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DOES A MEDAL BUY ATTENTION? WIKIPEDIA VIEWS OF KAZAKHSTAN'S ATHLETES BEFORE AND AFTER THE PARIS 2024 OLYMPIC GAMES

Abstract: This study asks how much public attention an Olympic medal brings to an athlete and how long it lasts, using Kazakhstan's team at the Paris 2024 Olympic Games. Attention was measured as the number of daily views of each athlete's Wikipedia article in Russian, Kazakh and English. The sample covers 58 athletes who competed, 8 of them medalists. Before the data were analysed, I recorded two predictions: strong attention after a medal lasts about two months, and female medalists receive no less attention than male medalists, although this may depend on the sport and on how visible the athlete is in the media. On the peak day, the median medalist received 12,268 views, almost ten times as many as the median of the other athletes (1,275; Mann-Whitney $p = 0.001$). The peak itself was short: daily views fell to a tenth of the peak within about five days for medalists and four days for the other athletes. In the second month after the medal, however, medalists still received about five times their pre-Games level and in months four to six about three times, and their attention took a median of five months to fall to twice the pre-Games level, compared with about two and a half weeks for the other athletes. The second prediction could not be tested, because only two of the eight medalists were women and their Russian articles did not yet exist during their medal week. The boxer Karina Ibragimova, who did not win a medal, had a higher peak than five of the eight medalists, although several of those medalists were measured without Russian views. A medal increased attention strongly, but the results suggest that it is not the only thing that decides who is noticed.

Keywords: Olympic Games; public attention; Wikipedia page views; athletes; Kazakhstan; sports media; gender

1. Introduction

I have trained in aesthetic group gymnastics for six years and became an Asian champion in 2026. My sport is not part of the Olympic programme, and from my own experience I know that even a high result does not automatically bring attention from the media or from sponsors. In our team, we mostly pay for trips to competitions, uniforms and other expenses ourselves. This made me curious about the opposite case: how much attention does an athlete actually get after winning an Olympic medal, and how long does it last?

Attention is hard to measure directly, but researchers have found a practical proxy. The number of times a Wikipedia article is opened shows how many people actively looked for information about a topic. Views of film articles on Wikipedia helped to predict box office success before release [1], and changes in views of financial articles appeared before stock market moves [2]. Over periods of years, attention to songs, films and biographies decays in two stages, a fast fall followed by a much slower one [3]. For the Paris 2024 Games specifically,

online public attention in China rose before the Games, peaked during them and declined after, closely following the key competition days [4].

Two other lines of research are relevant. In US television sports news, women's sport receives far less coverage than men's sport [5]. On Wikipedia, women are covered in many language editions but are described differently from men [6], and a study of Wikipedia biographies found a persistent gender disparity in the global coverage of Olympic medal winners [7]. For sponsors, an athlete's value is not only the result: a model of athlete brand image includes athletic performance, attractive appearance and a marketable lifestyle [8].

I did not find a study that measured how Olympic medals change public attention to athletes from Kazakhstan. This paper asks three questions. How much more attention does a medal bring? How long does this attention last? And is it the same for women and men?

2. Data and methods

2.1. Athletes

The sample consists of Kazakhstan's athletes at the Paris 2024 Olympic Games who have an article in the English Wikipedia today and are linked from the page «Kazakhstan at the 2024 Summer Olympics» [9]. All links from this page were collected, only people were kept (using Wikidata), and eleven foreign opponents who were linked in the result tables were removed. Two tennis players, Elena Rybakina and Yulia Putintseva, withdrew before their first match [9] and were also removed, because they did not compete. This left 58 athletes: 16 women and 42 men. Kazakhstan won seven medals in Paris: one gold, three silver and three bronze [9]. One bronze was won by a mixed team in shooting, so it is counted for both members, which gives 8 medalists and 50 other athletes.

2.2. Measure of attention

For each athlete, the daily number of views of their article in the Russian, Kazakh and English Wikipedia was taken from the Wikimedia page views service [10], counting only views by people (not automated programs), from 1 May 2024 to 31 July 2025. The three languages were added together. Russian gave most of the views: in August 2024, 65% of all views of medalists' articles were in Russian, 31% in English and 4% in Kazakh. Nineteen athletes had no Russian views in the data and 38 had no Kazakh views, mostly because the article in that language did not exist during this period.

