An investigation into behavioural changes and motivations of young people aged 18-30 at music festivals

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Signed statement

“I declare that this dissertation has not already been accepted in substance for any degree, and is not currently submitted in candidature for any degree. It is the result of my own independent research except where otherwise stated”

Signed: Date:
Abstract

This study explores the motivations of young people aged 18-30 who attend music festivals.

In order to achieve this, the researcher set out clear objectives for the study in order to meet the aim. Then, the literature that was available on motivation theory and other relevant theories surrounding the topic were critically reviewed and evaluated in order to establish relationships between previous research and the current study.

The data used in this study was collected using a qualitative research approach, in the form of semi-structured interviews with individuals who had attended a particular music festival within the last three years. Snowball sampling was used to generate a group of seven individuals who participated in the study. Thematic analysis was then used upon reflection of the results to identify key themes within the responses, and quotations from participants were also used to support the findings.

The study revealed that there are lots of different factors that motivate individuals to attend music festivals. These included escapism, socialising with current friends, and meeting new ones. It became clear from the offset that the individuals who participated in the study all had a keen interest in music and music culture, and this was their main reason for attending.

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Chapter 1 - Introduction

1.1 Background

Whilst studying Events Management, the researcher has always had a keen interest in what motivates an individual to make the choice to attend a music festival. Due to the growing interest in music festivals over the past 10 years, it seemed like a good opportunity to shed some light on these motivations and explore any previous research and literature that had been done on the subject, and that prompted the question ‘what does motivate individuals to attend music festivals?’ ‘Festivals are an important expression of human activity that contribute much to our social and cultural life’ (Allen et al 2005, p.14). Mintel (2015) released a statement expressing consumer’s attitudes towards the live music industry in the UK; "The UK live music industry has continued to grow during the past five years, despite the tough prevailing economic environment. Despite steadily rising prices, consumers have demonstrated that they are still prepared to pay ‘top dollar’ to see the most popular acts, while festivals continue to draw the crowds, although perhaps not all are enjoying the same sort of attendances they did before the financial crash of 2008." The UK holds lots of big music festivals, such as Glastonbury, Boomtown Festival, Secret Garden Party, Bestival and many more, all of which offer a unique and fulfilling experience for the consumer. Within this research study, the researcher will be focusing on one particular festival, Boomtown.

According to Getz, “A great deal has been written about basic human needs...But the specific subject of festivals and events has not been raised in this material, so we must break some new ground” (199 1:84).

‘Boomtown rose up from the underground in 2009 to become one of the UK’s wildest and most inspiring independent festivals, from a humble village fair it is now a sprawling creative metropolis and home to every species of artistic miscreant’ (Boomtown, 2016). What was originally a very intimate ‘gathering’ in a field during it’s...
early years, now thousands of citizens come from all over the world to attend an incredibly creative and diverse audio-visual experience. ‘Every kind of musical genre is celebrated at Boomtown, from ska, folk, gypsy, reggae, world, punk, pirate and disco to electro-swing, jazz, blue-grass, bass, jungle and techno, all enjoyed in a spirit of unity and freedom’ (Boomtown, 2016). What makes Boomtown stand out from the rest of the festivals within the UK is its diversity. A lot of festivals will focus solely on the musical acts that are performing, and not take into consideration all other factors such as the art, the infrastructure, and the general attitudes towards different individual’s expressions and celebrations. Boomtown has ‘something for everybody’ and offers a high level of freedom to express one’s self however they want to.

Without even realising, motivation is all around us and is what drives us to do everything from day to day. From something as simple as checking our phone once it makes a sound, that sound has motivated us to check the phone because we know there is a message. When looking at motivation in a deeper context, the researcher found a lot of material available to them on different motivational theories and decision making. Journals, newspaper articles, and books were all available that helped provide vital information to contribute to the research process. Motivation can be defined as ‘the degree to which an individual wants and chooses to engage in certain specified behaviours’ (Mullins, 2010, p.253).

In the past couple of decades, festival and event tourism has been one of the fastest growing sections of the world leisure industry and has received increasing attention by academic researchers. There is a plethora of different reasons why individuals will choose to attend an event, all of which are driven from push and pull factors, which will be highlighted within the literature review with theories from Crompton (1997) and Dann (1981). Ten years ago, the main drive that people had to go to a music festival was fuelled by whoever was playing as the main act, however recent studies show that the main act isn’t as important to people. The rise of ‘boutique’ style festivals such as Boomtown and Secret Garden Party have resulted in people wanting more, craving a richer experience rather than just seeing one ‘big’ act. These boutique festivals pay explicit attention to detail and pride themselves on not only providing an
event but more an ‘experience’ for the consumer, which is what more and more individuals expect from these festivals. That being said, the music itself is still what sets off an initial interest in that particular event, and without it event organisers would find it very hard to generate any interest in the festival, regardless weather it was the most important aspect or not. Bennett (2005) identified that over time music has become embedded within the leisure industries and central to the myriad of activities they sustain; whether as the background or the focus, in many settings leisure and music are inseparable.

This particular piece of research will be useful for individuals in the future who want to gain further insight into the subject, and could also help event organisers who want to be made aware of what the studies participants had to say about what motivated them to attend a music festival, and then use this information to tailor their events to suit these motivational factors. Not only this, the author hopes to offer a good piece of research that other researchers of motivation and motivation theory can use to help them write their research paper.

1.2 Aims and Objectives

Before starting this dissertation, the researcher was required to set out clear and coherent aims and objectives that linked directly with the dissertation title. These objectives allowed the researcher to conduct relevant research and reach the studies aim.

1.2.1 Aim

To explore and evaluate motivations and behaviour of young people aged 18-30 at music festivals and what influences this change.

1.2.2 Objectives

1. To critically review the literature on festival and event attendee motivations, behaviour and identity
2. To explore the motivations for attending Boomtown festival and reflections on the event through semi-structured interviews

3. To critically analyse the qualitative data collected and discuss the participant motivations for attending Boomtown festival, and their reflections on the event experience

4. To make recommendations and conclusions about youth motivations and behaviours

1.3 Dissertation Structure

The dissertation will be formed of five chapters; Introduction, Literature Review, Methodology, Results/Analysis and Discussion of findings, and finally Conclusion and Recommendations.

Chapter 1 outlines the dissertation to the reader. It highlights the aims and objectives of the study with a little background information of the topic and information on the case study Festival. It also shows how the dissertation will be laid out in the form of a dissertation structure.

The literature review will provide the reader with an in-depth knowledge on literature surrounding the subject that is already available, and highlight key themes surrounding the topic. These themes include but are not limited to; Key Motivational Theories and Theorists, Escapism, and Symbolic Interactionism.

The next chapter is the Methodology, which highlights the methods use to attain the data for this dissertation. This chapter also explains why the researcher chose these methods over other methods, and justifies the reasons behind this. This chapter will also highlight any drawbacks/Issues the researcher faced when carrying out the research, and what they would recommend to alter for future researchers researching a topic of this nature.

Following this is the Analysis and Discussion of Results. This chapter will look to identify the appropriate themes within the data and then analyse that data...
systematically. It will also show patterns within the research and look for any similarities and differences that link with the theory within the literature review, and will also always link back to the aims and objectives.

The fifth and final chapter of this dissertation is the Conclusion and Recommendations. This chapter will summarise the findings coherently, and also discuss what limitations the researcher had during the study, and what they would recommend for future studies of this nature.
Chapter 2 – Literature Review

2.1 Introduction

*The aim of research of an academic nature is to add to the body of human knowledge. In most societies that body of knowledge is generally in written form – the literature* (Veal, A.J., 2011).

This chapter will give an in-depth insight into the literature that is already available on youth consumer motivation, behavioural changes within certain demographics, the social construction of space, and also looking at youth and identity. This literature review will also look at what motivates individuals to attend music festivals within the UK in order to answer the research question. Festival organisers are constantly trying to identify what the main attendance motivations are, because then they are able to cater to those motivations, and thus provide a more satisfying experience for the people attending, and will hopefully encourage people to return to their festival again the following year. The organisers of Boomtown & Secret Garden Party have tapped into the new, modern era motivations of individuals and as a result have risen to the top of the list in terms of the most sought after festivals to attend in the UK. The first Boomtown festival took place in 2009, had a capacity of around 6000, and was a very low-key, low budget festival. In 2015, the capacity has risen to 50,000, and this is due to the nature of the event and the wider experience it offers compared to its competitors within the industry.

2.2 What is Motivation?

In order to explore the different motivations for people aged 18-3- to attend these festivals, the author must first explore the different types of motivational theories that are present within literature in order to fully define the word ‘motivation’. Motivation is a very broad subject with various academics attempting to determine one generic definition for the term;
“What motivates people – what makes them tick – is a subject of perennial fascination. It is especially important for practical leaders in industry, commerce and the public services – and indeed to anyone who works with other people – to think about this question in some depth” (Adair, 1990).

For the purpose of this study, various different motivational theories and theorists will be looked into in more detail.

**Motivation comes from the word ‘motive’, which is “something that causes a person to act in a certain way or do a certain thing” (Collins, 2012).**

There are many different perspectives and definitions of motivation. Cherry (2010) views motivation as “the process that initiates, guides and maintains goal-oriented behaviours”. Brennen, (2006, p.4) believes motivation to be “…the level of effort an individual is willing to expend toward the achievement of a certain goal.” Guay et al., (2010, p. 712) describes it simply as “reasons underlying behaviour”. These three viewpoints can be linked and with this themes are identified. Cherry’s view of motivation, saying that motivation is a ‘process’ links in with the other two points. All of the points are essentially a process, what makes the process vary is the level of motivation that an individual will have toward something. Whilst many would say that the primary motive for attending a music festival would be the type of music and entertainment that is on offer, there could be secondary motives such as socialising with friends, which is reflected through Getz who states that “motivation is dynamic, it can and does change” (2007, p.240).

Throughout history various different theorists have added to the pre-existing literature available on motivation theory, showing that motivation can mean different things to different people, and it allows the researcher to fully understand motivation theory and compare and contrast their own findings to this literature. Faulkner, Fredline, Larson, and Tomljenovic (1999) identified eight main categories of what motivates an individual to attend a music festival: local culture/identity, excitement/novelty seeking, to party, local attractions, socialization, known-group socialization, ancillary activities, and enjoyment of the artists who were performing at the festival. According to Murray
the general consensus between psychologists and social psychologists is that, “a motive is an internal factor that arouses, directs and integrates a person’s behavior” (Iso-Ahola, 1982, p. 258).

Motivational Theories

In order to explore the different motivations for people aged 18-30- to attend these festivals, the author must first explore the different types of motivational theories that are present within literature in order to fully define the word ‘motivation’. Vernon (1969, p. 1) states that, "Motivation is thought of as some kind of internal force which arouses, regulates and sustains all our more important actions actions".

2.3 Maslow’s Hierarchy of Needs

One of the key motivation theories is Maslow’s hierarchy of needs. The hierarchy of needs is the most well known content theory, with five stages depicted within a pyramid formation starting with the most basic human needs at the bottom, and eventually leading up to the top stage ‘self-actualisation’.
‘Maslow’s Hierarchy of Needs is a popular way of thinking about people’s needs. This theory contends that as humans strive to meet our most basic needs we also seek to satisfy a higher set of needs’ (Cortez, 2014).

Maslow has set up a hierarchy consisting of five levels each being a basic human need. ‘Beyond these needs, higher levels of needs exist. These include needs for understanding, aesthetic appreciation and purely spiritual needs (Simons and Wallace, 1999)’. This motivational model is an effective tool to use when studying individual’s motivations, however not all theorists agree with this concept and feel that it is ‘limited’ and can only be used in certain cultures. Within this hierarchy, the individual does not feel the second need until the all of the factors within the first need have been met, and the third is not felt until the second is complete and so on. The hierarchy is broken down in the following way:

**Physiological Needs**

These are the most basic, human needs. They consist of needs for water, food, oxygen, things we as humans could not survive without. In terms of human survival, these needs are of paramount importance and must all be satisfied before the individual can even begin to think of any other need they may have. ‘Physiological needs are influenced generally through the cravings that we have’ (McGuire, 2012, pp. 348-350). For example, if an individual is hungry or thirsty, said individual will seek out food and drink to relinquish this craving. If the body is being deprived of oxygen, it will react in a way that forces that person to seek oxygen, and so on. "Once a lower need has been satisfied it no longer acts as a strong motivator. The needs of the next higher level in the hierarchy demand satisfaction and become the motivating influence. Only unsatisfied needs motivate a person. Thus Maslow asserts that ‘a satisfied need is no longer a motivator” (Mullins, 2002, p.427).

**Safety Needs**
Once all of the physiological needs have been met and are no longer controlling thoughts and actions, the safety needs must be met. These safety needs include security, protection from the elements (e.g. Floods, Hurricanes), order, law and stability. ‘Adults have little awareness of their security needs except in times of emergency or periods of disorganization in the social structure (such as widespread rioting)’ (Simons & Wallace, 2009). Consistently meeting the need for safety is to have stability in one’s life. Being ‘safe’ can relate to many different areas of a person’s life, for example having financial security, living in a safe home with good infrastructure, and also job security. It’s the feeling that you can walk out of your home past dark and go for a stroll without the fear of someone harming you. Not fulfilling these needs will mean that the individual will not feel ‘safe’ to advance onto the next stage of the hierarchy, so these needs must be met in order for progression.

**Needs of Love, Affection and Belongingness**

The next level of the hierarchy relates to the needs for love, affection and belongingness. Maslow states that people seek to overcome feelings of loneliness and alienation. This involves both giving and receiving love, affection and the sense of belonging. Within this section of the hierarchy, the need to belong on a social level is discussed. This can include things such as meeting new friends, becoming involved with someone romantically, and eventually having children and getting married. The need to ‘belong’ also has an effect on children as well as adults, and a child trying to belong begins from the very early stages of his/her life, with approval seeking behaviours becoming more routine.

