TO INVESTIGATE HOW MUSIC FESTIVALS RAISE ENVIRONMENTAL AWARENESS AND HOW EFFECTIVE THIS IS IN INFLUENCING ATTENDEE BEHAVIOUR: A CASE STUDY OF GLASTONBURY FESTIVAL

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Signed Statement:

“I declare that this Dissertation has not already been accepted in substance for any degree and is not concurrently 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 how music festivals raise environmental awareness and investigates how effective this is in influencing attendee behaviour regarding environmental practices, by using Glastonbury Festival as a case study.

In order to accomplish this, the researcher created achievable aims and objectives, which were to analyse and evaluate information on the communication techniques Glastonbury Festival uses to raise environmental awareness and to establish if the techniques are effective in influencing attendee behaviour. An evaluation on whether and how attendee’s ethical behaviour, regarding environmental good practices, changes when in a home environment compared to at a music festival was also carried out. The literature on the subject area was critically reviewed and analysed to conclude any themes and patterns between the current literature and the project.

The primary data for this project was collected using a quantitative research approach, in the form of online questionnaires only being directed to participants who have attended Glastonbury Festival. Convenience and snowball sampling was used for reaching out to potential participants for the project. To analyse the data categorical and numerical variables were used plus descriptive statistics to identify patterns and key themes, which emerged from the data produced by the participants.

The key findings of the study brought to light that a number of factors could affect an individual’s behaviour regarding environmental practices, such as alcohol, drugs, large crowds, tiredness and a sense of escapism. The study provided evidence that the most influential communication techniques Glastonbury Festival uses are slogans, no glass rules and signage around the festival.

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Chapter 1: Introduction

1.1 Chapter Overview:
This chapter will set the scene and outline the subject area being discussed throughout this dissertation. A clear justification will be presented as to why this project is relevant and its importance regarding it bringing new knowledge to the subject area. The nature and the aims of the research will be discussed. The chapter will address the problem this project is investigating and why it needs to be solved, plus a justification to who that will find this dissertation beneficial.

1.2 Background:
The topic of this dissertation is influenced by the hallmark event sector within the Tourism, Hospitality and Events industry, ‘hallmark events are recurring events that have become so closely associated with their host community or destination that they form an important part of its image and branding’ (Getz, 2007:24). The type of hallmark event that will be analysed throughout this project are music festivals; a festival is defined as a time of celebration, relaxation and recuperation. The essential feature of music festivals is the celebration of community or culture (Bowdin et al, 2010:5). Glastonbury festival will be used as the case study for this research project due to the fact that it is one of the largest greenfield music festivals in the world, attracting 175,000 visitors in June every year (Best & Padget, 2014:66).

1.3 Justification of Project:
The purpose, importance and relevance of this project is to explore the impacts music festivals have on the environment and to investigate how they communicate environmental issues to attendees, secondly an analysis of what the most influential communication techniques Glastonbury Festival uses will follow. Finally an investigation to whether attendee ethical behaviour changes while attending a music festival compared to being in a home environment will be concluded. These elements are important due to the fact that there is still relatively little published material on the extent to which festivals have engaged with the principles of sustainable development (Bowdin et al, 2010,156) with the literature only stating what types of
communication techniques are used, without providing information on what the most influential techniques are. By exploring these areas this research study will provide a better understanding of attendee behaviour and will provide new knowledge of what communication techniques are the most influential. The reason why this project has relevance now is due to the fact that music festivals over the last 35 years have expanded venue infrastructure, advanced community animation, developed local resources, business expansion in arts and related areas, and development of tourist audiences (Getz, 2007:33). An estimation of 450 music festivals are held in the UK annually (Josh & Manning, 2016) with 3.7 million attendees (Heath, 2015). The UK Climate Change Act (2008) commits the UK government to reduce UK greenhouse gas emissions by 50% by 2025 and 80% by 2050, achieving this will require ambitious collaboration between the government, businesses and the public, this is why it is important for music festivals to reduce their environmental impacts also (Powerful Thinking, 2015).