This matters for four medalists. The Russian articles about the shooters Alexandra Le and Islam Satpayev and the boxer Nazym Kyzaibay received their first views only on 12 August, 16 September and 16 September 2024, after their medals, and the silver medalist in gymnastics, Nariman Kurbanov, had no Russian article at all. The medal weeks of Le and Kyzaibay were measured from English only. The peaks of these medalists are therefore underestimated. Because many athletes without a medal also had no Russian article, this problem affects both groups, and its overall direction is not certain.

2.3. Measures

The analysis plan was written on 7 October 2026, before any result was calculated, and my predictions were recorded on 5 October 2026. For each athlete:

- the baseline is the average daily views from 1 June to 20 July 2024, before the Games;
- the peak is the highest daily number of views from the day before the medal to seven days after it; for athletes without a medal, the peak is taken over the whole Games, from 26 July to 11 August 2024;
- the spike is the peak divided by the baseline;

- the afterglow is the average daily views in days 8-30, 31-60, 61-90 and 91-180 after the medal (or after 11 August for other athletes), divided by the baseline;
- the return time is the number of days after the peak until the seven-day average falls to twice the baseline or lower; if this did not happen before the end of the data, the return time is recorded as longer than the observed period.

Because the groups are small and the numbers are very uneven, medians were compared with the Mann-Whitney test, which does not assume a normal distribution. When the baseline was zero, it was set to one view per day to avoid dividing by zero. Several measures were added after the plan was written and are reported as exploratory: the number of days until daily views fall to a tenth of the peak, the comparison of raw peaks between women and men, and the checks described in Section 3.2.

3. Results

3.1. A medal multiplies attention

On their peak day, the median medalist received 12,268 views, compared with 1,275 for the median athlete without a medal, almost ten times as many (Table 1). The difference is statistically significant (Mann-Whitney $U = 344$, $p = 0.001$), and the planned spike measure shows the same: 1,408 times the baseline for medalists against 87 times for other athletes ($p < 0.001$). The gold medalist in judo, Yeldos Smetov, had the highest peak of the whole team, 72,575 views in one day. In June 2024 his Russian article was opened about 2,700 times in the whole month; in July, the month of his gold, it was opened more than 130,000 times.

Table 1. Attention to medalists and other athletes, medians

Measure	Medalists (n = 8)	Other athletes (n = 50)	p-value
Peak daily views, median	12,268	1,275	0.001
Spike, multiple of baseline	1,408	87	< 0.001
Days 8-30, multiple of baseline	25.6	1.0	< 0.001
Days 31-60, multiple of baseline	5.2	0.5	< 0.001
Days 61-90, multiple of baseline	4.5	0.5	< 0.001
Days 91-180, multiple of baseline	3.1	0.6	< 0.001
Days until return to 2x baseline	151	17	< 0.001

Note: p-values from the two-sided Mann-Whitney test. Baseline = average daily views from 1 June to 20 July 2024.

Figure 1 shows the whole path of attention. For both groups the peak is sharp: in an exploratory measure, daily views fell to a tenth of the peak in a median of 5.5 days for medalists and 4 days for other athletes. The difference is in what remains after the peak.