**Needs for Esteem**

Once these three needs have been met, the individual moves on to esteem needs. The needs for esteem relates to receiving esteem from friends and people in general, and also maintaining a high level of self-esteem. What humans want more than anything is a good level of self-respect. Having self-respect amongst an individual’s peers and friends is vital to live a successful and worthy life. Once the needs for esteem are fulfilled, the person feels assured and respected as a person in
the world. Contrary to that, when these needs have not been met, the individual will feel weak, powerless and insignificant. Esteem needs must be maintained otherwise a lack of can become self-destructive for an individual, and can lead to suffering depression and anxiety. It is the highest platform in the category of deficit needs. Self-esteem begins to establish itself from a very early age, as early as one years old.

**Needs for Self-Actualisation**

When all of the abovementioned needs are gratified, then and only then are the needs for self-actualization triggered.

*Maslow (1954) describes self-actualization as a person's need to be and do that which the person was “born to do.”*

The need for self-actualisation is the highest point of Maslow’s Hierarchy. This level is somewhat disjointed from the rest of the levels, as it’s not so much a deficit need but more of an independent, accolade type need. It refers to getting to know one’s self as lucidly as they can, and once they do, use this to help better others. It’s understanding who you are as a person and accepting that, and unreservedly accepting what he/she discovers about themselves during the process.

Mullins (2005) summarises the theory ‘people are wanting beings, who always want more, and what they want shall depend on what they have already’. This reinforces the point that whilst this may be a universal theory, the order in which certain parts of it are deemed ‘the most important’ will differ between individuals and cultures. However, Frederick Herzberg (1959) actually challenges this theory, with the introduction of his ‘Two Factor Theory’, which slims down Maslow’s theory into two key factors, Motivator Factors and Hygiene Factors.

**2.4 Herzberg’s ‘Two Factor Theory’**

A theory that touches on motivational structure and actually challenges Maslow’s hierarchy of needs is Herzberg’s two-factor theory (1959). This theory focuses on staff within a working environment through a two-factor model (See Figure 1.1)
He feels that factors such as pay, procedures, policies, and working conditions ('hygiene factors') do not solely motivate individuals to work, but actually suggests that motivator factors such as the work itself, achievement and responsibility play a bigger part in keeping people within one job, and the hygiene factors are in fact reasons why an individual would leave.

This theory consists of two key factors, Hygiene Factors and Motivator Factors. A few examples of Hygiene Factors relating to event motivations include the correct sanitation is in place, security is present and the attendee feels safe, and that there is sufficient food and drink accessible to them. Essentially things that are taken for granted but are ‘expected’ from an event, these things would feature towards the bottom of the hierarchy of needs. The Motivator Factors are ones that are put in place in order to do just that, motivate. And any lack of these factors simply means that there will be nothing there to motivate an individual/group. An example of the
types of factors within an events context are things like having an incredible experience, and seeing all of that individuals or groups favourite acts. These factors would be placed at the top of Maslow’s hierarchy and are also known as ‘intrinsic’ motivators. In the context of deciding whether to purchase a ticket to a festival, it seems that these motivator factors prevail over the hygiene factors, and festival-goers are not dissuaded into repeat purchasing, despite these hygiene factors perhaps not being apparent.

2.4.1 Maslow vs. Herzberg

In order to ensure the literary concepts within this review are relevant to the study, the author must compare, contrast and also criticise the key theories. Firstly, the author will look at Maslow’s (1954) Hierarchy of Needs vs Herzberg’s (1959) ‘Two Factor Theory’. The clear similarity between these two motivational theories is that they both work on a hierarchical scale, where before there can be progression onto the next level, the one prior to that must be satisfied. The main contrasting point that the author has taken from them is the level of depth each goes into. Maslow’s Hierarchy highlights five stages of need, whereas Herzberg’s theory only shows two. Maslow’s theory is much more specific in terms of putting humans needs into categories, and insisting you cannot move up the hierarchy unless each one is satisfied, however Herzberg challenges this and states that the ultimate prevalent approach within individuals is motivation. Also, Maslow (1954) said that fulfilling each stage is a motivator, conversely Herzberg said that completing the hygiene stage merely results in an individual being in an impartial state and that motivation can only come from the second factor (motivator). Another key similarity is that both these theories have the same principle in that the reasons an individual will behave a certain way is because they are attempting to fill their internal needs. Maslow’s need hierarchy is “perhaps the most popular theory of motivation used by leisure authors” (Iso-Ahola 1980:233).
2.5 Expectancy Theory

‘An American psychologist named Edward C. Tolman formulated Expectancy theory in the 1930s. This theory suggests that human behavior will be motivated by the conscious expectation more than response to stimuli. The expectation will be that the action in prospect will lead to desired goal or outcome hence the name “Expectancy Theory”’ (Ugah, 2011).

‘Within Expectancy Theory, behaviour is explained by individuals having expectations of particular reinforcing effects as the outcome of performing the behaviour in question’ (Jones, 2001). With respect to event attendance, therefore, there is a direct correlation between participants having a pre-conceived notion of how a particular event/event experience is going to benefit them, and what they can do to attain this notion. For example, if an individual is about to attend a large-scale music festival, and thinks it’s going to be an incredible experience, said individual will be motivated to achieve this, and will do whatever it takes to do so.

2.6 Push/Pull Factors

In an overall sense, a push factor is what personally motivates an individual to attend a festival, and pull factors are the destinations attributes. People attend events for many different reasons and their motives can be influenced by these “push” and “pull” factors (Richardson & Fluker, 2004; Weaver & Lawton, 2002). In this context, the push factors are things that will urge an individual/group collective to leave the home and seek something new, like the novelty of a new festival or just an opportunity for extended social interaction with like-minded people. ‘A pull factor is an attraction that ‘pulls’ people towards a particular place/event’ (Gelder, 2009). In recent times, cultural exploration has become a big pull factor at music festivals, stemming from the global success of Glastonbury Festival, which attracts attendees from all over the world, to come over to the UK and express themselves freely and vibrantly. Cultural exploration is defined as a desire to become more familiar with other cultures and have cultural experiences (Allen et al., 2005).
2.6.1 Push

Push factors are what’s known as ‘intrinsic’ to the individual, which means that it is a motivator that is going to benefit them in some form. Wale et al (2010) states that a push factor could be something that a festival attendee sees as a way of satisfying an internal need or desire. This theory is supported with Maslow’s (1954) hierarchy of needs, specifically the third level relating to belongingness needs, the idea that individuals attend music festivals to seek out social acceptance and form new friendships. Wale et al (2010) go on to say that these push factors are ‘intangible’ and are essentially psychological benefits that an individual will feel like they have gained from attending a particular event.

2.6.2 Known Group Socialisation

Linking in with push and full factors, Crompton and Mckay (1997) identified a key motivator called ‘Known Group Socialisation’, and it was broken down into three areas; I like to see the event with my companions; I like to see the event with my friends; I like to see the event with the entire group together. The theory refers to the influence that individuals and groups will have over others within their social groups, for example a person may not have personal motivations to attend an event, however if a friend or friendship group states that they are interested, that person may decide that they too now want to go, so that they don’t feel like they are missing out, or to remain at a certain social standing within the group.

2.6.3 Pull

A pull factor comes down to destination characteristics, and are things that ‘pull’ an individual toward a particular place, for example; creative infrastructure, cultural celebrations, and big name music acts. Wale et al (2010) supports this and states that these pull factors are tangible factors such as sunshine, snow, the local food and drink, and also camping facilities. These pull factors could be linked to Herzberg’s (1959) hygiene factors as their existence has no perceived affect, however if they were taken away the individual would be displeased. For example, a festival attendee travels to a festival to enjoy the good weather, however if this is not the
case the individual will be frustrated.

2.7 Seeking and Escaping

“Escapism is the desire to leave your everyday environment and tends to lead people to events for the generic reasons such as entertainment, socializing, learning and just getting away from it all” (Crompton & McKay, 1997).

Seeking and Escaping are interesting concepts when looking at what motivates individuals to attend these festivals. Escapism is defined as ‘habitual diversion of the mind to purely imaginative activity or entertainment as an escape from reality or routine’ (Dictionary and thesaurus, 2015). Seeking refers to individuals who ‘seek out’ experiences and feelings of mutual socialisation. The idea that someone can attend a festival and completely separate themselves from the harsh realities that they may be experiencing in their day-to-day lives is what appeals to a large amount of people across the UK. Some however don’t use it to escape from something, but rather to escape ‘to’ something (seeking), a new and exciting experience that they couldn’t get at home. Some are motivated to “recover their equilibrium” and see an event as an opportunity to relax and escape the pressures of everyday life (Allen et al., 2005). This desire to escape can sometimes go hand in hand with illegal actions, such as the purchase and ingestion of recreational ‘party’ drugs, and an excessive alcohol intake over the course of the festival. Individuals will use festivals as a ‘gateway’ to an environment that caters to their personal needs, and also offers a chance to share that with like-minded people who will not judge the actions and behaviours they partake in. In a recent study, results showed that there has been a significant increase in the amount of people who will attend a music event alone, to meet new people and have a sense of fitting that they may not otherwise have in their life. These festivals act as a vehicle to express true individualistic tastes, fashions, and general behaviours. Iso-Ahola (1982) came up with an ‘escape-seeking dichotomy’ which relates to factors that cause an individual to either seek or escape to a festival/event. These concepts and the concept of push-pull factors are unified in the sense that they share similar characteristics. The escape/seeking elements, along with push and pull factors are what’s used to identify key motivators for
festival attendance. What individuals are seeking from a festival experience is a ‘satisfaction’ of a personal need, which links in with Maslow’s (1954) hierarchy. According to Dann, “It makes little sense to study satisfaction in isolation from motivation” (1981, p.203).

2.8 Social Construction of Space

“Spaces are essential for events to take place and their social and physical construction contributes significantly to the sense of being removed from the ordinary to the extraordinary, which is central to the appeal of many event experiences’ (Jaimangal-Jones, 2010: 143). When looking at the social construction of space, we are looking at the idea that a temporary ‘space’ for example a festival site, is created in order for individuals to express themselves in any way they want to, perhaps in a way they couldn’t in the normal world. The temporary staging of dance events also contributes to their construction as liminal spaces and experiences as they are not permanent, but sites of fleeting experiential opportunities where individuals congregate for the performance and then return to their everyday existences (Wilson, 2006). Shields also states that “Due to the diversity of influences acting upon spaces, their interpretation and therefore their attributes extend far beyond the physical boundaries of spaces themselves as “sites become associated with particular values, historical events and feelings” (Shields, 1991:p. 29).” Berridge supports this and says “Individuals and groups construct spaces in a manner of ways and through a diverse array of influences, which entails that spaces have different qualities and meanings based on the manner in which individuals perceive and interact with such spaces (Berridge, 2007).” When linking this to motivation, it is clear what would motivate an individual to be a part of these socially constructed spaces. It’s the ‘escape’ from reality which people are so drawn to. The spaces themselves can take many different forms; ‘within this framework the clubs, events and other places of cultural interaction (record shops, bars, parties, internet forums, etc.) constitute the stages/settings of performances’ (Jaimangal-Jones, 2010, p.3). Event promoters and organisers will look to utilize these social constructions and
hope that as a result, individuals will come back year after year to use the same space.

2.9 Symbolic Interactionism

Symbolic Interactionism can be broken down into three key principles, the first states that ‘People do not act or react towards things themselves they react to the meaning of those things and if something is deemed not to be meaningful then it may not invoke any reaction at all. Therefore, people will react in different ways to the same situation, experience or artifact, depending on its social and cultural significance to them (Hall 1997). The second principle is that “culture is not something static, it is constantly evolving “as a shared system of meanings, it’s learned, revised, maintained and defined in the context of people interacting” (Spradley 1980: 9). What this point is identifying is that the meaning of things will differ depending on the social interaction that someone has with another.
Chapter 3 - Methodology

3.1 Introduction to research

Within the methodology chapter, the author will acknowledge both quantitative and qualitative research methods, highlighting the strengths and limitations of both, with rationale as to why the method of data collection used for this study was chosen.

For this study, the author used only qualitative research methods to collate data in the form of primary research, to back up pre-existing research on the subject. Collins (2010, p.124) states that ‘the value of primary research within your project is that you have designed and undertaken research specifically to answer the problem you have defined’.

Semi-structured interviews were carried out with individuals who had attended a particular festival within the last three years. The reason the author did not use a mixture of qualitative and qualitative is because they did not feel a true reflection of the subject in question would come across in quantitative data. The subject is very personal, and draws on experiences and emotions, something that the author felt could not be portrayed in quantitative data. Whilst the author does have an appreciation for the use of quantitative data, it would not have been as helpful to this particular study. In order to understand why a particular research method is chosen for the chosen study, the author must discuss the different types research methods and identify the differences.

3.2 Quantitative Research

When looking at quantitative research, the data collected is heavily numbers based, commonly in the form of questionnaires and structured interviews. ‘Quantitative Research is used to quantify the problem by way of generating numerical data or data that can be transformed into useable statistics’ (Surveys, 2011). The key difference between quantitative and qualitative data is that quantitative data does not allow the
participant to expand on an answer that’s given to a particular question. The questions are typically ‘close ended’ questions, and prompt a more straightforward answer that can be measured precisely rather than a qualitative answer that requires the researcher to think about the answer given and interpret it.

Due to the nature of the study, the researcher understands that quantitative data will not be as beneficial compared to qualitative. When discussing an individual’s feelings, experiences and background, it’s integral to the primary research process that that individual be allowed to go into as much narrative detail as he/she is willing to go, in order to further augment and bring additional information to current findings.

3.3 Qualitative Research

According to Smith (2006) it’s important to remember that qualitative analysis is inevitably a personal process, and that the analysis itself is the interpretative work which the researcher does during each stage of the study. This is a really key point when discussing qualitative data, because the ways in which the data is interpreted will reflect the whole outcome and eventual answering of the project aim. ‘Qualitative methods have enjoyed a growing popularity in the past decade throughout the social sciences’ (Bryman and Burgess, 1994; Denzin, 1994; Jensen, 1991; Marshall and Rossman, 1999; Morse, 1994).

Qualitative research methods allow the participant to express themselves more on any given subject, and also has a much more personal feel. In a one on one situation the researcher can not only embrace the verbal exchanges, but also look for things like body language and emotive behaviour when discussing certain things, something you cannot get across in quantitative data. A limitation to this method of data collection however is that the amount of participants you are able to reach out to in the time frame is considerably less than that of quantitative methods. Woods (2006) states that using fewer participants will mean it’s more difficult to simplify your
findings to a broader audience and can be criticised of being both bias and impressionistic.