The problem being addressed is how effective are the communication techniques Glastonbury Festival uses when trying to influence attendee behaviour. This problem needs to be solved because environmental issues are becoming an important issue in today’s society and finding ways to prevent environmental damage is why businesses now take on corporate social responsibility to promote good ethical practices within their companies. The management of Glastonbury Festival and other music festivals will find this project beneficial due to the fact that a conclusion will be made stating which communication techniques influence attendees the most, so they can implement them to result in music festivals becoming more environmentally friendly. The data collected will be a contribution to the sector and current literature because an investigation on the most effective communication techniques and whether or not attendee behaviour changes while attending music festivals has not been investigated thoroughly.

The problem at hand will be solved during this investigation by the researcher collecting primary and secondary data to see if there are any patterns or themes that emerge, which can identify what influences attendees the most. By completing a
primary research investigation it will allow the researcher to gain new information and data from the participants to assist in answering the research question at hand. The primary research collection strategy that will be used is a quantitative research method in the form of online questionnaires to gain access to participant’s thoughts and ideas on the subject matter; a case study approach will be used.

1.4 Glastonbury Festival:
Glastonbury Festival has been running since 1970, it spreads over 900 acres with a perimeter of 8.5 miles with approximately 175,000 participants attending each year (Glastonbury Festival, 1997). Glastonbury Festival arose during the counter culture movement, which involved a variety of social concerns, beliefs, music, singing, and camping as a way people could express themselves (Bhaddock, 2014). Part of Glastonbury’s main goals then and now is to raise environmental awareness so attendees could implement environmental good practices during the festival and to carry on such ethical practices in a home environment. Glastonbury Festival markets its brand as a charitable and ethical festival, it works with and promotes a number of charities including Water Aid, Greenpeace, and Oxfam. One of the main problems this project is addressing is the environmental impacts of Glastonbury Festival. The festival understands that this issue needs to be solved, to address this problem the management promotes and markets to its participants to be environmentally friendly and as a result to minimise their carbon footprint as well as the festivals. The environmental impacts of a festival is highly linked to attendee behaviour and patterns of consumption, for example approximately 20 kilo tonnes of Co2 emissions comes from the event, however if attendee travel is included to this figure it raises to 100 kilo tonnes (Power Thinking, 2015). The founders of Glastonbury Festival understands that due to the fact that the festival is to such a high scale, it causes a large amount of negative impacts on the land, due to attendee behaviour leaving tents behind, dropping litter and water wastage, although promoting these issues is one of their main strategies. The official Glastonbury Festival website has a number of links and web pages with dos and don’ts for the participants to bare in mind, and provides information about their tactics for reducing these issues, for example offering free tickets for people who volunteer to litter pick after the festival, making everyone who
buys a ticket to sign an environmental pledge, use the toilets, take all belongings home and to respect the land. In 2014 the festival recycled 114 tones of composted organic waste, 162 tonnes of scrap metal, 11.2 tonnes of clothing, 3 tonnes of dense plastic and 983 tonnes of waste were diverted from landfill with 54% of the waste being recycled. However it costs £780,000 to dispose of all the rubbish left at the festival, which suggests waste is still a significant issue festivals face (Glastonbury Festival, 1997). It is clear that Glastonbury Festivals efforts in raising environmental awareness are great, however this research project will prove whether or not the efforts made are in fact influencing its attendees successfully.

The relevance of this research project is to gain a broader perceptive into consumer behaviour and analyse how affective the communication techniques of festivals are. Bowdin (2010) believes that in the context of events, there is little substantive research to indicate whether people are influenced by environmental concerns in their decision-making processes. Klein (2015) also agrees that there is limited research on the topic of consumer behaviour at festivals and that of what exists suggest that festivalgoers believe that festival organisers are responsible for the environmental impacts of their events. This proves there is a gap within the knowledge of this topic, which supports the relevance of the project.

1.5 Dissertation Aims:
- To investigate how large scale music festivals raise environmental awareness, how effective is it in influencing attendee behaviour and to investigate whether attendee behaviour changes when at a music festival: a case study of Glastonbury Festival.

