Collection ....................................................................................................................... 14
  - Data Presentation .................................................................................................................... 15
  - Limitations ............................................................................................................................. 15
  - Delimitations .......................................................................................................................... 15
Appendix B

Interview Transcripts: Jesse Olson

Appendix C

Interview Transcripts: Christina Uvalle
LIST OF TABLES

Table 1.  *How Social Media Sets the Agenda*…………………………..32

Table 2.  *Media Consumption Altering Planning and Budgeting of Weddings*………………………………………………………33

Table 3.  *How Social Media has Changed the Structure of the Wedding Industry*……………………………………………………34
Chapter 1

Introduction

Statement of the Problem

Focuses on the impacts of wedding planning, including social media and the role of agenda setting in the entertainment industry. Traditionally, brides have gone to professional wedding planners, however, social media has changed the way brides share and connect with their community, as well as how they create the wedding details themselves due to Pinterest and Instagram.

Now due to the high increase of interest in weddings in the entertainment industry, reality television shows and the number of bridal magazines, certain standards have been set for the modern day wedding. This research explores agenda setting theory to discover its influence on the ways modern weddings have become more elaborate and extraordinary.

Background of the Problem

There is a limitation to published sources with studies done on agenda setting in the wedding industry. However the theory of agenda setting can still be applied to the impact the entertainment industry has on wedding planning.

Social media has changed the wedding industry greatly. With brides utilizing social media and benefiting from it, it is critical for the wedding businesses to as well. Wedding venues and dress stores for example need to adapt to the new social media technology and use it for their advantage.
Purpose of the Study

By researching the affects that agenda setting has on the wedding industry, it will allow wedding businesses to see what the current trends are and how they can incorporate them with their business tactics. The entertainment industry uses agenda setting to focus on elaborate modern day weddings. Investigating how agenda setting theory is used will determine if the media is successful at influencing the modern day bride.

By investigating the impact social media has had on the wedding industry, it will allow professional wedding businesses to benefit from the interactive relationships it creates with the consumers of the wedding industry. Researching how brides can utilize social media will help with planning and creating their special day. With sites like Pinterest and ones that are similar, they have shifted the creativity of the wedding into the bride’s power while helping remain on a budget.

Setting for the Study

This study will be conducted as part of the data collection for the completion of a Senior Project at California Polytechnic State University, San Luis Obispo. Interviews will be completed with three different wedding industry experts. These include an upcoming bride who is starting to plan her wedding, a wedding coordinator of a resort, and the owner of a bridal dress store. The professionals will each be asked questions that are related to their specific role in the wedding industry. The questionnaire will focus on the impact of social media, the entertainment industry, as well as agenda setting and how it influences the
Research Questions

This study was structured around the following three research questions that were composed to answer the untold information in published articles and literature regarding how social media impacts the wedding industry and how agenda setting within the entertainment industry along with social media influence wedding planning. Based on the collected information from published literature, each research question is planned to discover new data that will provide valid information for brides planning their wedding and professionals working in the wedding industry.

1. How does the use of social media sites such as Instagram and Pinterest set the agenda of what is culturally appropriate or “hot”?
2. Considering agenda setting theory, does media consumption alter the planning and budgeting process of weddings?
3. How has social media changed the structure of the wedding industry?

Organization of Study

The study is organized with five successive chapters. Chapter 1 details the researched problem, its background, and the purpose of the study. Chapter 2 describes what agenda setting theory is and how it works, as well as how both social media and the entertainment industry have changed the modern day wedding. Chapter 3 explains the methodology used to collect data for the study. Chapter 4 includes the gathered data from interviewed sources that is analyzed.
and compared to data retrieved from literature based on the original research questions. Chapter 5 serves as a conclusive summary of the study incorporated with recommendations for brides and professionals within the wedding industry to see the benefits of social media and the outcomes of agenda setting.
Chapter 2

Literature Review

The compilation of published literature that focuses on the impact of agenda setting, the entertainment industry, and the use of social media within wedding planning and the wedding industry.

How Agenda Setting does has an Affect on the Public

“The agenda-setting theory refers to theory that the news media have a large influence on audiences by their choice of what stories to consider newsworthy and how much prominence and space to give them. According to the agenda-setting theory, propounded by Maxwell McCombs and Donald Shaw in the 1970s, media set the agenda for public opinion by highlighting certain issues. It helps the public to understand the pervasive role of the media. The theory necessitates salience transfer, which is the ability of the news media to transfer issues of importance from their news media agendas to public agendas.” (2001, Agenda-Setting Theory)

The agenda-setting theory contains two levels. The first level of agenda-setting looks at media news topics that receive the most coverage in media sources, it can also be referred to as “objects.” Media objects are discussed in any given news story that have an aspect of relative importance. In most cases, issues such as healthcare, education, or other public issues typically associated with politics are all frequent media objects. “According to agenda-setting theory,
the prominence of given objects in news coverage has a direct effect on the salience of those objects within public awareness or discussion (i.e., on the level of attention the public devotes to those objects). Not only do the media in some way determine that an audience thinks about politics, but also how it thinks about politics, that is, what topics it considers relevant.” (Carroll, C.E., 2004).

The agenda-setting model can especially be used in election seasons. When election season begins, the common media objects broaden to include the campaigns of political candidates, and even the candidates themselves (McCombs, Llamas, Lopez-Escobar, & Rey, 1997). “Certainly, news coverage and campaign advertising through the media enhance the prominence of candidates in public perception, a phenomenon frequently measured in political research as ‘name recognition’.” (Ghorpade, 1986; Roberts & McCombs, 1994). (Carroll, C.E., 2004).

First-level agenda setting, discussed before, focuses more on the issues of the object, like political candidates, while second-level of agenda-setting focuses more on the attributes of the objects that are being perceived. “Assessments of the affective dimension recognize that news stories and public survey responses carry not only descriptions of objects, they also convey feeling and tone about the object described (McCombs & Ghanem, 2001). The feeling, or tone, expressed for a given object is typically a measurement of how favorably that object is portrayed, and may be articulated as positive, negative, or neutral (Lopez-Escobar, Llamas, McCombs, and Lennon, 1998; McCombs, Llamas, Lopez-Escobar, & Rey, 1997; McCombs, Lopez-Escobar, & Llamas, 200). These
measurements are then used in tracing lines of influence, and in describing correlations between media sources and public opinion.” (Carroll, C.E., 2004)

**How Social Media has Changed the Structure of the Wedding Industry**

“Social media is a phenomenon that has transformed the interaction and communication of individuals throughout the world. However, social media is not a new concept - it has been evolving since the dawn of human interaction. In recent times, social media has impacted many aspects of human communication, thereby impacting business. Social networking has become daily practice in some users' lives.” (Edosomwan, S., Prakasan, S. K., Kouame, D., Watson, J., & Seymour, T., 2011).