The distinguishing features of qualitative research method is its emphasis on a naturalistic, interpretive approach as a way of understanding the meanings individuals attach to phenomena based on their actions, beliefs, values, decisions, etc’ (Sulaiman, 2012, p.9).

Examples of qualitative research methods include but are not limited to; focus groups (group discussions), one on one interviews, and participation/observations.

3.4 Sampling Methods

When undertaking a project of this nature, it’s important that the correct sampling methods are chosen. For this study, the researcher chose to use snowball and convenience sampling. According to Biernacki (1981) the snowball method yields a study sample through referrals made among individuals who share common interests with the chosen topic, and will be of interest to the researcher in terms of getting reliable and valid responses.

Through approaching one or two individuals who have attended the festival in question, and from that begin to build a network of individuals who have also attended and have knowledge on the event in question. The researcher chose to use semi-structured interviews for this project rather than focus groups or questionnaires due to the nature of the project, and the type of data that is trying to be collected. This project requires qualitative data to be collected rather than quantitative, so questionnaires would not have given a good representation of what the author is trying to show.

Once the best sampling method to use had been identified, participants were contacted by the researcher. The participants were then asked to inform other individuals who fit the criteria about the study, and they would then inform others and so on, thus creating a ‘snowball’ effect. All of the respondents were required to have attended Boomtown Festival at least once in the last three years, to keep the results both current and valid. Seven people were interviewed during this process, all
of which fit the criteria and were able to give up some of their time to meet with the researcher face to face.

3.5 Rationale for chosen Methods

Making the decision to use just qualitative research methods rather than a mix was not one that the researcher took lightly. When looking at the aim and objectives of the study in-depth, it was clear that quantitative data would not get the desired feedback compared to qualitative. Informative data was required in order to meet the aim and understand in more detail why individuals attend music festivals, and the author felt that this could not be collated through methods such as questionnaires and structured interviews, thus decreasing the validity of the study. Having a more relaxed style of data collection in the form of a semi-structured interview allowed the researcher to ask more personal questions, and also allowed the participant to go off on tangents resulting in data being collected that the researched hadn’t even considered. This would not have been possible had the researcher chosen to use quantitative data, resulting in limited findings and a lack of both reliability and validity within the data.

3.6 Data Analysis

Once all the interviews had taken place and been transcribed by the researcher, the researcher used thematic analysis to dissect the responses and identify common themes, and support those themes with aspects of the literature review. Aronson (1995) states that thematic analysis is the focus of identifiable themes and patterns of living and/or behaviour. Boyatzis (1998) adds to this and states that a theme is a pattern found in the information that describes and organises possible observations or at the maximum interprets aspects of the phenomenon.
3.7 Limitations

Whilst qualitative data was the best form of data to collect, it did present some constraints to the researcher. Seven individuals were interviewed as part of the primary research process. Whilst having a small amount of participants was appropriate for this study, some could see this as a limitation because their experiences and feelings towards the questions may not be an accurate reflection of the whole population. Another limitation was the validity of the answers given. Because snowball sampling was used, the researcher did not know all of the participants before the interviews took place. Therefore, the researcher cannot guarantee that the responses will all be reliable and valid. Some of the participants went into lots of detail in certain questions, whereas others were somewhat sheepish and held back, resulting in limited answers to questions that prompted more details.

3.8 Ethical Issues

When discussing certain areas within this study, dangerous knowledge both to the researcher and participant could present a potential risk. The researcher confirmed with all the participants involved with the study that their responses to the questions asked in the semi-structured interviews would be kept completely confidential and once transcribed, the audio recordings of the interviews would be permanently deleted. The participants were made fully aware of the purpose of the study and what would be involved, and were also given an information sheet which contained key information as to the nature of the study, and along with this they were given a consent form to sign, which also states that should they wish too, they had the option to opt out of the study at any given time. It was also stated that any direct quotes used by an individual in the study would be made anonymous in order to hide their identity, should any dangerous knowledge be revealed, however in order to get ethical approval for this study, certain areas were deemed to be inappropriate and not ethically approvable, so those areas were avoided during the interview process.
Chapter 4 – Results and Analysis

4.0 Introduction

The following chapter will examine in detail the researcher’s primary data findings and by using thematic analysis, identify clear themes surrounding motivations to attend music festivals, and within these themes identify sub-themes that can also be related back to the literature review. The first theme explores different push factors for festival motivations, discussing what it is that motivates groups/individuals to seek out a festival experience. The second theme will look at the theory of Escapism, and look into what an individual might be trying to escape from or escape to. The third theme will distinguish pull factors towards a particular festival and how these factors motivate individuals to attend. The fourth theme will explore the idea of peer pressure and prestige, and how individuals may have felt social pressure to attend the festival. And the final theme will look at the idea of seeking, linking in with escapism and also push and pull factors.

4.1 Push Factors

As previously stated within the literature review, a push factor is something that ‘pushes’ a person towards doing something, which is essentially the same as something that ‘motivates’ a person towards doing something, which ties in to the aim of the study when analysing the primary research and is also present within the literature review (Richardson & Fluker, 2004; Weaver & Lawton, 2002). Key push factors include but are not limited to: entertainment, relaxation, escape, prestige, community, socialisation, relaxation and excitement. The main push factor that was apparent within the primary data was the entertainment provided from the festival, specifically the music aspect, which could be argued is the main motivation anyone would choose to attend a music festival, especially given the responses from the participants within this study.

Six out of the seven participants who took part in the study all agreed that the music was their primary motivator for attending the festival.
“Particularly the music is what really motivated me to attend Boomtown over any other festival” (Jack).

“I think the headliners and stuff has always been the main motivator for me and that hasn’t changed over the years, always about the music” (Olivia).

Whilst it was clear during the interviews that the main motivator for festival attendance was the music, other push factors that fell within a similar category usually came with it in the answer for example social interaction and gaining new experiences.

“I wanted to experience something completely new and out of my comfort zone. Festivals aren’t usually my thing at all but Boomtown stood out for me when looking at potential festivals to attend” (Rose).

“I wanted to try a new, different and unique experience and Boomtown definitely delivered!” (Gemma).

It is clear from the responses that Boomtown festival offered an exciting prospect for these individuals and was something that they had not necessarily experienced before, which is supported in the literature review through Berridge (2007) and the social construction of space, having individuals use these spaces as an escape. This idea of escaping is supported by Iso Ahola (1983) who defines it as ‘the desire to leave the everyday environment behind oneself’.

Something else that really stood out to the researcher whilst analysing the primary data was the recurring notion of individual’s attitudes towards the festival, based on the actions of their peers/social circles. Linking in with Crompton and Mckay’s (1997) known group socialisation theory, it became clear from the offset that a lot of the interviewees main motivation to attend the festival was because their friends were. This also links in with Maslow’s (1954) belongingness needs within the hierarchy.

“I went to Boomtown because it was recommended to me by a lot of friends who had been before” (Jack).
“Everyone was going and it was a big event to miss so I did feel an element of pressure to go” (Gemma).

When asked what made her choose Boomtown over all the other festivals out there, Alice replied:

“Just because my friends were all going and it was somewhere new”

The interviewer also presented the participants with the question would they attend this festival on their own, to which all the respondents said no. This clearly shows that socialisation and being with friends is a key motivator for festival attendance. A lot of the participants also felt like they would be missing out on the whole experience if they didn’t attend, which again was another key motivator for attendance.

“After the second year I didn’t get a good vibe from it, and I would also be scared at night on my own with my tent and no friends around me and no one that I know” (Alice).

“I wouldn’t attend any festival on my own, they are social experiences to be shared in a group of friends” (Gemma).

Something that came up repeatedly within the research but was not highlighted within the literature review was the issue of cost and the issue of travelling abroad for music festivals. A lot of the participants stated that when asked what made them choose a UK based festival rather than travelling, it was due to the costs involved with these. As all of the participants who were interviewed were in fact students, cost is always going to be a big motivating factor because they simply cannot afford to pay top dollar for leisure activities such as a music festival, based on a student income.

“When you take into account travel costs and stuff going to a festival in the UK is cheaper. I don’t have the money to go abroad” (Jack).
Herzberg’s (1959) two-factor theory which identifies both hygiene and motivator factors also was very apparent throughout the data. When asked ‘When deciding what festival to go to, would you be more concerned about what artists were playing, or knowing that the festival site is secure and has good infrastructure and support facilities?’ the question received mixed responses varying between the participants. Whilst some stated that hygiene factors (infrastructure, support facilities) were important when deciding, others were only concerned about the motivating factors (music line up, social experience).

“Music is what’s important, I don’t care about the other things. Festivals are always dangerous places regardless you just have to be careful” (Jack).

“Support facilities don’t really bother me to be honest, more concerned about the artists” (Gemma).

Contrast to that, some participants did state that these hygiene factors were important when deciding which festival to go to, and that this was based on personal experiences in the past.

“I would probably prefer to know that where I was going was a safe environment rather than going and putting myself at any kind of risk. I would rather have security around me than base it solely on the quality of the acts” (Alice).

Alice also mentioned during the interview that in the past she had had her tent broken into, so based on these personal experiences it made her question her motives for choosing a festival this time round, to ensure that it didn’t happen again.

4.2 Pull Factors

Within event motivation, pull factors refer to a destinations characteristics and attributes, for example good weather, a unique environment, and also culture. The researcher found that there was a direct correlation between the festivals attributes and how those attributes motivated individuals to attend. When analysing the data the researcher discovered that a lot of the individuals chose this particular festival
based on its uniqueness and how it’s something they have never experienced before, and is also advertised as somewhere where individuals can express different personalities and identities compared to everyday life.

“It’s a unique environment, there are different areas within the festival that are completely unique to each other. There are mini cities built and you can walk down into the woods and discover loads of different hidden stages so it’s very unique. Also you definitely see people expressing themselves different than they would in everyday life” (Alice).

“It’s very creative which I like and has lots of different stages with different types of music which is cool. A lot of the people there were pretty crazy and you could tell they were using the festival as a gateway to express themselves differently” (Claudia).

It’s clear from the research that individuals are seeking out a unique experience and creative space, which links in with Jaimangal-Jones (2010) social construction of space, that individuals are drawn to these creative temporary spaces that allow true expressions of identity. It’s clear that a few of the participants used this festival as a way to perhaps act differently compared to their everyday lives.

“The festival itself surrounded me with like minded people and I was able to truly express myself in ways I couldn’t outside of the festival” (Jack).

Upon comparing the push and pull factors taken from the study, the researcher has identified that it is in fact the the push factors that have dominance over the individual’s motivations for attending. Aspects such as the music and socialising were the two key motivational factors for the participants across the board.

Another pull factor that came up during the data analysis was the weather. The weather plays a pivotal part in deciding what festival to go to, especially here in the UK where weather is so hard to predict. During one of the interviews, a participant went into detail about a time when she attended the festival and rain began to fall and soaked her tent through, causing irreversible damage to her belongings and also the tent itself. She said that this occurrence would cause her to question re-
attending the festival, as it’s that bad experience that has remained in her head, rather than the good times she had whilst attending. This shows that weather is another prominent motivator of festival attendees. This idea of weather being a significant motivator ties in with Herzberg (1959) and his two-factor theory, specifically the hygiene factors, and that a deficiency of these factors would cause an upset to this individual and could result in them not attending the event. When asked if she would attend the festival again in the future, Alice responded:

“After what happened to my tent last year, I would have to know that the weather will be good before I decide, even if I purchase my ticket I’m not sure I will go if it is raining”.

When asked if her behaviour changed whilst at the festival, Gemma responded:

“Yes. More open to other people and the way in which they were acting. More chilled out. Nothing matters at a festival; your phone barely works and there is not really much you can do about anything that is happening in the outside world so you tend to forget and let go’.

This idea of ‘letting go’ links in with Crompton & McKay’s (1997) escapism theory and that individuals may just want to ‘get away from it all’. Data surrounding escapism will be discussed further on within the study.

Something that only one of the participants brought up, but could still be seen as relevant to the study was the idea of local culture. During the interview the researcher and participant discussed how Boomtown caters to a lot of different sub cultures within it’s festival grounds. For example, lots of different food and drink options are available from different places around the world who all come to Boomtown to share their culture from their home countries to the festival. This links in with Maslow’s (1954) hierarchy of needs in that we as humans physiologically require food and drink and in event attendance specifically it can be a big motivator. Not only does it satisfy the physiological needs of that individual, it also satisfies
needs higher up on the hierarchy, because the individual is experiencing new things and becoming self-fulfilled.

“What I like about Boomtown is the culture element. There is so much variance throughout the festival especially where catering is concerned, you were spoilt for choice! So many different types of food and drinks from different regions. It was great” (Gemma).

4.2.1 Destination

Within the pull factors that motivate individuals to attend festivals there is the destination itself. As previously identified, a destinations quality will allow individuals to become completely ‘immersed’ in the festival experience, and this idea of a social construction of space, escaping to somewhere very unique and unlike any of it’s competitors, and allowing yourself as a consumer to completely let go from reality is a theme that was evident throughout the participant’s responses. During one interview, the participant told the researcher about specific areas of the festival, and the thought and creativity that had gone into it in order to make it appeal to festival goers and aid the decision making process. Maslow’s (1954) hierarchy supports this in that individuals need to fulfil certain needs, and a good festival site has the potential to satisfy those needs.

4.3 Escapism

Escapism was a prominent motivational factor throughout the participant’s responses, and whilst it does fall under Crompton (1997) and Dann’s (1981) push factors, it is so relevant to the study and is very recurring which means it can be looked into in more depth as a stand alone factor. The reason escapism is so widely associated with event motivation theory is because large-scale events and festivals
promise the individual an opportunity for socialisation, entertainment, relaxation and many more pull factors, all of which can temporarily make that person forget about what is going on back home. Iso-Ahola’s model of tourism motivation consists of two motivational forces, seeking and escaping. Escaping is “the desire to leave the everyday environment behind oneself”, while seeking is “the desire to obtain psychological (intrinsic) rewards through travel in a contrasting (new or old) environment” (1982:261). Iso Ahola (1982) also states that an individual may try to escape their personal world and look to seek personal rewards, for example learning about new cultures, accomplishing goals, relaxing in a fun environment, and gaining prestige. This idea of seeking and escaping can in fact be broken down again into personal and interpersonal rewards. Upon analysing the primary data, the researcher has identified many different areas where participants felt like they were using Boomtown as somewhere they could escape to, and were fully able to remove themselves from their lives back home temporarily.