1.6 Dissertation Objectives:
- To collect primary and secondary data regarding the subject matter of music festivals and how they impact the environment.
- To critically review the literature on music festivals, corporate social responsibility and social psychology.
• To analyse and evaluate information on the techniques Glastonbury Festival uses to raise environmental awareness and to establish if these communication techniques are effective in influencing attendee behaviour.
• To evaluate whether and how attendee’s ethical behaviour changes while attending music festivals.

1.7 Chapter Summary:
An explanation for these aims and objective is to ensure the researcher analyses data on the subject matter to gain a sound understanding of the issues at hand and to discover any gaps within the present knowledge so a decent contribution to the current literature is made. By collecting primary and secondary data the researcher was able to investigate previous work by academics and can compare the findings to the primary research taken out to explore any themes or patterns that emerge from the findings. An overall evaluation of the above aims and objectives is that they are achievable and realistic to be able to be completed successfully. Throughout the main chapters of this project the literature review will analyse the current literature regarding the subject area, the methodology will show how the project was implemented with recommendations to future work, the results and discussion chapter will present all primary data collected with a comparison to the existing literature. Finally a conclusion will be present discussing the main findings this project has brought to light.
Chapter 2: Literature Review

2.1 Chapter Overview:
In this chapter the literature on music festivals, their management and their environmental impacts will be discussed and analysed. The literature analysed throughout this research project aims to provide relevant information on the subject matter by analysing four main topic areas. Section 2.2 provides an insight of the existing literature regarding UK music festivals and corporate social responsibility. Section 2.3 evaluates the impacts festivals have on the environment. Section 2.4 discusses the communication strategies festivals use to promote being green to result in creating a sustainable event and to evaluate if these techniques influence consumer behaviour. Finally, 2.5 analyses the psychological and ethical behaviour of the consumer.

2.2 Sustainable Management within the Music Festivals Industry:
Ethical issues such as environmental sustainability and being ‘green’ have become an important issue within today’s society since the publicity of global environmental problems and the rise of the environmental movement (Hillmer, 2017). Brocke et al (2012:4) states that ‘Sustainable practices are more than ever on the agenda for organisations, due to the growing demand of the implementation of practices that are considered to be “green” or “sustainable”. The growth in the music tourism industry and its significant impact on the environment has lead to organisations adopting corporate social responsibility strategies within their management. Allen supports Brocke’s statement by agreeing that festival organisations use ‘a key event management concept, with green initiatives adopted to reduce the environmental impact and the carbon footprint of events’ (Allen et al, 2010:10). Apart from minimising the events carbon footprint there are other benefits for music festivals to implement sustainable management. These benefits are that it enhances the brand image, increases competitive advantage, increases productivity, reduces costs, improves finances and creates investment opportunities (Greene, 2017). Carter (2007) claims ‘sustainable development has rapidly become the dominant idea’ and from this dominant idea of being ‘green’ music festival organisations have adopted
sustainable strategies within their management. In the UK an organisation, A Greener Festival, is committed to assisting music festivals in their efforts to green their operations. It does this by providing information and educational resources to its participants and staff (Allen et al, 2010). This is evidence that new businesses and NGO groups are being founded to address the issue of environmental practices and climate change, which is a successful start for the music festival industry turning ‘green.’ It also shows that consumers are more aware of the ethical and environmental impacts of goods and services and care about how organisation’s run their businesses. This is seen in the Ethical Consumerism Report 2012, where 50% of consumers surveyed stated they have avoided a product based on a company’s responsible reputation (Business Green, 2017). The fact that consumers are more inclined to buy a product or service that has implemented ‘green’ practices, organisations have started using this factor as a marketing tool, for example ‘Green Glastonbury’ is one slogan Glastonbury Festivals uses to promote their ethical management practices and is also implemented to attract attendees to the event. Allen (2010) suggests that the fact that consumers are more aware of sustainability issues, they expect events to be produced responsibly, with Westbury (2016) also agreeing with Allen from a recent study researching environmentally friendly practices within events management found out that: ‘Comments from festival-goers did indicate a general concern for the natural environment with 74% agreeing that all festivals should implement environmentally friendly practices’ (Westbury, 2016). A research project from the New South Wales department of environment and climate change created a public survey and found out that 89% of festival attendees thought sustainability at festivals is a very important issue. This provides evidence that the general public are concerned about the environmental impacts that are caused by music festivals and it shows that corporate social responsibility is a management strategy all music festival organisations should be implementing.