David’s Bridal has found out how wedding planning has adapted to social media, and brides are using it for their benefit. “Everything has gone digital, and the new tools of the trade are a smart phone or a computer instead of a wedding binder.” David’s Bridal, with their 7th annual “What’s On Brides’ Minds Survey,” found that the 2013 bride will plan from start to finish, all of her wedding details with the help of social media. (Saying "I do" in the digital age, 2013).

Wedding notifications are not just sent out in the mail or email anymore, but now with the help of social media sites like Facebook, Twitter, and Instagram, the news can be sent out immediately. “David's Bridal found that these platforms not only streamline the wedding planning process, but also serve various functions for the modern bride. Pinterest allows her to assemble an inspiration board fit for a fashion showroom, Skype makes it possible for family and friends that can't attend the wedding to be part of the festivities and Instagram and
Twitter enable the creation of special hashtags for guests to photo share during the big day." (Saying "I do" in the digital age, 2013).

Some brides have rules and regulations with social media however. On “What’s on Bride’s Minds Survey” by David Bridal, 61 percent of brides said they would forbid their bridesmaids from uploading pictures of her wearing her wedding gown before the ceremony. “56 percent of newlywed women think it is important to have social media rules at the wedding. 52 percent say the bride and groom must be the first to post a picture of their wedding to a social media site. Up 11 percent from 2011, 59 percent of brides will update their Facebook status to "married" or update their new name within a day of walking down the aisle." (Saying "I do" in the digital age, 2013).

Social media has also had an impact on keeping brides on their budget. The Knot editors, released the top ten wedding trends, the first two being linked to utilizing social media. “1. Announcing your engagement on Facebook. In 2009, new technologies will help couples save money and reinvent the wedding etiquette landscape: from getting the wedding word out via Facebook to Twittering their potential dresses to polling guests on menu choices and music playlists on their wedding web pages, plus allowing guests to RSVP online. 2. Do-it-yourself wedding details. The spend-savvy bride is the smart bride. The crafty bride is even smarter. Using amazing resources all over the Internet, brides are making their own favors, bouquets, save-the-dates, wedding programs, seating charts and more.” (The Knot, 2009).
How the Entertainment Industry Impacts the Modern Wedding

With the recent increase of “wedding inspired” television shows like “Four Weddings,” “Say Yes to the Dress,” “David Tutera’s: My Fair Wedding,” to the increase in bridal magazines, the modern bride has certain expectations for her wedding due to the entertainment industry. These wedding reality television shows are not focused on celebrities, but rather on regular people, which can raise the standard for a “typical” couples wedding. The entertainment industry focuses on how elaborate weddings are when it comes to the dress, the photography, the decorations, and the venue. “Wanting their weddings to look like the spreads they see in magazines like Vogue, some brides are now looking for photography with a fashion edge. Now, more couples are seeking to emulate the spreads they see in fashion and lifestyle magazines. Not only do they expect a photographer who can capture intimate wedding day moments, but they also expect one who can direct wedding shots as if they’re destined for the pages of a magazine such as Vogue.”

Jeannie Ward, a proprietor of a wedding planning agency in Downey, California says, “In the past, this style of wedding photography was available, but only to those who had platinum-type weddings. For your typical bride, I’d say the style really came to the forefront last year.” She also addresses the trend for an increased media interest in weddings (Coleman, S., 2008). "Ten years ago, if a bride went to look for magazines to help plan her wedding, she was pretty much limited to Brides and Modern Bride," she says. "Now, if you go into Barnes & Noble you'll see 15 or 20 bridal magazines, all competing with each other and
upping the ante with beautiful layouts of gorgeous weddings." Magazines like The Knot, Elegant Bride, Grace Ormonde, Martha Stewart Weddings and newcomer The Bride & Bloom all showcase elegant, upscale weddings, shot with an emphasis on fashion and beauty. Television, too, has jumped on the bandwagon, with shows ranging from WE television's Platinum Weddings to TLC's A Wedding Story to the Style network's Whose Wedding Is It Anyway? ‘What brides see on these shows and on the pages of the magazines-they want it,' says Ward.” (Coleman, S., 2008)
Chapter 3
Methodology

This chapter details the methods used for data collection for this study, including the background on data sources of the wedding industry, the collection and presentation of data, and the limitations and delimitations of the study.

Data Sources

The data compilation for this study mainly focused on interview responses from experts in the wedding industry. The owner of a bridal salon, a soon-to-be bride, and a sales and event assistant (specializing in weddings) were interviewed based on conformance questionnaires tailored to each field of work. These different questionnaires were specifically formatted to cultivate different perspectives in answering the original research questions regarding agenda-setting theory in the wedding industry.

Participants:

Sharon Ellenson, the owner of Down the Aisle, a boutique bridal salon in Arroyo Grande. The soon-to-be bride selected was Jesse Olson, who is getting married July 27, 2013 in San Luis Obispo. The Sales and Event Assistant selected was Christina Uvalle, from Sea Venture Resort in Pismo Beach.
**Interview Design.**

The following questions were carefully tailored based on the interest of the experts interviewed, and served as data sources for the study.

*Bridal Salon Owner*

1. When brides come into your boutique, do they usually have an idea of what type of dress they want?
   a. Do they ever come in with a specific dress from a magazine or website?

2. Do you feel that celebrity wedding dresses and bridal magazines increase how much a bride will spend on her wedding dress?

3. How have online media outlets, such as Facebook and Pinterest, set certain trends for what is appropriate for a wedding, or what is “hot”?
   a. Do brides come in with a certain dress they say on Pinterest? If so, how often?

4. As a professional in the wedding industry, how do you think social media has changed the structure of the wedding industry?
   a. Do you feel it has opened up opportunities for your business?