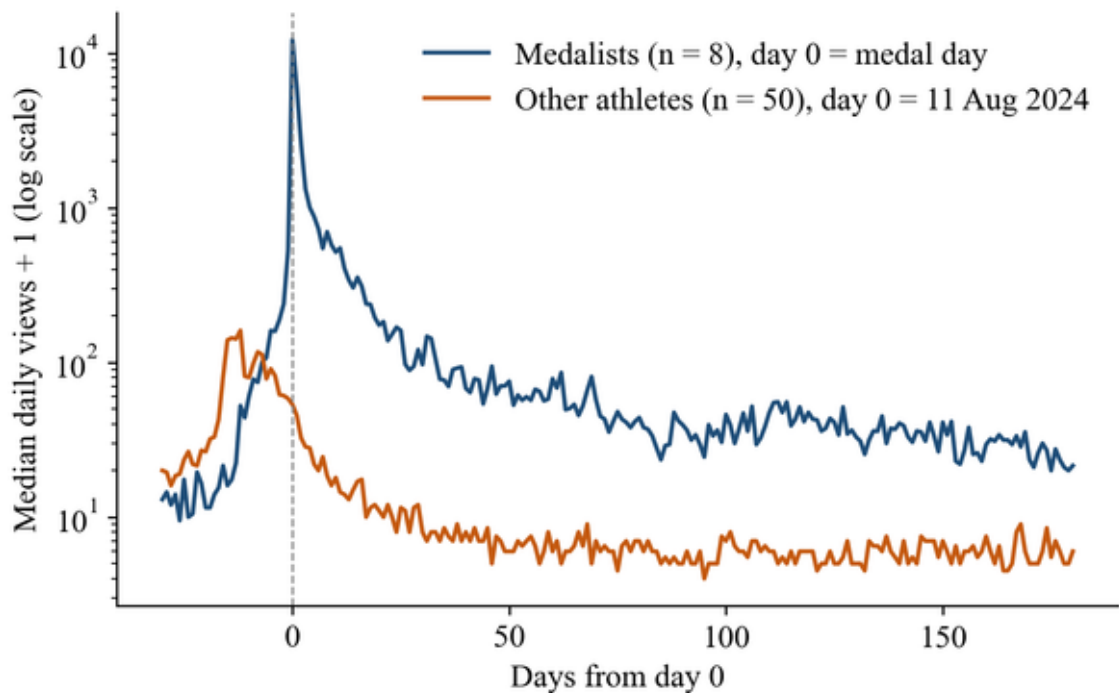


Figure 1. Median daily Wikipedia views + 1 (Russian, Kazakh and English together, log scale).

Day 0 is the medal day for medalists and 11 August 2024, the last day of the Games, for other athletes, so the other athletes' peak during the Games appears before day 0.

3.2. The tail lasts months

In the second month after the medal, the median medalist still received about five times as many views as before the Games, and in months four to six about three times as many. For athletes without a medal, attention was already below the pre-Games level in the second month. The median medalist needed 151 days, about five months, until the seven-day average fell to twice the baseline. The shortest return time was 21 days (Nazym Kyzaibay), and for Alexandra Le this level was not reached in the 369 days of data after her medal. For other athletes the median return time was 17 days.

Some athletes had no views at all before the Games, because their article did not exist yet. The English articles about Alexandra Le and Islam Satpayev received their first views on 27 July 2024, the day of their bronze medal. For nine athletes without a medal the baseline was also zero, and three athletes without a medal (Andrey Chugay, Vadim Sharlaimov and Samirkhon Ababakirov) had no views during the Games, because their articles were created later. Two checks show that this does not change the conclusions. Without all athletes whose baseline was zero (6 medalists and 41 other athletes), the median peak was 17,199 against 1,730 ($p = 0.001$). For the six medalists with a baseline, the afterglow was about 5 times the baseline in the second month and 2.8 times in months four to six, and the return time was 127 days.

Without the three athletes with no views, the other athletes' median peak was 1,491 and their return time 18 days.

3.3. Women and men

In the planned comparison of the spike, women and men did not differ significantly: the median spike was 90 for women and 119 for men (Mann-Whitney $p = 0.96$). In exploratory comparisons, the raw peak also did not differ (1,451 and 1,766; $p = 0.88$), and among athletes without a medal women had a slightly higher median peak than men (1,451 and 1,111; $p = 0.66$). These results are not evidence that there is no difference, only that this sample of 16 women and 42 men does not show one.

My prediction was about female medalists, and it could not be tested. Only two of the eight medalists were women, both bronze medalists. Their peaks, 3,656 views for Alexandra Le and 1,094 for Nazym Kyzaibay, were lower than the median of the six male medalists, 17,199, but for both women the Russian article did not yet exist during the medal week (Section 2.2), so these numbers cannot be compared fairly with the male medalists.