“When I booked my ticket I was at quite a low point and I just wanted something to look forward to.” (Patrick).

“To escape everyday life, I feel like that’s why most people go to festivals to be honest” (Jack).

Another participant also stated that their main motivator for attending this festival was to become more independent as in individual. Whilst this response was not generated by others, it still holds relevance in that what motivated this individual to attend was something much more personal than just what artists were playing or how much the tickets were going to cost, but instead can be related to Maslow’s (1954) hierarchy of needs specifically the esteem needs, within which an individual will feel better about themselves, gain a strong sense of achievement and also self-fulfillment.

“I’d never been to a festival before and I wanted to try something a bit more ‘out there’. I’ve always lived at home with my mum and not really done much so I saw it as a good opportunity when I found out my friend group were going” (Claudia).
The general theme that is a constant throughout the interviews is the hope that the festival will bring the participants an experience that they could perhaps not attain whilst living their normal lives, a few participants left a certain impression with the researcher that led him to believe that these individuals were either bored or dissatisfied with life, and wanted something to take them away from that.

Crompton (1979) developed a motivation framework which highlights seven key motivational domains used to explain what motivates individuals to attend events. These are:

*Novelty*: A desire to seek out new and different experiences through pleasure travel as motivated by a need to experience thrill, adventure and surprise, and alleviate boredom (Lee and Crompton 1992).

*Socialisation*: A desire to interact with a group and its members.

*Prestige/Status*: A desire to have high standing in the eyes of surrounding people.

*Rest & Relaxation*: A desire to refresh oneself mentally and physically from normal day-to-day stresses.

*Intellectual Enrichment*: A desire to gain knowledge and expand intellectual horizons.

*Enhancing Kinship and Relations/Family Togetherness*: A desire to enhance family relationships.

*Regression*: A desire to engage in behavior reminiscent of an adolescent or child.

A lot of these domains cropped up during the data analysis process, mainly seeking out new and different experiences (Novelty) and also Socialisation. The idea of individuals seeking these different experiences is one that will be looked into in further detail towards the end of this chapter.
A lot of the participants mentioned during their interviews that what they found most beneficial when making the decision for which festival they were going to attend was the fact that information on the festival was made easily accessible to them through the festival website. This is an important influencer when making this decision, as an informative, creative and professional website will represent a good festival and aid the decision making process. The creativity that’s been pumped into the website supports Iso Ahola’s (1982) escape theory, as the website is conveying the positives of the destination to the individual, which will in turn fuel their desire to seek out these experiences and hopefully have a similar experience for themselves.

“The Boomtown website is amazing, they do like little press releases/pretend news reports stuff like that” (Jack).

“I used the festival website the most, I remember their website is quite quirky and bright colours” (Alice).

This shows that it’s very important for event organisers to ensure their website is user friendly and helpful to the individual. Within this decision making process can also include festival reviews. A few of the participants within the study went to the festival based purely on either online reviews or friend’s personal experiences, so recommendations are another important factor when looking at festival attendance.

4.4 Seeking

The seeking element of Iso Ahola’s (1982) escape-seeking dichotomy is one that was very apparent within the primary data. ‘Seeking’ in terms of festivals refers to the idea that an individual will want to ‘seek’ a particular feeling or experience from attending the festival. These experiences directly correlate with Crompton (1997) and Dann’s (1981) two-factor theory, as individuals can an experience (push factor) and also seek things like good weather and local culture (pull factors). Many of the participants interviewed states that they were seeking out new experiences, stepping out of their comfort zones and immersing themselves in the festival world. Not only this, many of the participants were also seeking out social interactions, both
with friends and other festival goers with whom they had not been previously acquainted with. A festival like Boomtown can provide a magical space where people can interact with one another free from judgment and worry, which is supported by Jaimangal-Jones (2010) and the social construction of space, stating that their social and physical construction contributes significantly to the sense of being removed from the ordinary to the extraordinary, which is central to the appeal of many event experiences.

One of the participants stated during the interview that what they were seeking from attending Boomtown was an opportunity to completely remove themselves from their day-to-day life, and almost take on the form of an ‘alter-ego’ and try to be someone completely different, which the researcher found fascinating as it was not an area that had been previously researched. This idea could link in with Maslow’s (1954) self-actualisation need, and the ability to be completely comfortable within themselves.

“For me, Boomtown was an opportunity to let go of my usual routine for a contained amount of time, and become someone different, and be identifiable to others as that alter-ego. It’s something I’ve wanted to try for a long time and the festival allowed me to do that” (Olivia).

This also links in with Jaimangal-Jones (2010) and the construction of space, that this socially constructed space is a gateway to allow this participant to explore her own identity in a way she could not during her everyday life.
Chapter 5 - Conclusions and Recommendations

5.1 Introduction

Within this chapter, the author will take what has been found from the thematic analysis of the primary data and draw conclusions based on the original aims and objectives, and also summarise the findings within the research. The author will also make recommendations for future research within this field and also discuss limitations to the study.

5.2 Summary of Findings

The data collection methods used by the researcher provided valid qualitative responses that could be broken down into key motivational themes through thematic analysis. Whilst the participant’s responses were different, certain themes remained a constant throughout all of them, which meant it wasn’t difficult for the researcher to link key motivational theories with the individual’s responses. What kept reoccurring throughout the interviews were the theories behind aspects such as escaping and seeking, and also the need to fulfil certain individual needs, relating to Maslow’s (1954) hierarchy of needs. Also Crompton (1997) and Dann (1981) featured heavily within the findings with their Push and Pull factors, identifying things that both push an individual toward a festival, and also things that pull an individual towards a festival for example location and also price. Herzberg’s (1959) hygiene and motivator factors also featured within the research, with many participants stated they had no concerns for the hygiene factors and their sole focus was purely on what motivated them to attend.

5.3 Research Aim

As previously stated, the aim of this research project was to explore and evaluate motivations and behaviour of young people aged 18-30 at music festivals and what influences this change. The researcher identified an appropriate list of motivational
theories that were used within the literature review, and also created a methodology to help identify the best methods to help identify these motivations. The seven semi-structured interviews that took place were very successful and also produced new knowledge to the researcher that had not previously been looked at through the literature, which was very beneficial as the aim of the study was to produce new knowledge.

5.4 Research Objectives

In order for the researcher to meet the aim of the study, four objectives were produced.

The first objective was to critically review the literature on festival and event attendee motivations, behaviour and identity. Motivational theorists such as Maslow (1954), Herzberg (1959) and Iso Ahola (1982) provided the researcher with clear and coherent motivational theories that interlinked well with the research and analysis element of the study. Some of the literature was more prevalent and relatable than other areas during the research analysis process, however all of the literature within the review still holds relevance when discussing motivation in general. Theories such as Iso Ahola’s (1982) escape-seeking dichotomy and Crompton (1997) and Dann’s (1981) push-pull factors both provided a lot of relatable literature when compared to the primary research results.

The second objective was to explore the motivations for attending Boomtown festival and reflections on the event through semi-structured interviews. The semi-structured interviews were very effective in delivering the researcher with insightful knowledge surrounding the topic area, and through thematic analysis create clear themes on the key motivators for attending the festival. There were the general motivations that any individual would choose to attend a festival, for example socialisation, the type of music, the sense of freedom etc. which were all very important factors, however a lot of the participants went into much more detail about what specifically is motivating them to attend. Some stated that is was to escape their day to day lives
and experience something new, whilst others wanted to indulge themselves in the various different cultures that were staged within the festival. The escaping and seeking dichotomy which was presented by Iso-Ahola (1982) concerns the participant’s motivations and also acted as a key theory to why a person would attend a music festival as direct links could be made between the literature and responses from the interviews. Maslow’s (1954) hierarchy of needs was highlighted on numerous occasions through the physiological needs, when participants stated they were motivated by the food and drink that would be on offer at the festival, the belongingness needs which directly related to the idea of group socialisation and peer influence, another prominent motivating factor, and also esteem needs, relating to the participant that wanted to seek out a completely new experience and take on the form on an alter-ego, in order to become self-fulfilled.

The third objective was to critically analyse the qualitative data collected and discuss the participant motivations for attending Boomtown festival, and their reflections on the event experience. For this type of study choosing qualitative research methods over quantitative was the right choice, as the type of areas that were discussed were emotive and personal to that individual, something you would not be able to get across through quantitative methods such as questionnaires. What the qualitative method allowed was a chance for the participant to go into further detail about their own personal experiences and as a result, gave answers that correlated with the already researched literature that was present in the literature review. The researcher discovered that social influences were a key motivating factor and also had an influence over the final decision making process when deciding which event to purchase tickets for. Participants stated that tickets for this particular festival were cheap, which would be a push factor for participant motivation, linking in with Crompton (1997) and Dann’s (1981) push-pull factor theory.

The fourth and final objective was to make recommendations and conclusions about youth motivations and behaviours. It’s clear from the research that the majority of youth motivation is fuelled by an overwhelming sense of freedom that comes with attending a music festival. Looking specifically at Iso Ahola’s (1982) escape-seeking
dichotomy, which also interlink with Crompton (1997) and Dann’s (1981) push-pull factors, of which took up the majority of the analysis and general responses from the participants, it became evident that this desire to seek out new experiences and escape from day to day life was the main motivator for the participants. General motivations such as music and entertainment aspects were still apparent, but not as dominant which came as a surprise to the researcher. The Push and Pull factors that were identified as being the key motivators are as follows:

Push Factors:
Socialising
Relaxing
Escaping
Seeking

Pull Factors:
Culture
Destination Characteristics
Low Price

The researcher could see that the main motivator for these participants was to go to a festival that allowed them to completely be themselves with no fear of judgment, and provide a safe and fun environment for them to do so, in the company of their friends. This relates to Jaimaingal-Jones’ (2010) social construction of space, which again was another prominent motivator.

5.5 Recommendations

Within this section the researcher will meet the fourth objective of the overall study and make recommendations based on the data collected. It’s become apparent during this study that what really motivates an individual to attend a music festival is what most would expect, the music. Festival organisers must continue to recognise this and ensure that their festival is catering to the needs of their target audience.
They must also consider competitive pricing strategies, as many of the individuals attending these types of festivals are students, and will be looking to get a good deal when it comes to purchasing a ticket to a festival. Considerations must be given to the audience types, the economy at that time and how this impacts upon potential customers, access to the venues and proximity to public transport links. A few of the participants within this study said that they would not return to the festival, and festival organisers need to ensure that they are doing everything they can to alleviate this problem. For example, ensuring that customer safety is at the forefront of their operation at all times, something that has a tendency to be overlooked, especially here in the UK, it’s very important that safety comes first.

5.5.1 Overseas Expansion

A lot of the participants within the study stated that they would have liked to go abroad to attend a music festival, however due to the high prices of travel that would be incurred, they were put off. Festival organisers should look into this and begin to set up their festivals abroad as well as in the UK, as not only will this give the festival a better image but will also bring in more revenue streams from people who are wanting to attend within that country.

5.6 Limitations & Future Research

Whilst undertaking this study, the researcher did come across some limitations that must be highlighted in order to aid future research within this field. The sample size, whilst small and appropriate for a time-sensitive study such as this one, could be seen as a limitation as you are only receiving a very limited amount of data. Should a topic of this nature be looked into again, more time should be allowed in order to gain a wider sample scope, this would no doubt enhance the findings within the study. Another limitation is that the amount of detail received from the participants varied substantially, with very limited response from a few of the participants. For future research it may be useful to brief the participants beforehand and explain the amount of detail required. For this study the researcher only used qualitative data,
this could be seen as a limitation by some as only one type of data is being produced, however this is only a minor limitation as sufficient data was generated from the qualitative research methods. In terms of future research, if an individual were to conduct a similar study to this one, it would be beneficial to have more time, a larger group to conduct the primary research with, and also do a comparative study looking into a different event typology. This study only focuses on motivations for individuals to attend music festivals, it would be advantageous to conduct a study of motivations to attend a sports event, or a theatre event, and see if the motivations change or stay the same, and if there are clear patterns that emerge between the two.

What could also be seen as a limitation to this study was that it focuses on individual’s experiences, rather than a group collective. The majority of the data collected was centred around social factors such as peer pressure and group attendance. If the study was to be repeated it would be in the best interests of the researcher to interview a group of people attending one particular event, rather than individuals, and put those results against this study to identify similarities and differences.

Despite these limitations, the researcher has clearly identified key motivational factors surrounding festival attendance, and managed to successfully attain clear qualitative data and analyse that data effectively. The researcher has also touched on new findings within the study which can in turn be further developed in the future.
Appendices

Appendix 1 – Participant Information Sheet - Interview

Appendix 2 – Example of Consent Form

Appendix 3 – Interview Questions

Appendix 4 – Interview Transcripts

Appendix 5 – Ethics Form
PARTICIPANT INFORMATION SHEET

Motivations of young people aged 18-30 who attended Boomtown Festival

Cardiff Metropolitan University Protocol Number:

Project summary
The purpose of this research project is to establish what motivates individuals to attend music festivals within the UK, and how these motivations alter their behaviours and identities. Your participation will enable the collection of data, which will form part of a study being undertaken at Cardiff Metropolitan University.

Why have you been asked to participate?
You have been asked to participate because you fit the profile of the population being studied; that is that you are:
- Between the ages of 18 and 30
- Have attended Boomtown Festival in the last three years

During the interview you will be asked about your experience at the festival and asked to go into more detail in terms of what motivated you to attend.
Your participation is entirely voluntary and you may withdraw at any time should you wish to do so.