5. Applying agenda-setting theory, do you feel that wedding television shows and celebrity weddings set a certain standard for how elaborate a wedding should be?
   a. Do you feel that any of cause stereotypes for brides or the wedding industry?
Bride-to-be

1. Have you ever watched any wedding television shows such as, “Say Yes to the Dress,” “My Fair Wedding with David Tutera,” “Four Weddings,” “Bridezilla,” etc.?
   a. If yes, which ones?
2. As a bride, do you feel these shows have given you inspiration or expectations for your wedding?
3. Do you use any social media networks, such as Pinterest or Instagram, for planning your wedding?
4. Do you feel that social media has helped women plan their own weddings, or do you still prefer consulting a wedding planner?
5. Applying agenda-setting theory, do you feel that bridal magazines, celebrity weddings, and social media set trends for weddings?
   a. If yes, do you feel like you should follow these trends?

Sales and Event Assistant

1. How has the trend and popularity of online media outlets, such as Pinterest and Facebook, opened up opportunities for weddings at Sea Venture Resort?
2. How do brides use Pinterest and Instagram as key components in planning their wedding?
   a. Do you feel it sets certain trends for what is “hot” or what is socially acceptable?
3. What outlets of social media do you feel are most affective in connecting with potential clients?

4. Do you feel that wedding television shows such as “Bridezilla” give false stereotypes of how brides really are?
   a. Do you feel that show promotes it being acceptable and encourages brides to act dramatic and unreasonable?
   b. If yes, do you feel that because of this, brides are more likely to act this way?

5. Applying agenda-setting theory, do you feel that wedding television shows and celebrity weddings set a certain standard for how elaborate a wedding should be?
   a. If yes, do you feel this will most likely increase a bride’s budget for her wedding?

6. As a professional in the wedding industry, describe how you feel social media (Pinterest, Instagram, and Facebook) has changed and impacted the structure of the wedding industry?

Data Collection

The data collection methodology for this study was three individual personal interviews with each expert. The interviews were held May 2013 in person and through email. The conducted interviews asked the selected experts questions from a questionnaire specific to their profession of interest to provide
responses of differing point of views to the original research questions while discovering the impact of different media outlets through agenda-setting in the wedding industry.

**Data Presentation**

The data and responses provided during each interview were documented through audio recordings using a digital voice recorder along with additional written information to clarify quotes and other comments that were taken throughout the interview. This method presents the data in an objective and informative way, and ensures the validity and accountability of these data sources.

**Limitations**

The inclusion of data in this study could have amounted to greater accuracy in the responses and conclusions of the impact and use of agenda setting in the wedding industry, but this form of data collection was limited due to the time restraints of the project.

**Delimitations**

This type of interview method used for data collection creates limitations for this study. The conducted interviews with three different experts in the wedding industry were asked to give personal responses, based on their experience, to provide insight into the use and impact of agenda setting within
the wedding industry. The assumption that the responses are qualitative and opinion-based may provide limitations to this study.

Due to Jesse Olson and Christina Uvalle's busy schedules, their interviews were conducted by email. The restrictions of email interviews created potential limitations of clarity based on the lack of non-verbal interaction.
Chapter 4

Data Analysis

The following chapter outlines the background descriptions of the interviewed experts as well as their responses to their questionnaires. The data collected will be organized to the original research question that it answers, in the form of quotations and paraphrased ideas. This data from the interviews will be compared to the research from current literature as they relate to the original three research questions presented in Chapter 1, Introduction.

Description of Participating Experts

Owner of a Local Bridal Salon

Sharon Ellenson was chosen as a participant in this study due to her knowledge and experience in the wedding industry. She is the owner of Down the Aisle, a boutique bridal salon in Arroyo Grande. Down the Aisle was voted Best Place to Buy a Wedding Dress, in the New Times 2012 Best of SLO County. Sharon opened Down the Aisle in 2005 and has 8 years of experience of working in the wedding industry.

Soon to be Bride

Jesse Olson is a Cal Poly alum and is getting married on the Central Coast in San Luis Obispo. She is from Kelseyville, California, and moved to San Luis Obispo for college. After graduating from Cal Poly in Recreation and Tourism, she decided to stay in the area. She and her fiancé are getting married
July 27, 2013 on South Higuera Street at his parent’s property.

Sales and Event Assistant

Christina Uvalle is the Sales and Event Assistant at Sea Venture Resort. She has worked there for almost 3 years now, and graduated from Cal Poly in Recreation and Tourism. She specializes in weddings at Sea Venture, working with the couples and brides in particular.

Wedding Industry-based Questionnaire

Each wedding industry expert was asked specific questions that were tailored to their expertise and knowledge.

Bridal Salon Owner

1. When brides come into your boutique, do they usually have an idea of what type of dress they want?
   a. Do they ever come in with a specific dress from a magazine or website?

   Question #1 was formatted to see if brides know what they look for a specific dress they see presented to them from the media from websites or magazines.

   • “No. They generally have an idea of what appeals to them. They will have visited all the online sites such as the Knot, Wedding Wire, and all the different designer websites. So they will have an idea of what appeals to
them, but that’s not necessarily what looks the best on them. I look at what appeals to them and if they are truly set on what appeals to them, then we try that on and if they are dissatisfied and they can’t figure out why they are dissatisfied, we go and choose other styles to see if maybe another style would look better on them. They are truly looking to buy a designer dress, but sometimes they do not know the cost of those designers because a lot of the magazine’s and online publishing do not give the price of those dresses. They have the Knot, which is the bridal bible, and see all the designer dresses.”

2. Do you feel that celebrity wedding dresses and bridal magazines increase how much a bride will spend on her wedding dress?

Question #2 was asked to see what affect agenda setting plays in bridal magazines with wedding dresses. If agenda setting is affective in bridal dress magazines and in celebrity weddings, it will increase how much a bride will want to spend on her wedding dress to have the top of the line wedding.

- “Not here. I think in the bigger cities you get more of that, but not here on the Central Coast as much. Here on the coast they want a ‘flow-ier’ dress, which isn’t necessarily cheaper. However, even on the Central Coast having weddings is a fully full-blown affair. These beach and destination weddings are just as elaborate as church weddings.”

3. How have online media outlets, such as Facebook and Pinterest, set certain trends for what is appropriate for a wedding, or what is “hot”?

   a. Do brides come in with a certain dress they say on Pinterest? If
so, how often?

Question #3 was asked to answer whether or not agenda setting is present in social media, and how social media has influenced the trends of the wedding industry.