3.4. Attention without a medal

Figure 2 shows the peak of every athlete. The boxer Karina Ibragimova did not win a medal, but her peak, 15,882 views on 2 August 2024, was higher than that of five of the eight medalists. The judoka Abiba Abuzhakynova had a peak of 10,717 views on 27 July 2024, higher than three medalists. That was the day of her own competition, in which she lost the bronze medal contest and finished fifth [9], and also the day Smetov won gold in judo. Both comparisons need care: four of the five medalists that Ibragimova outscored, and all three that Abuzhakynova outscored, were measured without Russian views. Among the four medalists whose Russian article existed during their medal week, Ibragimova had a higher peak than one, and Abuzhakynova than none.

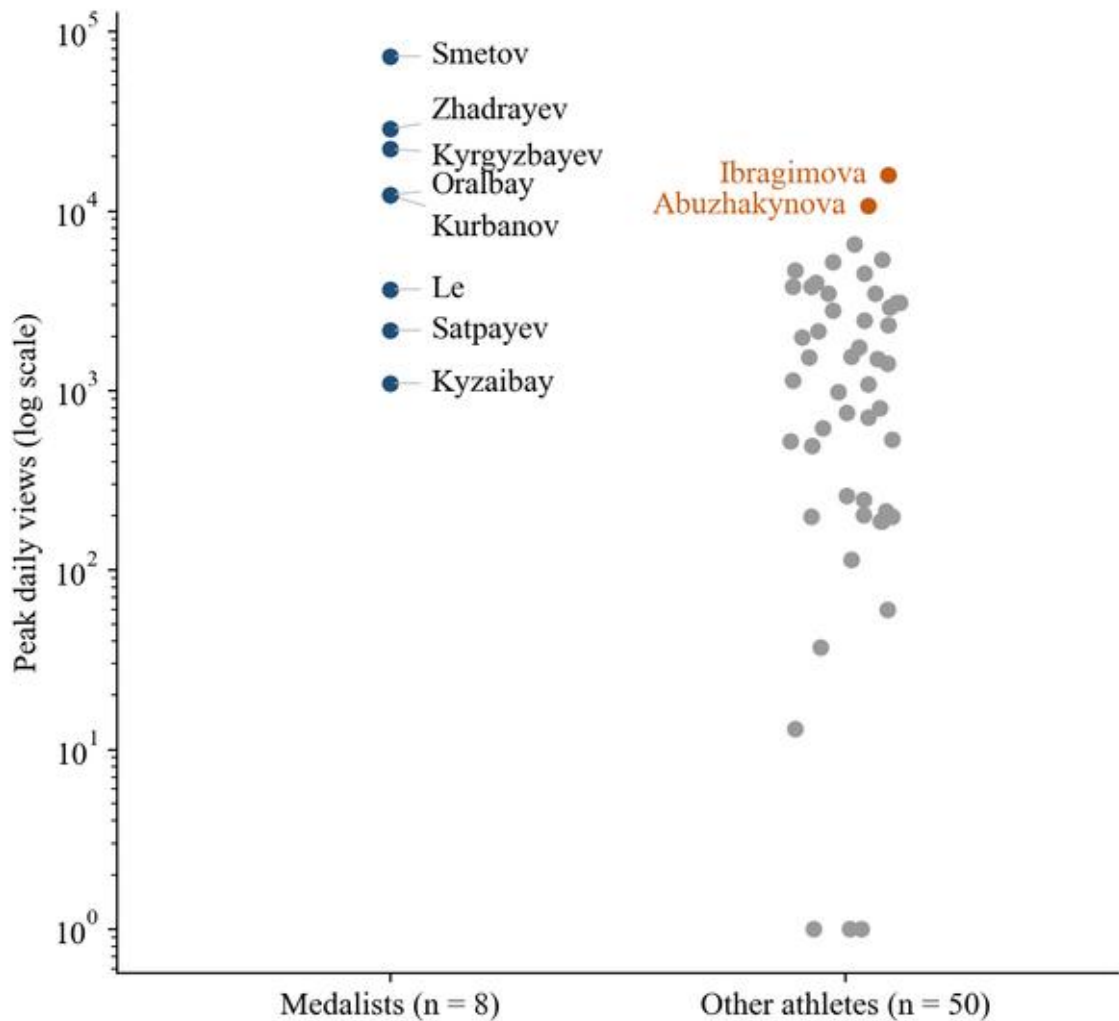


Figure 2. Peak daily Wikipedia views of 58 athletes in their peak window (log scale).