Project risks
The research involves the completion of a semi-structured interview which will be recorded for later analysis. We do not think that there are any significant risks associated with this study. However, if you do feel that any of the questions are inappropriate then you can stop at any time. Furthermore, you can change your mind and withdraw from the study at any time – we will completely respect your decision.
How we protect your privacy

All the information you provide will be held in confidence. We have taken careful steps to make sure that you cannot be directly identified from the audio recording; there is no information on these interviews that will identify you. Your personal details (e.g. signature on the consent form) will be kept in secure locations by the researcher. When the study is finished, and all the information has been analysed, all the documentation used to gather the data will be destroyed. The recordings of the interview will also be held in a secure and confidential environment during the study and destroyed when it is complete.

YOU WILL BE OFFERED A COPY OF THIS INFORMATION SHEET TO KEEP

If you require any further information about this project, then please contact:
Samuel Evans,
Cardiff Metropolitan University
CMU email: st20040452@cardiffmet.ac.uk
Appendix 2 – Example of Consent Form

Cardiff Metropolitan University
Ethics Committee

PARTICIPANT CONSENT FORM

Cardiff Metropolitan University Ethics Reference Number: ---
Participant name or Study ID Number: ---
Title of Project: Motivations of young people aged 18-30 who attended Boomtown Festival.
Name of Researcher: Sam Evans

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily. [ ]

2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason. [ ]

3. I agree to take part in the above study. [ ]

4. I agree to the interview being audio recorded [ ]

5. I agree to the use of anonymised quotes in publications [ ]

_______________________________________   ___________________
Signature of Participant  Date
Name of person taking consent

Signature of person taking consent
Appendix 3 – Interview Questions

SEMI STRUCTURED INTERVIEW QUESTIONS

Order of semi structured Interview for motivations behind attending Boomtown Festival within the last 3 years.

1) Which festivals have you attended in the last three years?
2) Which years did you attend Boomtown?
3) What made you choose Boomtown over all the other festivals out there?
4) What made you decide to choose a UK based festival, rather than travelling abroad?
5) When researching the festival, which information sources did you use e.g. festival website, Facebook, etc? Did you find there was enough information available to you?
6) What would you say your primary motivations were for attending? If you’ve been more than once have those motivations changed over the years?
7) Did any other factors other than the ones that have been discussed motivate you to attend?
8) Would you choose a festival based solely on the acts?
9) What other elements do you look for from a festival experience?
10) What are the most important elements when choosing a festival to attend?
11) When deciding what festival to go to, would you be more concerned about what artists were playing, or knowing the festival site is secure and has good infrastructure and support facilities?
12) Did the location of the festival have any influence on your decision?
13) Would you say you used this festival to escape from everyday life or to escape to somewhere completely different? Or both? (please explain your answer)
14) Would you consider Boomtown to be a fairly unique environment where you can behave differently and express other aspects of your personality and identity that you can’t in everyday life?
15) Did your behavior change in any way when you attended Boomtown? If so how?
16) Do you feel like Boomtown is different or unique from other festivals in its same category? If so how do you think it is different?

17) Who did you attend the festival with most recently? i.e. who did you travel up with and who did you camp with during the event?

18) Did you experience social pressure to attend this festival or did you feel like you would be missing out if you didn’t attend?

19) Would you attend this festival on your own? If not, why not?

20) Did going through the festival experience with specific individual’s impact on your personal relationships with them either before, during or after the event?

21) Did you feel pressured to act a certain way or not act in a certain way in front of people at the festival?

22) Did the people you were with at different points during the festival impact on your behaviour?

23) When attending, to what extent are you concerned about your personal hygiene and general safety?

24) When at the festival, did you consume alcohol? Do you feel like the alcohol enhanced/altered your experience?

25) Was there anything that happened at the festival that improved/hindered the experience for you?

26) Did you mix with other social groups whilst at the festival?

27) Did the festival present any difficult situations that you had to deal with?

28) Did the festival live up to it’s expectations? Is it what you expected it to be like?

29) How do you feel about attending the festival again in the future?

30) If you plan to attend the festival again will it be with the same people?
Before recording, the participant is made aware that the interview is completely anonymous and his name will not be used in the transcript. The interviewer then hands an information sheet and consent form to the participant and asks them to read through both sheets, then when satisfied, sign their name and date on the consent form.

31) Which festivals have you attended in the last three years?
   Gemma - 2000 Trees and Boomtown

32) Which years did you attend Boomtown?
   Gemma - 2015

33) What made you choose Boomtown over all the other festivals out there?
   Gemma - My friend group were going, heard good things, thought it was fairly good value for money compared to others.

34) What made you decide to choose a UK based festival, rather than travelling abroad?
   Gemma - Mainly ease! Also money was a big factor

35) When researching the festival, which information sources did you use e.g. festival website, Facebook, etc? Did you find there was enough information available to you?
   Gemma - Boomtown is a very Facebook active festival, so yes. I used it to keep up to date with everything that was going on
36) What would you say your primary motivations were for attending? If you’ve been more than once have those motivations changed over the years?
   Gemma – Mainly the music, that was the biggest motivation for me

37) Did any other factors other than the ones that have been discussed motivate you to attend?
   Gemma - I wanted to try a new, different and unique experience and Boomtown definitely delivered!

38) Would you choose a festival based solely on the acts?
   Gemma – Yes
   Interviewer – Why?
   Gemma – Its what really motivates me to go, not much else

39) What other elements do you look for from a festival experience?
   Gemma – Theatre, effort has gone into the (I want to say set, but its not a set, if you know what I mean?). Basically the production and delivery of a festival is key

40) What are the most important elements when choosing a festival to attend?
   Gemma - Acts, ‘vibe’, the sort of people who attend, like, I wouldn’t particularly want to go to Creamfields or Reading or Leeds because of the type people who attend.

41) When deciding what festival to go to, would you be more concerned about what artists were playing, or knowing the festival site is secure and has good infrastructure and support facilities?
   Gemma - Support facilities don’t really bother me to be honest, more concerned about the artists

42) Did the location of the festival have any influence on your decision?
   Gemma - Not particularly, but it was fairly close
43) Would you say you used this festival to escape from everyday life or to escape to somewhere completely different? Or both? (please explain your answer)
Gemma - Yes. You can behave in a way that is completely different to how you would be behave in day to day life

44) Would you consider Boomtown to be a fairly unique environment where you can behave differently and express other aspects of your personality and identity that you can’t in everyday life?
Gemma - Yes! I don’t particularly have an ‘out there’ personality, but there was definitely people going for it there (laughs).

45) Did your behaviour change in any way when you attended Boomtown? If so how?
Gemma - Yes. More open to other people and the way in which they were acting. More chilled out. Nothing matters at a festival; your phone barely works and there is not really much you can do about anything that is happening in the outside world so you tend to forget and let go.

46) Do you feel like Boomtown is different or unique from other festivals in its same category? If so how do you think it is different?
Gemma - I haven’t attended others that I would put in its category such as Secret Garden Party or Illusive so I couldn’t comment.

47) Who did you attend the festival with most recently? i.e. who did you travel up with and who did you camp with during the event?
Gemma - Friends from home

48) Did you experience social pressure to attend this festival or did you feel like you would be missing out if you didn’t attend?
Gemma - Yes definitely, everyone was going and it was a big event to miss so I did feel an element of pressure to go, but I wanted to anyway so that was fine

49) Would you attend this festival on your own? If not, why not?
Gemma - I wouldn’t attend any festival on my own, they are social experiences to be shared in a group of friends.

50) Did going through the festival experience with specific individual’s impact on your personal relationships with them either before, during or after the event?
Gemma - I actually became quite tired of the group of people I attended the festival with due to the fact it was very drug orientated, and that wasn’t for me.

51) Did you feel pressured to act a certain way or not act in a certain way in front of people at the festival?
Gemma - I almost felt pressure not to be judgmental against others, there is quite a lot to judge people on at festivals! Like, there was one guy who was sat there talking about ‘how we’re all the same’ and I just thought he was acting like a **** but people were getting into his chat.

52) Did the people you were with at different points during the festival impact on your behaviour?
Gemma - Not really

53) When attending, to what extent are you concerned about your personal hygiene and general safety?
Gemma - Not at all really! Just focused on the music and the people around me.

54) When at the festival, did you consume alcohol? Do you feel like the alcohol enhanced/altered your experience?
Gemma - Yes and yes

55) Was there anything that happened at the festival that improved/hindered the experience for you?
Gemma – The rain had quite a large effect on the experience, it left my belongings soaked through which was a bit of a nightmare but apart from that nothing else!
56) Did you mix with other social groups whilst at the festival?
   Gemma – No just the people we went with; it was a big group so didn’t feel the need to mix with other groups

57) Did the festival present any difficult situations that you had to deal with?
   Gemma - Dealing with an absolutely soaking tent and somewhat annoying people

58) Did the festival live up to it’s expectations? Is it what you expected it to be like?
   Gemma – I didn’t really know what to expect! What I like about Boomtown is the culture element. There is so much variance throughout the festival especially where catering is concerned, you were spoilt for choice! So many different types of food and drinks from different regions. It was great

59) How do you feel about attending the festival again in the future?
   Gemma - Positive

60) If you plan to attend the festival again will it be with the same people?
   Gemma - No. I actually fell out with a few of the people I went with after the festival and as a result we don’t really speak anymore

Interviewer – Ok were done here thank you for your time
Gemma – No problem!

Interview Participant: Alice
Interview Date: 29/01/16

Before recording, the participant is made aware that the interview is completely anonymous and his name will not be used in the transcript. The interviewer then hands an information sheet and consent form to the participant and asks them to read through both sheets, then when satisfied, sign their name and date on the consent form.
1) Which festivals have you attended in the last three years?

Alice - Umm, right so last year I went to Bestival and Love Saves the Day, the year before that I went to Bestival, Boomtown, and Secret Garden Party, and the year before that I went to Creamfields and Bestival, also X festival in Cardiff

2) Which years did you attend Boomtown?

Alice - Last year and the year before

Interviewer – So twice you’ve been in total?

Alice – Yeah

3) What made you choose Boomtown over all the other festivals out there?

Alice - ..(pause), just because the first year my friends were all going and it was somewhere new, I had heard good things so wanted to see what all the hype was about, then the second year I actually worked there as a volunteer and I chose that because the company I worked for let you choose five festivals and you could choose like which ones to work at. So I chose Boomtown, Bestival and Secret Garden Party, but umm I didn’t really like it the second year, I preferred it when I was going as a customer

Interviewer – Ok

4) What made you decide to choose a UK based festival, rather than travelling abroad?

Alice – Mainly money, I didn’t have much that’s why I worked it the second year because I wanted to earn money rather than spend it. Also because none of my friends wanted to go to a festival abroad so I went on what they wanted to do

Interviewer – Ok cool

5) When researching the festival, which information sources did you use e.g. festival website, Facebook, etc? Did you find there was enough information available to you?

Alice – Umm yeah I did find there was enough available. Probably used the festival website the most, I remember their website is quite quirky and bright colours

Interviewer – So quite interactive?

Alice – Yeah exactly it was good
6) What would you say your primary motivations were for attending? If you’ve been more than once have those motivations changed over the years?

Alice – Umm so the first year was probably friends influence, and because they had been before and said it was good. Second year because I did enjoy it the year before and was also available to work

Interviewer – So you wanted to experience the festival from a different perspective?

Alice – Yeah

7) Did any other factors other than the ones that have been discussed motivate you to attend?

Alice – No just the ones I said

8) Would you choose a festival based solely on the acts?

Alice – Um yeah I think I would, but I wouldn’t want to go if it had a bad reputation or was unsafe, but on the whole I think I would go

9) What other elements do you look for from a festival experience?

Alice – Umm I reckon just like having fun with your friends (pause), going away, I didn’t really like the camping element but I put up with it for a festival

10) What are the most important elements when choosing a festival to attend?

Alice – My most important would be which of my friends were going, I wouldn’t go if they weren’t going. Also like reviews from people that have already been would also have a strong influence

11) When deciding what festival to go to, would you be more concerned about what artists were playing, or knowing the festival site is secure and has good infrastructure and support facilities?

Alice – If it was out of those two I would probably prefer to know that where I was going was a safe environment rather than going and putting myself at any kind of
risk. I would rather have security around me than base the decision to choose an event solely on the quality of the acts
Interviewer – You’re one of the only people to say that
Alice – (laughs) really?
Interviewer – Yeah no one seemed too bothered about it
Alice – Yeah I had my tent broken into before so would want it to be safe you know
Interviewer – Yeah I get you

12) Did the location of the festival have any influence on your decision?
Alice – Yeah definitely because its only an hour away from my house so I was able to drive there
Interviewer – Did you drive?
Alice – Yeah I drove both years, the drive back was horrible but it was worth it

13) Would you say you used this festival to escape from everyday life or to escape to somewhere completely different? Or both? (please explain your answer)
Alice – Umm Id say yeah to escape everyday life, just because its in summer time and its something fun to do

14) Would you consider Boomtown to be a fairly unique environment where you can behave differently and express other aspects of your personality and identity that you can’t in everyday life?
Alice – Ummm yeah I would say it’s a unique environment, there is different areas within the festival that are completely unique to each other. There are mini cities built and you can walk down into the woods and discover loads of different hidden stages so its very unique. Also you definitely see people expressing themselves differently than they would in everyday life

15) Did your behaviour change in any way when you attended Boomtown? If so how?
Alice – Um yeah a bit obviously when I was drinking but in terms of my personality I don’t feel like I changed no, just when I was drunk
16) Do you feel like Boomtown is different or unique from other festivals in its same category? If so how do you think it is different?
   Alice – Yeah definitely, its so unique and very creative, no other festival is like it in the UK

17) Who did you attend the festival with most recently? i.e. who did you travel up with and who did you camp with during the event?
   Alice – Both times it was just friends from schools and other schools in Bristol just a big group of us

18) Did you experience social pressure to attend this festival or did you feel like you would be missing out if you didn’t attend?
   Alice – Mm first year yeah probably would’ve felt like I was missing out, as all my friends were going. But second year no social pressure because I was working and it was my decision to do that

19) Would you attend this festival on your own? If not, why not?
   Alice – Definitely not. Not even if someone paid me (laughs)
   Interviewer – Why not?
   Alice – After the second year I didn’t get a good vibe from it, and I would also be scared at night on my own with my tent and no friends around me and no one that I know