Sustainable management is designed to minimise an organisations carbon footprint. ‘Glastonbury Festival have implemented a ‘Carbon Neutral’ Scheme which involves an assessment of the energy used by the event and as a result trees are then planted to absorb the carbon dioxide produced ‘(Bowdin et al, 2010, P.173). Bowdin (2010)
researches other ways Glastonbury Festivals management is striving to be sustainable. The research found out that the compost toilets that are used reduces transportable sewage by 80% and there are regulations Glastonbury Festival follows by ensuring all food packing must be biodegradable and manufactured in environmental friendly fashion (Bowdin et al, 2010:180). This evidence proves that Glastonbury Festival’s management are creating new and original ideas to result in minimising their carbon footprint and using methods such as the ‘Carbon Neutral’ Scheme to ensure the environment is thriving as much as it can.

2.3 The Environmental Impacts of Music Festivals:
Music Festivals impact the environment significantly in a number of ways, however current literature suggests the majority of these impacts result from attendee behaviour.

‘The environmental impacts music festivals have on the surrounding environment include fossil fuel use due to transport and energy production, emission to air, water use, waste water production, materials and supplies purchasing, and consumption of non-renewable resources, solid waste creation and disposal, chemical use and disposal, noise and light pollution, habitat, biodiversity and ecological impacts from activities ’ (Allen et al, 2010:360).

23,500 tonnes of waste is produced annually at UK music festivals, 32% is recycled, and 68% goes into landfill. 5 million litres is the total amount of fuel that is used annually, however 80% of this is produced from attendee travel (Powerful Thinking, 2015). The fact that the majority of waste goes into landfill is evidence that waste is a major issue festivals face and provides evidence that attendee behaviour is a large contribution to the impacts festivals have on the environment. Klein (2015) supports this statement by expanding on the matter and expresses that the amount of fossil fuel used a year by festivals are 12,919 tonnes. This is evidence that music festivals and its attendee’s use a significant amount of fossil fuels annually and shows that there is a problem that needs to be addressed. To try and eliminate this problem Glastonbury festival commits to continuing its policy of reducing waste, by placing controls on what is brought on site, and have put in regulations such as all food packaging must be biodegradable and manufactured in environmental friendly fashion (Bowdin et al, 2010:180). Three main steps when implementing
environmental management is to identify the problem, determine appropriate action, and draw up a plan, implement plan (Broadhurst 2001:157). Management of festivals have identified that the waste problem comes from attendees actions, for example two in every six tents get left behind including other waste such as chairs, sleeping bags, marquees and cookers which are collected and sent to landfill sites (Jones, 2014:290). In 2013 it was estimated around 18,000 tents were left behind at UK music festival (Klein, 2015); this is an enormous problem music festivals face. To try and overcome this problem a number of campaigns have been created to influence attendees to take all camping gear home such as “Love Your Tent”, “ReTent”, and “Leave no Trace.” The Association of Independent Festivals was created as a non-profit organisation to tackle challenges such as the tent issue (Kelly, 2017), this is an indication that festivals are trying to implement change in attendee behaviour however this issue is still currently an immense problem.