• “It definitely sets trends. I don’t know if it really does the appropriate etiquette. When you look at some of the things on Pinterest they are not according to etiquette. I think since we’ve been in the business, there is no tried and true with weddings anymore. People do want to do with weddings now. It is whatever the bride and groom want, happens. Or the mother of the bride. I don’t hear this is according to etiquette anymore. Everything is individualized now as far as weddings are concerned. Or they think they are individualized is what I should say.”

4. As a professional in the wedding industry, how do you think social media has changed the structure of the wedding industry?
   a. Do you feel it has opened up opportunities for your business?

Question #4 further looks at how agenda setting theory is applied to social media networking, how it has changed the structure of the wedding industry along with the business aspect as well.

• “It has, we were late getting into the game, and so I would say we’re just now beginning to realize more of the opportunities present. So, I need to do more. Pinterest more than Facebook. I
think that brides now get their ideas from Pinterest. Brides don’t even bring in pictures anymore. They will bring in their iPhone and just show me their Pinterest board, and I have to figure out who the designer is.”

5. Applying agenda-setting theory, do you feel that wedding television shows and celebrity weddings set a certain standard for how elaborate a wedding should be?

   a. Do you feel that any of cause stereotypes for brides or the wedding industry?

Question #5 looks at how agenda setting is used in television shows and celebrity weddings. It answers if the traditional bride feels that there are certain standards to follow on how elaborate a wedding must be due to the influences from the entertainment industry. It also looks at how the media portrays brides and if they cause certain stereotypes and if brides feel obligated to fit a stereotype.

• “Probably to a certain extent, yes. They see that these people are willing to spend this kind of money and should they be willing to spend that kind of money, even though moms’ are saying you’re not spending that kind of money. It takes a little bit of a reality check with them sometimes to say, ‘that dress is beautiful, do you know that is a $15,000 dress? Do you have that budget?’ I really do see the trend, that people do want elaborate weddings. Some are trying to do it on budgets, but they want the elaborate wedding. The one reality show that does hurt the wedding
industry though is Bridezilla. They do it all for drama on the shows, but it definitely doesn’t set a level of respect for the wedding professionals or for the members of the wedding party or anybody involved. Everything needs to be a respectful relationship, and that show does not promote that. I think that brides can find it okay to act like a “bridezilla” a little bit, but we try to nip that in the bud.”

Bride-to-be

1. Have you ever watched any wedding television shows such as, “Say Yes to the Dress,” “My Fair Wedding with David Tutera,” “Four Weddings,” “Bridezilla,” etc.?  
   a. If yes, which ones?

   Question #1 was asked to see if she is familiar with shows that are presented by the media, and see which ones are more popular that would have a greater affect on influencing brides’ decisions.

   • “Yes, I have watched "Say Yes to the Dress," but not since I've been engaged. I have not seen a lot of the other ones because I do not have cable television.”

2. As a bride, do you feel these shows have given you inspiration or expectations for you wedding?

   Question #2 was asked to answer if agenda setting is relevant in what brides expect from watching these wedding television reality shows.
• “No, I haven't watched them since I've been engaged. I guess the show did give me the idea that wedding dresses cost somewhere between three and seven thousand dollars! Thankfully, I ended up getting mine for much less, but the shows were fun and interesting to watch.”

3. Do you use any social media networks, such as Pinterest or Instagram, for planning your wedding?

Question #3 was asked to see if Pinterest and Instagram are used frequently in planning a wedding and how social media networks can be tailored towards brides.

• “I definitely use Pinterest to get ideas for my wedding. I found ideas for just about every part of the planning process. I found ideas for dresses, bridesmaid dresses, hair, makeup, decor, table settings, picture ideas, etc. I thought it was a great tool in helping plan my wedding. It definitely was a plus.”

4. Do you feel that social media has helped women plan their own weddings, or do you still prefer consulting a wedding planner?

Question #4 was asked to answer how affective social media has been in changing the wedding industry. It was aimed to answer whether agenda setting has helped social media take over the wedding industry, or if traditional wedding planners are still being used.

• “I definitely think Pinterest has helped women plan their own weddings. I don't consider myself a super creative type, so it has been so helpful to
see ideas I could pull off that would make my day that much nicer. There are so many "planning tools" out there. I don't think hiring a coordinator is necessary unless you want to go all out. My wedding will be a small, more casual, backyard wedding so I don't find it necessary to have a wedding planner when the tools to plan my own wedding are available through social media.”

5. Applying agenda-setting theory, do you feel that bridal magazines, celebrity weddings, and social media set trends for weddings?
   
a. If yes, do you feel like you should follow these trends?

Question #5 is directly aimed at agenda setting and if it is used in bridal magazines, social media, and through celebrity weddings. It is geared to answer whether brides feel the affect the media has on the wedding industry.

• “I think blogs like 100 Layer Cake set the trends for weddings. Martha Stewart also has a great site. I flipped through a few bridal magazines, but got much more from looking at well organized websites and blogs. Pinterest and blogs and looking at friends wedding dresses helped me decide what kind of dress I wanted. I fell in love with one dress I saw on a girl on a blog, but couldn't find it anywhere, even second hand! I ended up getting one from BHLDN.COM that was similar, and I ended up really loving it when it arrived. I didn't pay much attention to celebrity weddings. Again, I think social media has an affect on trends within the wedding industry. With how many people use Pinterest for planning their wedding, they end up following trends.”
Sales and Event Assistant

1. How has the trend and popularity of online media outlets, such as Pinterest and Facebook, opened up opportunities for weddings at Sea Venture Resort?

Question #1, which was also asked to Sharon Ellenson, was directed to see was whether or not agenda setting is present in social media, and how social media has changed the business aspect of the wedding industry.

- “Online media outlets such as Pinterest and Facebook have helped open up opportunities at Sea Venture in many ways. First of all these social media outlets work as free marketing and publicity for Sea Venture. Brides and Grooms are always posting pictures of their weddings on Facebook and this helps to promote and advertise our venue to other potential clients for free.”

2. How do brides use Pinterest and Instagram as key components in planning their wedding?

   a. Do you feel it sets certain trends for what is “hot” or what is socially acceptable?

Question #2 is presented to answer how brides utilize social media in planning their wedding and how it is affective to use in weddings.

- “I think that brides use Pinterest and Instagram to stay up with the lastest wedding trends and to get ideas for their upcoming weddings. With
websites like Pinterest, brides can get numerous ideas on everything from wedding invitation, to wedding centerpieces and use those ideas to help create items that will be used in their weddings. These outlets also help to make weddings more cost effective for brides because they provide ways and ideas for brides to make items themselves instead of hiring outside vendors to make the items for and pay them for their services.”