20) Did going through the festival experience with specific individual’s impact on your personal relationships with them either before, during or after the event?
   Alice – What like my relationship with friends?
   Interviewer – Yeah
   Alice – Umm not really, Id say maybe you get closer to them because there is a festival vibe and everyone is in a good mood, but not a negative way

21) Did you feel pressured to act a certain way or not act in a certain way in front of people at the festival?
Alice – No not at all really, no pressure to act a certain way

22) Did the people you were with at different points during the festival impact on your behaviour?
   Alice – Umm maybe, but only slightly like, not in a big way

23) When attending, to what extent are you concerned about your personal hygiene and general safety?
   Alice – I’m quite conscious of personal hygiene, so when I go to a festival I take a water carrier that you can fit into your bag and I use it to shower every day. You fill it up with water at the tap and it fills up and you can pour it over you. Also safety I would rather be camped somewhere safe and a bit further away from the festival than be right in the thick of it and risk the tent getting broken into

24) When at the festival, did you consume alcohol? Do you feel like the alcohol enhanced/altered your experience?
   Alice – Yes I did drink a lot of alcohol, and I do feel like it enhanced my experience

25) Was there anything that happened at the festival that improved/hindered the experience for you?
   Alice – Well when I was working, I was doing a night shift and everyone coming up to the bar was so drunk and I found that really hard to deal with, and also there was a death when I was there, we didn’t hear much of it but that put me in a weird place
   Interviewer – What about the weather?
   Alice – The second year I went the whole place flooded and it was non stop rain for two days, I actually left a day early because it ruined all of my stuff including my clothes

26) Did you mix with other social groups whilst at the festival?
   Alice – We mixed with friends of friends, but not completely new people

27) Did the festival present any difficult situations that you had to deal with?
Alice – Not really no, the only thing was the rain getting in our tents was a bit of a nightmare

28) Did the festival live up to it’s expectations? Is it what you expected it to be like?
   Alice – First year for sure and that’s what made me want to go back, but the second year just wasn’t as good for me personally, it wasn’t as nice of a vibe if you get me

29) How do you feel about attending the festival again in the future?
   Alice – After what happened to my tent last year, I would have to know that the weather will be good before I decide, even if I purchase my ticket I’m not sure I will go if it is raining

30) If you plan to attend the festival again will it be with the same people?
   Alice – Yeah same group, the same group I go to all the other festivals with
   Interviewer – Ok that’s it thank you for your time
   Alice – No problem

Interview Participant: Jack
Interview Date: 28/01/16

Before recording, the participant is made aware that the interview is completely anonymous and his name will not be used in the transcript. The interviewer then hands an information sheet and consent form to the participant and asks them to read through both sheets, then when satisfied, sign their name and date on the consent form.

1) Which festivals have you attended in the last three years?
   Jack – I went to Boomtown, I’ve been to Global, umm, in the last three years that’s it.
   Interviewer – Just those two?
   Jack – Yeah
2) Which years did you attend Boomtown?
   Jack – Just last year
   Interviewer – And that’s the only time you’ve been?
   Jack – That’s the only time man yeah
   Interviewer – Ok cool

3) What made you choose Boomtown over all the other festivals out there?
   Jack – I went to Boomtown because it was recommended to me by a lot of friends
   who had been before, plus I was part of a massive group going. A lot of my friends
   went to loads and loads of festivals, a lot of them work at all the festivals catering
   and they said Boomtown is the best one to go to so, yeah that’s pretty much why
   Interviewer – Ok

4) What made you decide to choose a UK based festival, rather than travelling abroad?
   Jack – Umm, the music scene here in the UK
   Interviewer – Any other reasons or just that?
   Jack – Also money, when you take into account travel costs and stuff going to a
   festival in the UK is cheaper. I don’t have the money to go abroad
   Interviewer – Me neither!

5) When researching the festival, which information sources did you use e.g. festival
   website, Facebook, etc? Did you find there was enough information available to you?
   Jack - Err, yeah the Boomtown website is amazing, they do like little press releases,
   like pretend news reports stuff like that
   Interviewer – Yes it’s quite interactive isn’t it?
   Jack – Yeah very and it’s also very informative and tells you everything you need to
   know

6) What would you say your primary motivations were for attending? If you’ve been
   more than once have those motivations changed over the years?
Jack – The main reason why I picked Boomtown, is because of the festival vibe which I love, the atmosphere and particularly the music is what really motivated me to attend Boomtown over any other festival, also the festival itself surrounded me with like minded people and I was able to truly express myself in ways I couldn’t outside of the festival.
Interviewer – That’s fine.

7) Did any other factors other than the ones that have been discussed motivate you to attend?
Jack – Nah just those ones I said.
Interviewer – Ok no worries.

8) Would you choose a festival based solely on the acts?
Jack – If there was a load of DJ’s on that I liked and wanted to see then yeah man I would.
Interviewer – So you wouldn’t be concerned about any other factors.
Jack – No because the main reason I go to festivals is for the music so if that was there then I’d be [sound].

9) What other elements do you look for from a festival experience?
Jack - Umm, obviously the people that are going, umm, Reading & Leeds don’t interest me because the music is awful and it’s a different kettle of fish.
Interviewer – So you’d say you’ve pushed away from the mainstream festivals?
Jack – Yeah yeah I do yeah, go for more underground type festivals.
Interviewer - Ok.

10) What are the most important elements when choosing a festival to attend?
Jack – Music, the people.

11) When deciding what festival to go to, would you be more concerned about what artists were playing, or knowing the festival site is secure and has good infrastructure and support facilities?
Jack – Music, I don’t care about the other things (laughs)
Interviewer – (laughs) fair enough
Jack – Festivals are always dangerous places regardless just got to be careful
Interviewer – Very true

12) Did the location of the festival have any influence on your decision?
Jack – Err, yeah well it was convenient but I would travel, not ridiculous lengths but
Jack – Actually saying that I’m thinking about traveling to Croatia next year for
Dimensions festival so I guess I would still travel
(Jack and Interviewer discuss Dimensions festival)

13) Would you say you used this festival to escape from everyday life or to escape to
somewhere completely different? Or both? (please explain your answer)
Jack – Absolutely, to escape everyday life, I feel like that’s why most people go to
festivals to be honest
Interviewer – Yeah
Jack – I don’t wanna say there are no rules but, it’s definitely different
Interviewer – You can express yourself more
Jack – Yeah exactly, you can do what you want with no judgement

14) Would you consider Boomtown to be a fairly unique environment where you can
behave differently and express other aspects of your personality and identity that
you can’t in everyday life?
Absolutely, Boomtown more than any other festival in the UK at the moment I would
say
Interviewer – Yeah?
Jack – 100%, there is something for everyone there

15) Did your behaviour change in any way when you attended Boomtown? If so how?
Jack – Did my behaviour change? (grins)
Interviewer – Without going into too much detail (laughs)
Jack – It was umm, compared to everyday life, compared to going out on a big night out with my friends, it was probably exaggerated and on a bigger scale

16) Do you feel like Boomtown is different or unique from other festivals in its same category? If so how do you think it is different?
Jack – I do, it’s very unique. And more relaxed on their rules
Interviewer – So security isn’t at the forefront of the festival?
Jack – Not at all, they actually treat you like a human being and have a good level of respect for you, they are there to prevent fighting but they aren’t on you all the time. The festival is very different, it has an arty side to it which I love and it’s just very creative with it’s style, music is good

17) Who did you attend the festival with most recently? i.e. who did you travel up with and who did you camp with during the event?
Jack – I went with fifteen of my mates from Swindon London and Bristol
Interviewer – Boy and girl mix?
Jack – Yeah a mix, mainly lads though but there were some girls who came as well
Interviewer – Ok

18) Did you experience social pressure to attend this festival or did you feel like you would be missing out if you didn’t attend?
Jack – No I was bang on it, no one had to force me to go (laughs)

19) Would you attend this festival on your own? If not, why not?
Jack – I wouldn’t, but not because of the festival, I wouldn’t because it’s not in my personality, but I know a lot of my mates have done that
Interviewer – I don’t think I could do it
Jack – No me neither, it’s too much of a risk I think

20) Did going through the festival experience with specific individual’s impact on your personal relationships with them either before, during or after the event?
Jack – Yeah to a certain extent, to be fair all the people I went with I have known for a good eight years, 6-7-8 years ish so we know each other well and have done a lot together, knew them all well

21) Did you feel pressured to act a certain way or not act in a certain way in front of people at the festival?
Jack – No, not at all, I was just off my head
Interviewer – (laughs)

22) Did the people you were with at different points during the festival impact on your behaviour?
Jack – (laughs) some of them yeah
Interviewer – Explain
Jack – Yeah I got a friend who when I’m with I tend to misbehave with (laughs)

23) When attending, to what extent are you concerned about your personal hygiene and general safety?
Jack – Safety, not too worried, hygiene, um yeah it does bother me a bit I suppose but not to the point that it stops me from doing anything
Interviewer – So do you use a shower at the festival?
Jack – Sometimes, I rough it as much as I can to be honest. A few of the days I didn’t sleep, only slept once over the whole weekend so when you stay up you do tend to feel dirtier. I would never walk around the festival smelling bad I would always make sure I maintained a basic level of being clean

24) When at the festival, did you consume alcohol? Do you feel like the alcohol enhanced/changed your experience?
Jack – Err, I’ll be 100% honest I did drink a lot but I didn’t really notice the alcohol, it was overpowered by other things
Interviewer – Ok we will leave that question there

25) Was there anything that happened at the festival that improved/hindered the experience for you?
Jack – Err, right at the start when we were queuing to get in one of the lads we were with knew someone working the door and we managed to skip the queue, that was pretty cool.

26) Did you mix with other social groups whilst at the festival?
Jack – Yeah I met some other people, I always do.

27) Did the festival present any difficult situations that you had to deal with?
Jack – One thing happened which had a big impact.
Interviewer – Go on.
Jack – We found this girl passed out next to the side of one of the stages and we had to help her get to a medical tent and find her mates and stuff, that was pretty hectic and scary. We weren’t exactly sober at the time either so it was a bit of a mission.
Interviewer – I bet, was she ok?
Jack – Yeah man she was just so drunk, when she came around she was fine and we stayed with her and helped her find her mates after.
Interviewer – Nice one.

28) Did the festival live up to it’s expectations? Is it what you expected it to be like?
Jack – It was what I expected and ten times more it was quality, it exceeded my expectations.

29) How do you feel about attending the festival again in the future?
Jack – Yep, going this year, and the year after that as well.

30) If you plan to attend the festival again will it be with the same people?
Jack – Yep, same group, and more if they want to come the more the merrier.
Interviewer – Cool, thanks for your time today.
Jack – No worries.

Interview Participant: Patrick
Interview Date: 14/02/16
Before recording, the participant is made aware that the interview is completely anonymous and his name will not be used in the transcript. The interviewer then hands an information sheet and consent form to the participant and asks them to read through both sheets, then when satisfied, sign their name and date on the consent form.

1) Which festivals have you attended in the last three years?
   Patrick – I’ve been to Boomtown, Reading, and last year I went to Outlook festival in Croatia

2) Which years did you attend Boomtown?
   Patrick – Just last year

3) What made you choose Boomtown over all the other festivals out there?
   Patrick – To be honest it was mainly because my mates were all going, they showed me it and it looked good so thought why not

4) What made you decide to choose a UK based festival, rather than travelling abroad?
   Patrick – Well I knew I had Outlook coming up and that was abroad, so I thought for money reasons I would just do a UK festival instead of two abroad

5) When researching the festival, which information sources did you use e.g. festival website, Facebook, etc? Did you find there was enough information available to you?
   Patrick – I followed them on Twitter and Facebook they were both useful, the line up changed and they were able to inform us easily

6) What would you say your primary motivations were for attending? If you’ve been more than once have those motivations changed over the years?
   Patrick – Mainly for the music to be honest, and that’ll never change
7) Did any other factors other than the ones that have been discussed motivate you to attend?
   Patrick – Also just the general atmosphere and festival vibe, and that it stands out from the rest in its uniqueness

8) Would you choose a festival based solely on the acts?
   Patrick – Yes for sure, its pretty much why I choose the festivals now

9) What other elements do you look for from a festival experience?
   Patrick – Not sure really, I guess just the promise of a good time (laughs) and hanging out with your friends

10) What are the most important elements when choosing a festival to attend?
    Patrick – Music, the location, also the price of the tickets

11) When deciding what festival to go to, would you be more concerned about what artists were playing, or knowing the festival site is secure and has good infrastructure and support facilities?
    Patrick – Definitely the music man, not too fussed on anything else. But if the place were going is really dodgy and obviously is unsafe then that will play a part in the decision to go or not

12) Did the location of the festival have any influence on your decision?
    Patrick – Not particularly, it is quite close to where I live but depending on the festival I would be willing to travel, for example Croatia

13) Would you say you used this festival to escape from everyday life or to escape to somewhere completely different? Or both? (please explain your answer)
    Patrick – Yes definitely, when I booked my ticket I was at quite a low point and I just wanted something to look forward to, a chance to get away and do something different. I knew I had Outlook as well but that was later on in the year
14) Would you consider Boomtown to be a fairly unique environment where you can behave differently and express other aspects of your personality and identity that you can’t in everyday life?
   Patrick – For sure, not for me personally but a lot of the people there were very ‘out there’ individuals and probably acted in a way that they wouldn’t in every day life (laughs)

15) Did your behaviour change in any way when you attended Boomtown? If so how?
   Patrick – Yeah, I certainly wasn’t sober if that’s what you mean (laughs)
   Interviewer – And did that make you change your behaviour?
   Patrick – Yeah but not in a bad way, I was just chattier than usual and more willing to go up to people I don’t know and speak to them and make friends

16) Do you feel like Boomtown is different or unique from other festivals in its same category? If so how do you think it is different?
   Patrick – Its certainly unique, its essentially a city that has been built for the purpose of a festival which is really cool. I like the fact its so diverse and there are so many different genres of music being played

17) Who did you attend the festival with most recently? i.e. who did you travel up with and who did you camp with during the event?
   Patrick – I went with a big group of lads from uni, about 12 of us went it was pretty chaotic (laughs)

18) Did you experience social pressure to attend this festival or did you feel like you would be missing out if you didn’t attend?
   Patrick – Yeah, all my mates were going, couldn’t miss it really

