significant

Very Important

Meaningful

Consequential

Momentous

A BIG **reaction** and
or **counter - reaction?**
(people **and** media)

Wide / **group impact**
Men, women, youth, rivals, neutrals, supporters, rich, middle classes, working classes, poor - institutions?

Power dynamic shift?

Long term
Lasting impact / legacy?

Iconic / symbolic / historic?

Influenced **other** individuals / events.

Changed minds.
Beliefs, attitudes.
(**Zeitgeist**)

Changed of trend, culture, behaviour.

Deep personal impact?

Short term
Immediate / trigger impact?

False dawn or **turning point?**

Depth of impact
Local, regional, national, global?