3. What outlets of social media do you feel are most affective in connecting with potential clients?

Question #3 was asked to see what networks of social media are most affective to gain potential clients/brides. Also to see what social media sites agenda setting would have the most affect on.

• “I think that Facebook is probably the most affective social media when it comes to connecting and marketing to potential clients. I also think that websites like Yelp, TripAdvisor and Wedding Wire also help to market to potential clients because now of days people are always wanting to read reviews on almost everything before they try it, so when these websites have positive reviews from our weddings, they really help to get potential clients attention.”

4. Do you feel that wedding television shows such as “Bridezilla” give false stereotypes of how brides really are?
   a. Do you feel that show promotes it being acceptable and encourages brides to act dramatic and unreasonable?
   b. If yes, do you feel that because of this, brides are more likely to act
this way?

Question #4 was asked to see if agenda setting in shows such as “Bridezilla” have a clear affect on how brides feel they can act, and if they feel it is acceptable to act like a “Bridezilla,” since the media advertises it is a social norm in today’s society.

• “Yes I do. I have done 3 wedding seasons at Sea Venture and have never encountered anyone bride that has been a "Bridezilla". I have had some brides that have been difficult to work with but non have acted like the brides on "Bridezilla".”

• "I feel that in a way the show ‘Bridezilla’ helps to make brides not want to be a bridezilla. I think that when brides watch these shows and see just how ridiculous these brides look, they themselves do not want to look or act like that."

5. Applying agenda-setting theory, do you feel that wedding television shows and celebrity weddings set a certain standard for how elaborate a wedding should be?

   a. If yes, do you feel this will most likely increase a bride’s budget for her wedding?

Question #5 was asked (along with Sharon Ellenson) to see what direct affects agenda setting has on the trends in the wedding industry and if it sets trends for elaborate weddings, which is what the media advertises in television shows.
• “Yes, I think that TV shows and celebrity weddings definitely set the bar for how extravagant and extreme a wedding should be and I do think that they make a bride want to increase her budget and just spend, spend, spend. Even if the brides can't afford these extravagant weddings, weddings shows make brides think that their weddings should be big and extreme, therefore making the bride want to spend more than she can afford.”

6. As a professional in the wedding industry, describe how you feel social media (Pinterest, Instagram, and Facebook) has changed and impacted the structure of the wedding industry?

Question #6 was asked to see how social media networks have changed the wedding industry and if agenda setting is used in social media within the structure of the wedding industry in today’s society.

• “I feel that that social media is kind of a double edge sword when it comes to the wedding industry. First of all, it's great for free marketing and advertising because almost everyone has some connection to a social media outlet and can see these venues, blogs, reviews, etc. and help to get the word out on these wedding venues. However, I do feel like websites like Pintrest are in a way hurting the wedding industry because these websites are offering ways for brides to have a more hands on approach to their weddings and get ideas that would help them to create décor, come up with ideas, etc. which would then eliminate the need for a wedding coordinator, vendors, venues etc.”
Agenda Setting in the Wedding Industry Research Questions: Information from Literature Review

The following three research questions were designed for this study to determine the impact that agenda setting has on wedding industry using social media and entertainment. For this study, data from literary articles and interviews with three experts of differing experts within the industry were collected to determine how agenda setting is currently being utilized through entertainment such as television shows and magazines, as well as social media.

**Research Question 1: How does the use of social media sites such as Instagram and Pinterest set the agenda of what is culturally appropriate or “hot”?**

The Knot editors, released the top ten wedding trends, the first two being linked to utilizing social media. “1. Announcing your engagement on Facebook. In 2009, new technologies will help couples save money and reinvent the wedding etiquette landscape: from getting the wedding word out via Facebook to Twittering their potential dresses to polling guests on menu choices and music playlists on their wedding web pages, plus allowing guests to RSVP online. 2. Do-it-yourself wedding details. The spend-savvy bride is the smart bride. The crafty bride is even smarter. Using amazing resources all over the Internet, brides are making their own favors, bouquets, save-the-dates, wedding programs, seating charts and more.” (The Knot, 2009).
Research Question 2: Considering agenda-setting theory, does media consumption alter the planning and budgeting process of weddings?

“Wanting their weddings to look like the spreads they see in magazines like Vogue, some brides are now looking for photography with a fashion edge. Now, more couples are seeking to emulate the spreads they see in fashion and lifestyle magazines. Not only do they expect a photographer who can capture intimate wedding day moments, but they also expect one who can direct wedding shots as if they're destined for the pages of a magazine such as Vogue.”

Research Question 3: How has social media changed the structure of the wedding industry?

Wedding notifications are not just sent out in the mail or email anymore, but now with the help of social media sites like Facebook, Twitter, and Instagram, the news can be sent out immediately. “David's Bridal found that these platforms not only streamline the wedding planning process, but also serve various functions for the modern bride. Pinterest allows her to assemble an inspiration board fit for a fashion showroom, Skype makes it possible for family and friends that can't attend the wedding to be part of the festivities and Instagram and Twitter enable the creation of special hashtags for guests to photo share during the big day.” (Saying "I do" in the digital age, 2013).

Agenda Setting in the Wedding Industry: Data
Based on the limited amount of available and existing information regarding the topic of agenda setting in the wedding industry, the collected data from interviewed experts was an important part to this study. This data was retrieved from conducted interviews with Sharon Ellenson, owner of a bridal salon, Jesse Olson, a soon-to-be bride planning her wedding, and Christina Uvalle, a sales and event assistant (specializing in weddings). Each expert was asked different questions, specific to their role within the wedding industry. Their questions were formulated to answer the original research questions of the study.

The following research questions presented in tables were formed from current literature of agenda setting and applying the theory to social media and the wedding industry.
**Research Question 1:** How does the use of social media sites such as Instagram and Pinterest set the agenda of what is culturally appropriate or “hot”?