19) Would you attend this festival on your own? If not, why not?
   Patrick – Nah its not in my personality to do that, I get why some people would maybe but not me, I’d always have friends that were going
20) Did going through the festival experience with specific individual’s impact on your personal relationships with them either before, during or after the event?
   Patrick – Yeah I actually became really close with someone who went, who I wasn’t that close with before so I guess you could say the festival was a middle man in that

21) Did you feel pressured to act a certain way or not act in a certain way in front of people at the festival?
   Patrick – Nah not at all, I was myself the whole time

22) Did the people you were with at different points during the festival impact on your behaviour?
   Patrick – Not at all no

23) When attending, to what extent are you concerned about your personal hygiene and general safety?
   Patrick – To an extent yes, ill do my best to shower whilst I’m there but if I can’t it’s not the end of the world, more worried about just having a good time
   Interviewer – What about safety?
   Patrick – Oh right, yeah obviously I don’t want my stuff to get nicked if I leave it unattended in my tent, and if any trouble kicks off security is important, but I kinda just take it for granted

24) When at the festival, did you consume alcohol? Do you feel like the alcohol enhanced/altered your experience?
   Patrick – I did yeah, everyone was its kinda what you do you know. I think I could of still had fun without it but yeah I would say it did enhance my experience to an extent

25) Was there anything that happened at the festival that improved/hindered the experience for you?
   Patrick – There was a surprise guest one of the nights, DJ EZ came on and no one knew about it, that was pretty cool
26) Did you mix with other social groups whilst at the festival?
   Patrick – Not really no, just kept ourselves to ourselves. Mainly because we were already in a big group so didn’t feel the need. But I did meet a few people

27) Did the festival present any difficult situations that you had to deal with?
   Patrick – I had to help a guy back to his feet after he was passed out drunk but that’s about it, wasn’t anything too serious like

28) Did the festival live up to its expectations? Is it what you expected it to be like?
   Patrick – Yeah and then some, it exceeded them. Didn’t really know what to expect because its so unique but I loved it and would go again for sure

29) How do you feel about attending the festival again in the future?
   Patrick – Yeah one hundred per cent would go again

30) If you plan to attend the festival again will it be with the same people?
   Patrick – Probably if they were up for it yeah
   Interviewer – Ok that’s everything
   Patrick – Cheers man

Interview Participant: Olivia
Interview Date: 14/02/16

Before recording, the participant is made aware that the interview is completely anonymous and his name will not be used in the transcript. The interviewer then hands an information sheet and consent form to the participant and asks them to read through both sheets, then when satisfied, sign their name and date on the consent form.
1) Which festivals have you attended in the last three years?
   Olivia – Boomtown every single year, and I also went to Glastonbury last year

2) Which years did you attend Boomtown?
   Olivia – The last three

3) What made you choose Boomtown over all the other festivals out there?
   Olivia – Umm the location of it probably, also the fact that it was to start with smaller than some of the other ones, and the music also

4) What made you decide to choose a UK based festival, rather than travelling abroad?
   Olivia – Mainly money, also a lot of my friends who I went with had no plans to go abroad so I just went on what everyone else was doing

5) When researching the festival, which information sources did you use e.g. festival website, Facebook, etc? Did you find there was enough information available to you?
   Olivia – Yeah I used Facebook mainly to keep up to date with everything and see if there were any changes to the line up and stuff. It’s important that these festivals have things on social media so if there are any drastic changes to anything then they can inform people quickly

6) What would you say your primary motivations were for attending? If you’ve been more than once have those motivations changed over the years?
   Olivia – Umm I think the headliners and stuff has always been the main motivator for me and that hasn’t changed over the years, always about the music

7) Did any other factors other than the ones that have been discussed motivate you to attend?
   Olivia – Well I worked at the festival last year so I suppose the prospect of earning money was a motivation
   Interviewer – Who was that with?
Olivia – That was with mint staffing I was on the bar there

8) Would you choose a festival based solely on the acts?
   Olivia – Umm no probably not, for example Bestival I have always wanted to go to
   Bestival but have always thought it’s a bit of an effort to get there because of the
   boat or whatever, and obviously festivals abroad as well and money issues stuff like
   that all needs to be taken into account

9) What other elements do you look for from a festival experience?
   Olivia – Um I suppose like other areas of it so like little rooms that you can go in and
   the extra stuff like fairground rides, food etc

10) What are the most important elements when choosing a festival to attend?
    Olivia – Umm I think for me it’s the line-up and location are the two main ones
    Interviewer – What about price? Or would you pay regardless?
    Olivia – I think I would probably pay anyway, I paid for Glastonbury and that was
    £250, I think if I know im going to enjoy myself I will pay the money for it anyway

11) When deciding what festival to go to, would you be more concerned about what
    artists were playing, or knowing the festival site is secure and has good infrastructure
    and support facilities?
    Olivia – Um probably more the artists, the first year I went it was a lot smaller than it
    is now and certainly not as secure, so probably the music

12) Did the location of the festival have any influence on your decision?
    Olivia – Yeah it was quite near to me so getting there and back wasn’t too difficult,
    but I would still be willing to travel

13) Would you say you used this festival to escape from everyday life or to escape to
    somewhere completely different? Or both? (please explain your answer)
Olivia – I think both, I wouldn’t say I went to escape from everyday life but just having a weekend away with your friends and to remove yourself yes but to experience something different

14) Would you consider Boomtown to be a fairly unique environment where you can behave differently and express other aspects of your personality and identity that you can’t in everyday life?
Olivia – Yeah Boomtown more than others, because there are many people there that are just going mad all the time and people in fancy dress and stuff. So I feel like if you wanted to you can be whoever you wanted to be

15) Did your behaviour change in any way when you attended Boomtown? If so how?
Olivia – Um I don’t think too much I think its more acceptable to be drunk all the time and drink when you wake up but that’s about it

16) Do you feel like Boomtown is different or unique from other festivals in its same category? If so how do you think it is different?
Olivia – I think in the earlier years it was more different from the other ones just because, well its actually built like a town, so that sets it apart from other places. Also I think like the layout of Boomtown is quite different, and separates itself from the rest

17) Who did you attend the festival with most recently? i.e. who did you travel up with and who did you camp with during the event?
Olivia – Umm last year when I worked I went on my own, and met people who I was working with so camped with them, but the year before that I went with uni friends
Interviewer – And the year before that?
Olivia – The year before that I went with some girls from school and people from sixth form
18) Did you experience social pressure to attend this festival or did you feel like you would be missing out if you didn’t attend?
Olivia – Umm I think maybe the first time I went I felt like I would be missing out if I didn’t go, but after that I wanted to go again because I enjoyed it so much

19) Would you attend this festival on your own? If not, why not?
Olivia – Well I have attended it on my own as a worker however I don’t think I would go as a customer on my own, I wouldn’t like the thought of being on my own. I don’t think it would be hard to meet people necessarily, but there would be risk involved with that

20) Did going through the festival experience with specific individual’s impact on your personal relationships with them either before, during or after the event?
Olivia – No I wouldn’t say so, I guess I met other people and made new friends but everyone I already know it stayed the same

21) Did you feel pressured to act a certain way or not act in a certain way in front of people at the festival?
Olivia – For me, Boomtown was an opportunity to let go of my usual routine for a contained amount of time, and become someone different, and be identifiable to others as that alter-ego. It’s something I’ve wanted to try for a long time and the festival allowed me to do that
Interviewer – Can you explain how that relates to how you’d act differently?
Olivia – I would still be myself, but with elements of someone else, it’s hard to explain but it makes sense to me
Interviewer – Ok very interesting

22) Did the people you were with at different points during the festival impact on your behaviour?
Olivia – Um yeah I suppose so, there was one night the second time I went when I was with a certain type of group, that were doing things I wasn’t necessarily
comfortable with, for example we would go to stages that I wouldn’t ever usually go to but because I was with them we did

23) When attending, to what extent are you concerned about your personal hygiene and general safety?
   Olivia – Personal hygiene probably not at all (laughs)
   Interviewer – Do you shower at events?
   Olivia – No (laughs), it doesn’t bother me too much, but safety I like to feel I am safe and that if I got into a bad situation someone would be there to help and also that the campsites are safe

24) When at the festival, did you consume alcohol? Do you feel like the alcohol enhanced/altered your experience?
   Olivia – Yeah I did, I don’t think I would’ve needed it, but everyone was drinking and its kinda what you do at a festival so yeah

25) Was there anything that happened at the festival that improved/hindered the experience for you?
   Olivia – The weather was really bad one year, and I remember all of my stuff getting soaked through which was a nightmare

26) Did you mix with other social groups whilst at the festival?
   Olivia – Yes lots of different groups, everyone is a lot more outgoing at festivals and are wanting to make friends and meet new people which is cool

27) Did the festival present any difficult situations that you had to deal with?
   Olivia – Yes, I had a panic attack in one of the big tents and no one wanted to leave which was hard to deal with, and it was so busy I physically couldn’t get out and that was really scary, I get really claustrophobic anyway so that didn’t help

28) Did the festival live up to it’s expectations? Is it what you expected it to be like?
Olivia – I don’t think I was expecting it to be as full on as it was, but I loved it and it almost exceeded my expectations

29) How do you feel about attending the festival again in the future?
   Olivia – Yeah I would go again all my friends want to go again

30) If you plan to attend the festival again will it be with the same people?
   Olivia – Yes
   Interviewer – Ok were done here thanks very much!
   Olivia – No problem

**Interview Participant: Rose**

**Interview Date: 28/01/16**

Before recording, the participant is made aware that the interview is completely anonymous and his name will not be used in the transcript. The interviewer then hands an information sheet and consent form to the participant and asks them to read through both sheets, then when satisfied, sign their name and date on the consent form.

1) Which festivals have you attended in the last three years?
   Rose – Boomtown, Cornbury, Wilderness, err, Womad, Wychwood, er think that’s it
   Interviewer – Ok cool

2) Which years did you attend Boomtown?
   Rose – Just last year, first time
   Interviewer – Ok

3) What made you choose Boomtown over all the other festivals out there?
   Rose – Music, um, atmosphere I guess

4) What made you decide to choose a UK based festival, rather than travelling abroad?
Rose – Cheaper, I couldn’t afford to go abroad, I wanted to but money wouldn’t let me unfortunately
Interviewer – (laughs) yeah I know what you mean

5) When researching the festival, which information sources did you use e.g. festival website, Facebook, etc? Did you find there was enough information available to you?
Rose – Boomtown website

6) What would you say your primary motivations were for attending? If you’ve been more than once have those motivations changed over the years?
Rose – I wanted to experience something completely new and out of my comfort zone. Festivals aren’t usually my thing at all but Boomtown stood out for me when looking at potential festivals to attend
Interviewer – Ok

7) Did any other factors other than the ones that have been discussed motivate you to attend?
Rose – Also the people who I was going to go with, and the fact that the festival was arty which I like

8) Would you choose a festival based solely on the acts?
Rose – Yes

9) What other elements do you look for from a festival experience?
Rose – The atmosphere, drinking, the whole general experience I look forward to

10) What are the most important elements when choosing a festival to attend?
Rose – I think feedback is really important, if people who I mix with say that it is good then I will trust that their judgment is good and will go for it
11) When deciding what festival to go to, would you be more concerned about what artists were playing, or knowing the festival site is secure and has good infrastructure and support facilities?
   Rose – More about the artists, not overly worried about the safety

12) Did the location of the festival have any influence on your decision?
   Rose – No, I would’ve travelled regardless

13) Would you say you used this festival to escape from everyday life or to escape to somewhere completely different? Or both? (please explain your answer)
   Rose – Nope, I love life (laughs) I want to do as many festivals as possible

14) Would you consider Boomtown to be a fairly unique environment where you can behave differently and express other aspects of your personality and identity that you can’t in everyday life?
   Rose – Yes, it’s very unique and different to any other festival

15) Did your behaviour change in any way when you attended Boomtown? If so how?
   Rose – I wouldn’t say so no, I’m always the same wherever I go

16) Do you feel like Boomtown is different or unique from other festivals in its same category? If so how do you think it is different?
   Rose – For sure yeah, like I said before it’s very unique in its art and in the culture it is trying to promote
   Interviewer – Culture?
   Rose – Yeah, like UK underground culture? If that makes sense, like the music and stuff that it promotes
   Interviewer – Ok

17) Who did you attend the festival with most recently? i.e. who did you travel up with and who did you camp with during the event?
Rose – Went with a big group of people who I work with they are the ones that got me the ticket

18) Did you experience social pressure to attend this festival or did you feel like you would be missing out if you didn’t attend?
Rose – Yeah I would’ve felt like I was missing out if I didn’t attend for sure. Because all of my friends were going

19) Would you attend this festival on your own? If not, why not?
Rose – No I wouldn’t at all because it is quite rough and I don’t think id feel safe if I didn’t know anyone there
Interviewer – What do you mean rough?
Rose – Well there were a few moment during the festival where I felt a bit unsettled, saw quite a few fights and stuff and I just wouldn’t want to be there on my own

20) Did going through the festival experience with specific individual’s impact on your personal relationships with them either before, during or after the event?
Rose – Yeah definitely, I got closer to some people we camped with and now I spend more time with them after the festival

21) Did you feel pressured to act a certain way or not act in a certain way in front of people at the festival?
Rose – No

22) Did the people you were with at different points during the festival impact on your behaviour?
Rose – Not really, I suppose one person who was there perhaps had a slight influence on me but I am my own person and don’t let others influence me or my decisions
23) When attending, to what extent are you concerned about your personal hygiene and general safety?
   Rose – Not really, just used wet wipes (laughs), in terms of safety the tents were very close together which presented a hazard but it wasn’t at the front of my mind whilst I was there to be honest

24) When at the festival, did you consume alcohol? Do you feel like the alcohol enhanced/altered your experience?
   Rose – Yes (laughs), it made it one hundred times better

25) Was there anything that happened at the festival that improved/hindered the experience for you?
   Rose – Yeah, a relationship. There was a girl who came with us who was in a relationship and she wasn’t really that involved, I feel that if she was single she would’ve had a better time and been more fun if her partner wasn’t there

26) Did you mix with other social groups whilst at the festival?
   Rose – Yes lots, especially during the day when the music wasn’t on, it was nice to get to know people who were camping around us
   Interviewer – Ok nice one

27) Did the festival present any difficult situations that you had to deal with?
   Rose – Not really no, everything was fine. We saw these two guys having a fight on the last night and afterwards we spoke to one of them and made sure that he was ok but that’s about it, nothing major
   Rose – Oh actually I did lose my phone, but it miraculously got handed in to the lost and found desk which really surprised me as I thought it was gone for good
   Interviewer – That’s very lucky
   Rose – I know couldn’t believe my luck

28) Did the festival live up to it’s expectations? Is it what you expected it to be like?
   Rose – Yes, it was more than what I expected
29) How do you feel about attending the festival again in the future?
   Rose – Yeah going this year (laughs) can’t wait

30) If you plan to attend the festival again will it be with the same people?
   Rose – I would maybe go with different people, but I know that the group who I went
   with last year want to go again so I will go with them again
   Interviewer – Ok that’s great thanks
   Rose – No problem

**Interview Participant: Claudia**
**Interview Date: 12/02/16**

Before recording, the participant is made aware that the interview is completely
anonymous and his name will not be used in the transcript. The interviewer then
hands an information sheet and consent form to the participant and asks them to
read through both sheets, then when satisfied, sign their name and date on the
consent form.

