A group of people or an individual perform on 'bet' which goes against society e.g. anti-social behaviour or football hooliganism.

The media hear about & pick up the story, then use it.

Media produces headlines- groups are labelled as 'dangerous' and 'bad'.

Stories catch readers attention – papers are sold & more viewers gained by continuing with the story.

Further interest & even fear, is produced amongst the public. This is a MORAL PANIC.

Media compete for headlines by exaggerating, distorting & sensationalising the true nature of the event.

MORAL PANIC FLOW DIAGRAM