**Table 1: How Social Media Sets the Agenda**

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Corresponding Question(s)</th>
<th>Response</th>
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<tbody>
<tr>
<td>Sharon Ellenson</td>
<td>How have online media outlets, such as Facebook and Pinterest, set certain trends for what is appropriate for a wedding, or what is “hot”? Do brides come in with a certain dress they say on Pinterest? If so, how often?</td>
<td>It definitely sets trends. People do want to do with weddings now. It is whatever the bride and groom want, happens. Everything is individualized now as far as weddings are concerned. Or they think they are individualized is what I should say</td>
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<tr>
<td>Jesse Olson</td>
<td>Do you use any social media networks, such as Pinterest or Instagram, for planning your wedding? Do you feel that bridal magazines, celebrity weddings, and social media set trends for weddings? If yes, do you feel like you should follow these trends?</td>
<td>I found ideas for just about every part of the planning process. I found ideas for dresses, bridesmaid dresses, hair, makeup, decor, table settings, picture ideas, etc. I think social media has an affect on trends within the wedding industry. With how many people use Pinterest for planning their wedding, they end up following trends</td>
</tr>
<tr>
<td>Christina Uvalle</td>
<td>How do brides use Pinterest and Instagram as key components in planning their wedding?</td>
<td>I think that brides use Pinterest and Instagram to stay up with the latest wedding trends and to get</td>
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<td>Sharon Ellenson</td>
<td>Do you feel that celebrity wedding dresses and bridal magazines increase how much a bride will spend on her wedding dress? Do you feel that wedding television shows and celebrity weddings set a certain standard for how elaborate a wedding should be?</td>
<td>Not here. I think in the bigger cities you get more of that...Probably to a certain extent, yes. They see that these people are willing to spend this kind of money and should they be willing to spend that kind of money. I really do see the trend, that people do want elaborate weddings.</td>
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<tr>
<td>Jesse Olson</td>
<td>As a bride, do you feel these shows have given you inspiration or expectations for you wedding?</td>
<td>No, I haven't watched them since I've been engaged. I guess the show did give me the idea that wedding dresses cost somewhere between three and seven thousand dollars!</td>
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<td>Christina Uvalle</td>
<td>Do you feel that wedding television shows and celebrity weddings set a certain standard for how elaborate a wedding should be? If yes, do you feel this will most likely increase a bride’s budget for her wedding?</td>
<td>I do think that they make a bride want to increase her budget and just spend, spend, spend. Even if the brides can't afford these extravagant weddings, weddings shows make brides think that their weddings should be big and extreme, therefore making the bride want to spend more than she can</td>
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</table>
Research Question 3: How has social media changed the structure of the wedding industry?

Table 3: How Social Media has Changed the Structure of the Wedding Industry

<table>
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<tr>
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<tbody>
<tr>
<td>Sharon Ellenson</td>
<td>As a professional in the wedding industry, how do you think social media has changed the structure of the wedding industry? Do you feel it has opened up opportunities for your business?</td>
<td>We’re just now realizing more of the opportunities present. I think that brides now get their ideas from Pinterest. Brides don’t even bring in pictures anymore. They will bring in their iPhone and just show me their Pinterest board.</td>
</tr>
<tr>
<td>Jesse Olson</td>
<td>Do you feel that social media has helped women plan their own weddings, or do you still prefer consulting a wedding planner?</td>
<td>I definitely think Pinterest has helped women plan their own weddings. I don't consider myself a super creative type, so it has been so helpful to see ideas I could pull off. I don’t think hiring a coordinator is necessary unless you want to go all out.</td>
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<td>As a professional in the wedding industry, describe how you feel social media (Pinterest, Instagram, and Facebook) has changed and impacted the structure of the wedding industry?</td>
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Chapter 5

Discussion and Recommendation

The weddings industry has an impact everyone who is getting married, businesses that profit from weddings, and people involved in a wedding party. This study was created in response to how involved the media has become in the wedding industry using agenda setting. Before social media took over the wedding industry, planning weddings was up to professional consultants and bridal magazines. Now with social media and reality shows, the brides have become more hands-on with their own weddings. The media however has caught on to this and agenda setting is present within social media and entertainment.

To look at a higher knowledge on how agenda setting has affected the wedding industry, each expert was interviewed based on specific questions regarding their position in the wedding industry. Their questions were designed to answer the following research questions regarding the study:

1. How does the use of social media sites such as Instagram and Pinterest set the agenda of what is culturally appropriate or “hot”?
2. Considering agenda setting theory, does media consumption alter the planning and budgeting process of weddings?
3. How has social media changed the structure of the wedding industry?
The questions presented during each interview were created based on the expert’s field of interest, to provide a response that corresponded to the initial research question. The questionnaires provided differing answers that related to supporting the researched literature on agenda setting and the wedding industry.

**Discussion**

Analysis of the data recovered from Chapter 4 determines that the responses collected during the interviews provides supporting evidence to the literature in Chapter 2, that allows for conclusions of the research questions concerning agenda setting in the wedding industry through social media and entertainment.

**Research question #1: How does the use of social media sites such as Instagram and Pinterest set the agenda of what is culturally appropriate or “hot”?**

All three respondents agree that through social media, especially Pinterest, trends have been present within the wedding industry. With sites like Pinterest and ones that are similar, brides are given hands-on tools to see what other people have done for their wedding. These sites allow brides access to the same ideas from other weddings, causing a set of trends.

It can be concluded that through the literature and research from the interviews, social media sets the agenda of what is culturally appropriate for weddings.
Research question #2: Considering agenda-setting theory, does media consumption alter the planning and budgeting process of weddings?

Not all three respondents agreed completely on this question. Sharon Ellenson said that it is more common in bigger cities, but it is still found on the Central Coast. Jesse Olson did see how expensive wedding dresses are, but media consumption did not alter her budget. Christina Uvalle did agree on this question completely saying that she can see how brides want to “spend, spend, spend,” when they see how the media portrays elaborate weddings through television and magazines.

It can be concluded that media consumption can alter the planning and budgeting process of weddings, but it does depend on the individual’s that are getting married. Some people may find it necessary to spend the money to have an elaborate and glamorous wedding, while some do not find it necessary. Media however does affect the process of planning a wedding to a certain extent.

Research question #3: How has social media changed the structure of the wedding industry?

All three respondents agreed that social media has changed the structure of the wedding industry. All three talked about Pinterest, and how it has in a way replaced having to buy bridal magazines or hire a wedding coordinator. In Chapter 2, the current literature supports the idea that social media has changed the structure of weddings. “Wedding notifications are not just sent out in the mail or email anymore, but now with the help of social media sites like Facebook,
Twitter, and Instagram, the news can be sent out immediately. Pinterest allows her to assemble an inspiration board fit for a fashion showroom, Skype makes it possible for family and friends that can't attend the wedding to be part of the festivities and Instagram and Twitter enable the creation of special hashtags for guests to photo share during the big day.” (Saying "I do" in the digital age, 2013).