1) Which festivals have you attended in the last three years?
   Claudia – Just Boomtown last year

2) Which years did you attend Boomtown?
   Claudia – 2015

3) What made you choose Boomtown over all the other festivals out there?
   Claudia – I’d never been to a festival before and I wanted to try something a bit more
   ‘out there’. I’ve always lived at home with my mum and not really done much so I
   saw it as a good opportunity when I found out my friend group were going

4) What made you decide to choose a UK based festival, rather than travelling abroad?
Claudia – All my friends were going to this so I just did what they did

5) When researching the festival, which information sources did you use e.g. festival website, Facebook, etc? Did you find there was enough information available to you?
Claudia – Umm, when I knew I was going I had a little look into it and went on the website and stuff. It was cool and was really helpful in terms of finding stuff out and ease of use etc

6) What would you say your primary motivations were for attending? If you’ve been more than once have those motivations changed over the years?
Claudia – I always associate festivals with music and I quite like the genres of music that are performed at Boomtown so for that reason I was motivated to go

7) Did any other factors other than the ones that have been discussed motivate you to attend?
Claudia – Not really

8) Would you choose a festival based solely on the acts?
Claudia – Yeah I would I think, if the acts were people I really wanted to see not much else would matter

9) What other elements do you look for from a festival experience?
Claudia – Umm, just having a good time, hoping that my tent doesn’t get broken into (laughs), staying safe

10) What are the most important elements when choosing a festival to attend?
Claudia – Location, also cost of the ticket was important for me because I didn’t have much money at the time

11) When deciding what festival to go to, would you be more concerned about what artists were playing, or knowing the festival site is secure and has good infrastructure and support facilities?
Claudia – Mainly the artists, obviously I wouldn’t want to go somewhere that was dangerous but it wouldn’t really be something I’d think about too much.

12) Did the location of the festival have any influence on your decision?
Claudia - Not really, I would be willing to travel somewhere if the festival looked good but this one was luckily quite close to me anyway.

13) Would you say you used this festival to escape from everyday life or to escape to somewhere completely different? Or both? (please explain your answer)
Claudia – No not really, just went to have a good time with my friends.

14) Would you consider Boomtown to be a fairly unique environment where you can behave differently and express other aspects of your personality and identity that you can’t in everyday life?
Claudia – It’s quite unique yeah. It’s very creative which I like and has lots of different stages with different types of music which is cool. A lot of the people there were pretty crazy and you could tell they were using the festival as a gateway to express themselves differently. Nothing wrong with that though.

15) Did your behaviour change in any way when you attended Boomtown? If so how?
Claudia – I got drunk (laughs) and I guess that changed my behaviour but nothing bad.

16) Do you feel like Boomtown is different or unique from other festivals in its same category? If so how do you think it is different?
Claudia – Yea like I said before it’s very unique, creative etc, not a lot of festivals are like that they are quite generic.

17) Who did you attend the festival with most recently? i.e. who did you travel up with and who did you camp with during the event?
Claudia – I went with my girl friends from college, there were four of us, my friend drove up and we paid for her petrol.
18) Did you experience social pressure to attend this festival or did you feel like you would be missing out if you didn’t attend?
Claudia – Not really no

19) Would you attend this festival on your own? If not, why not?
Claudia – No way. I’m just not that kinda person I would need to know I had people there. Also I wouldn’t really feel safe

20) Did going through the festival experience with specific individual’s impact on your personal relationships with them either before, during or after the event?
Claudia – It bought a lot of us closer I think. Spoke to certain people more than I would have out of the festival situation

21) Did you feel pressured to act a certain way or not act in a certain way in front of people at the festival?
Claudia – No not at all I was just myself. Always am!

22) Did the people you were with at different points during the festival impact on your behaviour?
Claudia – No not at all to be honest

23) When attending, to what extent are you concerned about your personal hygiene and general safety?
Claudia – A bit I guess. It’s nice to know that your tent isn’t going to get broken into and that if something did happen there would be someone to help you. But I guess people take that for granted at festivals until it happens to them

24) When at the festival, did you consume alcohol? Do you feel like the alcohol enhanced/altered your experience?
Claudia – I did yes. Everyone was though. It certainly enhanced it I love being drunk (laughs) but I still could have had a good time without it

25) Was there anything that happened at the festival that improved/hindered the experience for you?
Claudia – On the second day I got really ill, which did have a negative effect to an extent, but I powered through until the end of the weekend

26) Did you mix with other social groups whilst at the festival?
Claudia – Yeah there was a group of guys next to us in the camp site who were really cool, we mixed with them in the days when there wasn’t so much going on

27) Did the festival present any difficult situations that you had to deal with?
Claudia – Yes actually one of the girls got into a bit of a fight with another girl when we were drunk so I had to intervene and split them up, that was a bit of a nightmare
Interviewer – Was everything ok?
Claudia – Yeah eventually, just drunk girls getting carried away

28) Did the festival live up to it’s expectations? Is it what you expected it to be like?
Claudia – I didn’t really know what to expect to be honest as I hadn’t been before, but I had a really good time

29) How do you feel about attending the festival again in the future?
Claudia – I would certainly go again yes as long as my friends were too

30) If you plan to attend the festival again will it be with the same people?
Claudia – Yeah
Interviewer – Ok that’s everything
Claudia – Cool
Interviewer – Thanks for your time
Claudia – No problem!
Appendix 5 – Ethics Form

Devolved Ethical Approval Application Summary

Student Name: [Handwritten Name]  
Student Number: 20040452  
Module Name: [Handwritten Name]  
Module Number: HLT6009  
Programme Name: [Handwritten Name]

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Confirmation of documentation submitted for consideration

Student Signature: [Handwritten Signature]  
Supervisor Signature: [Handwritten Signature]

First Submission [X]  
Resubmission [ ]

Date: 19/1/16

For use by the devolved ethics approval committee:

Committee Members: [Handwritten Name]  
Signature: [Handwritten Signature]

Module leader: [Handwritten Name]  
Signature: [Handwritten Signature]

Supervisor: [Handwritten Name]  
Signature: [Handwritten Signature]

CSM Ethics Committee Representative: [Handwritten Name]  
Signature: [Handwritten Signature]

Date: 17/07/16

Outcome:

Project Approved [X]  
Reference number: 2016 NO 215  
Project Approved in Principle [ ]  
Application not ready/ incomplete [ ]  
(Decision deferred)

Comments for projects not fully approved:

"Brand C2 to reflect – location agreed in advance. Input details as to how "dangerous knowledge" is dealt with during interview & how such information will be prevented from progressing."

After consideration the original to be retained by the module leader and a copy given to the student.
PART ONE

<table>
<thead>
<tr>
<th>Name of applicant:</th>
<th>Samuel Evans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervisor (if student project):</td>
<td>Dewi Jaimangal-Jones</td>
</tr>
<tr>
<td>School:</td>
<td>Cardiff Metropolitan University</td>
</tr>
<tr>
<td>Student number (if applicable):</td>
<td>ST20040452</td>
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<tr>
<td>Programme enrolled on (if applicable):</td>
<td>BA HONS EVENTS MANAGEMENT</td>
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<tr>
<td>Project Title:</td>
<td>An investigation into behavioural changes and motivations of young people aged 18-30 at music festivals.</td>
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<tr>
<td>Expected Start Date:</td>
<td>11/01/2016</td>
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<tr>
<td>Approximate Duration:</td>
<td>3 Months</td>
</tr>
<tr>
<td>Funding Body (if applicable):</td>
<td>NO</td>
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<tr>
<td>Other researcher(s) working on the project:</td>
<td>NO</td>
</tr>
<tr>
<td>Will the study involve NHS patients or staff?</td>
<td>NO</td>
</tr>
<tr>
<td>Will the study involve taking samples of human origin from participants?</td>
<td>NO</td>
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</tbody>
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In no more than 150 words, give a non technical summary of the project

This project is an investigation into whether individuals who attend music festivals in the UK and Europe change their behaviour compared to when they are in a different environment. The researcher will be looking at one particular festival, Boomtown Festival, and interviewing individuals who have attended within the last three years. Issues that the researcher will look to highlight are ones such as behaviour, identity, motivations, pressures within social groups (social status), increased sense of freedom, discussing whether some festivals actually encourage this shift in behaviour, and the theory behind that. The researcher will be collecting qualitative data for this study in the form of semi-structured interviews. The information gathered will be evaluated and linked to social theory, and will act as new knowledge for individuals that view the dissertation in the future.
<table>
<thead>
<tr>
<th>Does your project fall entirely within one of the following categories:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper based, involving only documents in the public domain</td>
</tr>
<tr>
<td>Laboratory based, not involving human participants or human tissue samples</td>
</tr>
<tr>
<td>Practice based not involving human participants (eg curatorial, practice audit)</td>
</tr>
<tr>
<td>Compulsory projects in professional practice (eg Initial Teacher Education)</td>
</tr>
<tr>
<td>A1 Will you be using an approved protocol in your project?</td>
</tr>
<tr>
<td>--------------------------------------------------------</td>
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</tbody>
</table>

A Research Design question:

A1 Will you be using an approved protocol in your project? NO

A2 If yes, please state the name and code of the approved protocol to be used:

A3 Describe the research design to be used in your project:

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1 An Approved Protocol is one which has been approved by Cardiff Met to be used under supervision of designated members of staff; a list of approved protocols can be found on the Cardiff Met website here.
A2 If yes, please state the name and code of the approved protocol to be used

N/A

A3 Describe the research design to be used in your project

Semi-structured interviews will be carried out with the participants. Originally the author was going to use focus groups, however after thinking about what kind of information may be given, a one on one situation with complete anonymity to the participant will be much more beneficial. In terms of convenience, all participants will be within or very close to the authors friendship group, which means it is easy for the author to arrange and carry out the interviews.

The author will use a mix of both snowball and convenience sampling for this project. Through approaching one or two individuals who have attended the festival in question, and from that begin to build a network of around 7-10 individuals who have also attended and have knowledge on the event in question. The researcher has a network of friends who have attended the festival within the last three years, and these individuals will be approached and will be told the nature of the study, whether they are able to attend an interview, and their availability. The author has chosen to use semi-structured interviews for this project rather than focus groups or questionnaires due to the nature of the project, and the type of data that is trying to be collected. This project requires qualitative data to be collected rather than quantitative, so questionnaires would not have given a good representation of what the author is trying to show.

The interviews will vary in length but will typically run for around 35-45 minutes, depending on the depth the participant goes into on each question. All of the interviews will be audio recorded, upon receiving consent from the participant to do so. All of the interviews will be anonymous and once transcribed, the author will delete the original audio files. All participants will be given a consent form and information sheet prior to the interview to get a basic understanding of what the interview will contain. The information sheet will outline any potential risks (no risks for this study), and also what the researcher is hoping to achieve from the participants. Everyone who participates does so on a completely voluntary basis, and will be told that they have the right to withdraw the process at any time if they wish to do so.

Results will be analysed via a thematic approach.

A4 Will the project involve deceptive or covert research?

NO

A5 If yes, give a rationale for the use of deceptive or covert research

Please read the CSM Ethics Guidelines for guidance if yes

B PREVIOUS EXPERIENCE

B1 What previous experience of research involving human participants

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### B2 Student project only

What previous experience of research involving human participants relevant to this project does your supervisor have?

- PhD in Social Sciences

### C POTENTIAL RISKS

<table>
<thead>
<tr>
<th>C1 What potential risks do you foresee?</th>
</tr>
</thead>
<tbody>
<tr>
<td>A key risk that the author does foresee is if the amount of participants drops, and individuals withdraw from the study. Not only that, but general risks such as the environment within which the participants are carrying out the interviews and the complete anonymity of the participant could also be an issue. When discussing certain areas within this study, dangerous knowledge both to the researcher and participant could present a potential risk.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C2 How will you deal with the potential risks?</th>
</tr>
</thead>
</table>
| The author will ensure categorically that the people that are chosen for the study have complete availability, and are reliable individuals. The author will also ensure that if anyone was to drop out, there will be someone else that is available to take their place.  
The author will ensure that the participants are in a completely safe environment when carrying out the interviews, somewhere that has been mutually agreed and has a solid infrastructure with all appropriate safety measures in place.  
The author will also ensure that all data collected is represented in the final project as completely anonymous. In terms of dangerous knowledge, should participants within the study begin to divulge any, the researcher would steer them away from discussing any information which could be dangerous for them to reveal and for the researcher to possess. |

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**References**

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Sulaiman Y. Balarabe K (2012). *Qualitative and Quantitative Approaches to the Study of Poverty: Taming the Tensions and Appreciating the Complementarities.* Usmanu Danfodiyo University, Sokoto, Nigeria.


Wale, D., Robinson, P., and Dickson, G. eds., 2010. *Events management.* CABI.

Woods, P (2006) *Qualitative Research, Faculty of Educations,* University of Plymouth: Plymouth