Medalists in dark blue, Ibragimova and Abuzhakynova in orange; athletes with no views are shown at 1.

4. Discussion

My first prediction was that strong attention after a medal would last about two months. The data show a different shape. The wave itself is much shorter, a few days, but the tail is longer than I expected: medalists keep several times more attention than before the Games for about five months. This two-stage pattern, a fast fall and then a slow one, loosely resembles what was found for songs, films and biographies over much longer periods [3]. For an athlete or a sponsor, this means that the first days after a medal are the moment of maximum attention, but a medalist remains noticeably more visible for about half a year.

My second prediction was that female medalists receive no less attention than male medalists. Kazakhstan had only two female medalists in Paris, and for both of them the Russian article appeared only after the medal, so the data cannot answer this question. The Russian articles about both female medalists, and about one male medalist, appeared only weeks after their medals, and one more male medalist had no Russian article at all, while the articles about the other four male medalists already existed. This fits the finding that coverage of female Olympic medal winners on Wikipedia lags behind [7], but with so few people it is an observation, not a result. A study of several Olympic Games would be needed to test it properly.

I also expected that attention would depend on the sport and on the athlete's media presence. The cases of Ibragimova and Abuzhakynova are consistent with this, although two cases cannot measure it. In my opinion, people followed not only their results but also how they competed and how they lived through their defeats. I think many fans expected medals from them, so their bouts were discussed actively. From my experience in gymnastics, spectators sometimes remember not the victories themselves but the emotions of the athletes and how they fought until the end. This agrees with the idea that an athlete's value for the public and for sponsors includes more than athletic performance [8].

My own sport shows the other side. Aesthetic group gymnastics is not an Olympic sport, so it receives little attention from the media and from sponsors, and sponsorship is very rare. From my experience, one medal is not enough. What matters is a long and stable result, and also activity on social media: being able to present yourself well, run your own account and be visible in the media. To attract sponsors, an athlete needs either to be consistently among the best and become a champion, or to actively develop their media presence. The fact that four of Kazakhstan's eight Olympic medalists had no article in Russian, the language most of their readers use, during the week of their medal shows that even at the Olympic level visibility is not automatic.

5. Limitations

Wikipedia views measure only one kind of attention, people actively looking for information, and do not include television, news or social media. The sample includes only athletes with an English Wikipedia article, so the least known athletes are missing, and for many athletes the Russian or Kazakh article did not exist during the Games. For medalists who won early in the Games, days 8-30 partly fall within the Games themselves. The baseline period from 1 June to 20 July 2024 included other major events, such as the Tour de France, which may have raised the baseline of some athletes. The number of medalists is small (8), so the results describe the Kazakhstan team at one Olympic Games and should not be generalised without more data.

6. Conclusion

An Olympic medal brought Kazakhstan's athletes almost ten times as many Wikipedia views at the peak as other team members received. The peak itself lasted only a few days, but medalists kept several times more attention than before the Games for about five months, while for other athletes attention fell to twice the pre-Games level within about two and a half weeks. Women and men on the team did not differ significantly in attention, but with only two female medalists, both measured without their Russian articles, the question of whether female medalists receive less attention could not be tested. Two athletes without a medal outscored some medalists, which suggests that a medal is not the only thing that decides who is noticed.

Data availability

All data are publicly available from the Wikimedia page views service [10] and Wikipedia [9]. The list of athletes, the daily view counts and the script that calculates every number in this paper are available from the author on request.

AI and tools disclosure

I chose the research question, wrote my predictions before seeing any results, and wrote, in Russian, my interpretation of the results and the discussion of my own sport. My mentor collected the data from the Wikimedia service, performed the calculations and prepared the figures. The English text was drafted by my mentor with the help of generative AI tools, based on the results and on my own written answers, and I reviewed and approved it; calling this language editing alone would understate the role of these tools. No data, results or citations were

generated by AI: all numbers come from the Wikimedia page views service, and all cited sources were checked against the originals. I take full responsibility for the final manuscript.

Conflicts of interest

The author declares no conflicts of interest.

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