“Announcing your engagement on Facebook. In 2009, new technologies will help couples save money and reinvent the wedding etiquette landscape: from getting the wedding word out via Facebook to Twittering their potential dresses to polling guests on menu choices and music playlists on their wedding web pages, plus allowing guests to RSVP online.”

It can be concluded that social media has changed the structure of the wedding industry tremendously. Now, with social media, brides can connect to everyone they need to with Facebook, Instagram, Skype, etc. With how many social media networks there are, brides are able to plan their entire using social media.

**Recommendations**

After conducting the study, analysis of the collected data and researched literature regarding the topic of how agenda setting is present in the wedding industry, provides findings that must be shown to those within the wedding industry. A couple recommendations for those within the wedding industry include using social media as a tool to further business for wedding companies as well as using it as a planning tool for brides. Finally, do not just follow the
agenda, but set the agenda as well.

Social Media as a Tool

Businesses within the wedding industry can utilize social networking to grow and promote their businesses more if they see it as a tool rather than as a threat. Christina Uvalle says, “social media outlets work as free marketing and publicity for Sea Venture. Brides and Grooms are always posting pictures of their weddings on Facebook and this helps to promote and advertise our venue to other potential clients for free.”

Brides can also learn to utilize social media as a free tool to plan their wedding in every detail. Jesse Olson says, “I don't consider myself a super creative type, so it has been so helpful to see ideas I could pull off that would make my day that much nicer. There are so many "planning tools" out there. I definitely use Pinterest to get ideas for my wedding. I found ideas for just about every part of the planning process. I found ideas for dresses, bridesmaid dresses, hair, makeup, decor, table settings, picture ideas, etc. I thought it was a great tool in helping plan my wedding.”

Set the Agenda

Rather than just following the trends the media provides, businesses and individuals need to set more trends themselves. While the media holds most of the agenda for the entertainment industry, they do not hold the agenda for social media. Pinterest, Instagram and Facebook allows people to post their original and individualized creations, that can start trends at set the agenda for what is
considered culturally appropriate or what is “hot.”

**Study Conclusion**

In conclusion, based on the collected findings of the study, there should be qualitative research done to measure in more depth how agenda setting theory applies to the wedding industry via entertainment and social media. In the end, the study provided opinions from various wedding industry experts along with a review of literature regarding the topic. The study’s findings and recommendations are subjective and, thus, not applicable to everyone within the wedding industry. This work does, however, suggest a trend wherein entertainment mediums such as reality-based television shows and social media sites such as Pinterest act as powerful influences, including both the first and second level of agenda setting theory as defined by McCombs, Shaw, etc.
References


Appendix A

Interview Transcripts: Sharon Ellenson

The following interview was conducted to collect professional opinions from the perspective of a bridal salon owner based on a questionnaire about agenda setting and its influence and affects within the wedding industry.

Interviewer: Katie Schultz
Respondent: Down the Aisle, Sharon Ellenson
Date of Interview: 5/30/2013

Katie Schultz: “When brides come into your boutique, do they usually have an idea of what type of dress they want? Do they ever come in with a specific dress from a magazine or website?”

Sharon Ellenson: “No. They generally have an idea of what appeals to them. They will have visited all the online sites such as the Knot, Wedding Wire, and all the different designer websites. So they will have an idea of what appeals to them, but that’s not necessarily what looks the best on them. I look at what appeals to them and if they are truly set on what appeals to them, then we try that on and if they are dissatisfied and they can’t figure out why they are dissatisfied, we go and choose other styles to see if maybe another style would look better on them. They are truly looking to buy a designer dress, but sometimes they do not know the cost of those designers because a lot of the magazine’s and online publishing do not give the price of those dresses. They have the Knot, which is the bridal bible, and see all the designer dresses.”

KS: “Do you feel that celebrity wedding dresses and bridal magazines increase how much a bride will spend on her wedding dress?”

SE: “Not here. I think in the bigger cities you get more of that, but not here on the Central Coast as much. Here on the coast they want a ‘flow-ier’ dress, which isn’t necessarily cheaper. However, even on the Central Coast having weddings is a fully full-blown affair. These beach and destination weddings are just as elaborate as church weddings.”

KS: “How have online media outlets, such as Facebook and Pinterest, set certain trends for what is appropriate for a wedding, or what is “hot”? Do brides come in with a certain dress they say on Pinterest? If so, how often?”

SE: “It definitely sets trends. I don’t know if it really does the appropriate etiquette. When you look at some of the things on Pinterest they are not according to etiquette. I think since we’ve been in the business, there is no tried and true with weddings anymore. People do want to do with weddings now. It is
whatever the bride and groom want, happens. Or the mother of the bride. I don’t hear this is according to etiquette anymore. Everything is individualized now as far as weddings are concerned. Or they think they are individualized is what I should say.”

KS: “As a professional in the wedding industry, how do you think social media has changed the structure of the wedding industry? Do you feel it has opened up opportunities for your business?”

SE: “It has, we were late getting into the game, and so I would say we’re just now beginning to realize more of the opportunities present. So, I need to do more. Pinterest more than Facebook. I think that brides now get their ideas from Pinterest. Brides don’t even bring in pictures anymore. They will bring in their iPhone and just show me their Pinterest board, and I have to figure out who the designer is.”

KS: “Applying agenda-setting theory, that the media does not tell us what to think but rather what to think about, do you feel that wedding television shows and celebrity weddings set a certain standard for how elaborate a wedding should be? Do you feel that any of cause stereotypes for brides or the wedding industry?”

SE: “Probably to a certain extent, yes. They see that these people are willing to spend this kind of money and should they be willing to spend that kind of money, even though moms’ are saying you’re not spending that kind of money. It takes a little bit of a reality check with them sometimes to say, ‘that dress is beautiful, do you know that is a $15,000 dress? Do you have that budget?’ I really do see the trend, that people do want elaborate weddings. Some are trying to do it on budgets, but they want the elaborate wedding. The one reality show that does hurt the wedding industry though is Bridezilla. They do it all for drama on the shows, but it definitely doesn’t set a level of respect for the wedding professionals or for the members of the wedding party or anybody involved. Everything needs to be a respectful relationship, and that show does not promote that. I think that brides can find it okay to act like a “bridezilla” a little bit, but we try to nip that in the bud.”
Appendix B

Interview Transcripts: Jesse Olson

The following interview was conducted to collect professional opinions from the perspective of a bride-to-be based on a questionnaire about agenda setting and its influence and affects within the wedding industry.

Interviewer: Katie Schultz
Respondent: Jesse Olson
Date of Interview: 5/30/2013

Katie Schultz: “Have you ever watched any wedding television shows such as, “Say Yes to the Dress,” “My Fair Wedding with David Tutera,” “Four Weddings,” “Bridezilla,” etc.? If yes, which ones?”

Jesse Olson: “Yes, I have watched "Say Yes to the Dress," but not since I've been engaged. I have not seen a lot of the other ones because I do not have cable television.”

KS: “As a bride, do you feel these shows have given you inspiration or expectations for you wedding?”

JO: “No, I haven't watched them since I've been engaged. I guess the show did give me the idea that wedding dresses cost somewhere between three and seven thousand dollars! Thankfully, I ended up getting mine for much less, but the shows were fun and interesting to watch.”

KS: “Do you use any social media networks, such as Pinterest or Instagram, for planning your wedding?”

JO: “I definitely use Pinterest to get ideas for my wedding. I found ideas for just about every part of the planning process. I found ideas for dresses, bridesmaid dresses, hair, makeup, decor, table settings, picture ideas, etc. I thought it was a great tool in helping plan my wedding. It definitely was a plus.”

KS: “Do you feel that social media has helped women plan their own weddings, or do you still prefer consulting a wedding planner?”

JO: “I definitely think Pinterest has helped women plan their own weddings. I don't consider myself a super creative type, so it has been so helpful to see ideas I could pull off that would make my day that much nicer. There are so many "planning tools" out there. I don't think hiring a coordinator is necessary unless you want to go all out. My wedding will be a small, more casual, backyard wedding so I don’t find it necessary to have a wedding planner when the tools to plan my own wedding are available through social media.”
KS: “Applying agenda-setting theory, that the media doesn't tell us what to think but rather tells us what to think about, do you feel that bridal magazines, celebrity weddings, and social media set trends for weddings? If yes, do you feel like you should follow these trends?”

JO: “I think blogs like 100 Layer Cake set the trends for weddings. Martha Stewart also has a great site. I flipped through a few bridal magazines, but got much more from looking at well organized websites and blogs. Pinterest and blogs and looking at friends wedding dresses helped me decide what kind of dress I wanted. I fell in love with one dress I saw on a girl on a blog, but couldn't find it anywhere, even second hand! I ended up getting one from BHLDN.COM that was similar, and I ended up really loving it when it arrived. I didn't pay much attention to celebrity weddings. Again, I think social media has an affect on trends within the wedding industry. With how many people use Pinterest for planning their wedding, they end up following trends.”
Appendix C

Interview Transcripts: Christina Uvalle

The following interview was conducted to collect professional opinions from the perspective of a sales and event assistant based on a questionnaire about agenda setting and its influence and affects within the wedding industry.

Interviewer: Katie Schultz
Respondent: Sea Venture Resort, Christina Uvalle
Date of Interview: 5/30/2013

Katie Schultz: “How has the trend and popularity of online media outlets, such as Pinterest and Facebook, opened up opportunities for weddings at Sea Venture Resort?”

Christina Uvalle: “Online media outlets such as Pinterest and Facebook have helped open up opportunities at Sea Venture in many ways. First of all these social media outlets work as free marketing and publicity for Sea Venture. Brides and Grooms are always posting pictures of their weddings on Facebook and this helps to promote and advertise our venue to other potential clients for free.”

KS: “How do brides use Pinterest and Instagram as key components in planning their wedding? Do you feel it sets certain trends for what is “hot” or what is socially acceptable?”

CU: “I think that brides use Pinterest and Instagram to stay up with the latest wedding trends and to get ideas for their upcoming weddings. With websites like Pinterest, brides can get numerous ideas on everything from wedding invitation, to wedding centerpieces and use those ideas to help create items that will be used in their weddings. These outlets also help to make weddings more cost effective for brides because they provide ways and ideas for brides to make items themselves instead of hiring outside vendors to make the items for and pay them for their services.”

KS: “What outlets of social media do you feel are most affective in connecting with potential clients?”

CU: “I think that Facebook is probably the most affective social media when it comes to connecting and marketing to potential clients. I also think that websites like Yelp, TripAdvisor and Wedding Wire also help to market to potential clients because now of days people are always wanting to read reviews on almost everything before they try it, so when these websites have positive reviews from our weddings, they really help to get potential clients attention.”
KS: “Do you feel that wedding television shows such as “Bridezilla” give false stereotypes of how brides really are? Do you feel that show promotes it being acceptable and encourages brides to act dramatic and unreasonable? If yes, do you feel that because of this, brides are more likely to act this way?

CU: “Yes I do. I have done 3 wedding seasons at Sea Venture and have never encountered anyone bride that has been a "Bridezilla". I have had some brides that have been difficult to work with but none have acted like the brides on ‘Bridezilla.’ I feel that in a way the show ‘Bridezilla’ helps to make brides not want to be a bridezilla. I think that when brides watch these shows and see just how ridiculous these brides look, they themselves do not want to look or act like that.”

KS: “Applying agenda-setting theory, that the media does not tell us what to think but rather tells us what to think about, do you feel that wedding television shows and celebrity weddings set a certain standard for how elaborate a wedding should be? If yes, do you feel this will most likely increase a bride’s budget for her wedding?”

CU: “Yes, I think that TV shows and celebrity weddings definitely set the bar for how extravagant and extreme a wedding should be and I do think that they make a bride want to increase her budget and just spend, spend, spend. Even if the brides can't afford these extravagant weddings, weddings shows make brides think that their weddings should be big and extreme, therefore making the bride want to spend more than she can afford.”

KS: “As a professional in the wedding industry, describe how you feel social media (Pinterest, Instagram, and Facebook) has changed and impacted the structure of the wedding industry?

CU: “I feel that that social media is kind of a double edge sword when it comes to the wedding industry. First of all, it's great for free marketing and advertising because almost everyone has some connection to a social media outlet and can see these venues, blogs, reviews, etc. and help to get the word out on these wedding venues. However, I do feel like websites like Pinterest are in a way hurting the wedding industry because these websites are offering ways for brides to have a more hands on approach to their weddings and get ideas that would help them to create décor, come up with ideas, etc. which would then eliminate the need for a wedding coordinator, vendors, venues etc.”