The carbon emissions caused by energy used at most events is far outweighed by carbon emissions as a result of audience and participants travelling to an event (Allen et al, 2010:363). A Greener Festivals research supports Allen’s theory that attendees have a large carbon footprint by stating that transport of those attending the event will be the single largest impact, however attendees traveling by train or coaches have much less impact than those travelling by car (Raj & Musgrave, 2009:69). Allen suggests that consumers drive themselves to festivals rather than car share because of the convenience of driving themselves outweighs the cost or environmental considerations. This could suggest that the consumers are environmentally friendly, however convenience of an easy journey is more ideal. Jones (2014) discussed this issue and her research provided similar evidence to why attendees would rather drive themselves than use a public transport option. Her findings were that attendees believe driving themselves is more convenient than bus or train, especially with baggage and tents, either the scheduling of the public transport is inconvenient and attendees preferred to have the flexibility of driving, or the fact that the public transport is to busy. Jones goes on to say that coach travel has the lowest GHG impact per person, which could dramatically lower the impacts to the environment. The convenience of driving could create a problem for festivals especially when attendees
have baggage for the weekend. This behaviour could be the result of the consumers needs, attitudes and values and how the main attitude of the consumer wanting pleasure without any worries or responsibilities or hassle, so their behaviour and actions might result in negative impacts to the environment. Evidence that supports this theory is from the literature from Clayton & Mercer (2011) that states the strength of an attitude has a strong role in how an individual behaves. Evidence from the current literature shows ways Glastonbury Festival is trying to eliminate and reduce the environmental impact of attendee travel by recommending the Liftshare.com website, which has been estimated to reduce the number of car journeys made by up to 15,000 by attendee sharing lifts (Knight et al, 2009).

2.4 Communicational Techniques Music Festival’s use to raise Environmental Awareness:

The literature analysis on the subject matter has given insight on the negative impacts music festivals have on the environment, however from reviewing the literature it is clear that there are positive impacts from festival management adopting the technique of promoting a ‘green agenda’ (Case, 2012:191) and using their status to communicate to consumers to reduce their own carbon footprint. Most communications campaigns are undertaken in the hope that action will be invoked (Finkel et al, 2013:147.) Festivals are targeted as opportunities to demonstrate best practice models in waste management and to change public attitudes and habits (Allen et al, 2010:67). Yeoman et al (2015) believes that there are three main elements of educational content at events: to raise awareness, to encourage behaviour change, and to use the festival or event to play an advocacy role. This informs the attendees about the problem that they may or may not have known about, it also brings environmental issues in the public eye and creates public awareness. However it is clear despite all of music Festivals efforts in rising environmental awareness attendee behaviour still occurs that negatively impacts the environment and more research is needed to bring a better understanding to what can influence attendee behaviour the most successfully. Jones (2009) supplies an explanation to why good environmental practices aren’t always implemented by attendees and how it is still currently a problem and goes on to say how stakeholders and attendees need to be actively
engaged with each other and committed to researching and implementing the same sustainable goals, if the attendee does not have the same goals as the festival is preaching then they will not engage with such behaviour. Corner & Hawthorn describe communication being the discriminatory response of an organism to a stimulus (1989:14) with Thomson (2011:13) continuing this definition by stating that communication involves transmitting information from one source to another. When studying communication a model based from Shannon & Weaver’s (1949) text involves three elements that explains the communication process:

![Communication Diagram]

The first element is the transmitter, second element is the receiver and the element between the two is referred to as ‘noise’ (Thompson, 2011:15). The noise element represents anything that interferes with the communication happening between elements 1 and 2. For example, the communication techniques Glastonbury Festival uses to communicate to attendees might be interfered by factors such as large crowds, weather, music or alcohol affecting the attendee’s responses to the messages being communicated to them. The fact that the ‘noise’ element can drastically affect whether the attendees receive the messages being communicated is an issue for festival managers because they have to find away to eliminate or overcome this threat. The fact that festival managers are aware of the issue that the attendees are the main source of negative impacts to the environment it is important that festival management reviews the success of the communication technique’s used, which is
designed to influence attendee behaviour to establish whether the targets have been met, and if the communicational techniques are in fact working at influencing attendee behaviour (Case, 2012:130). How people behave depends on the information that reaches them, how we react to a given stimulus will also depend on our personality and will differ on each occasion (Broadhurst, 2001:237). This is the issue festival managers face is whether their communication techniques are in fact influencing attendees behaviour and what communicational techniques are the most influential, which is what this project is going to conclude.

Evaluating communication techniques against Shannon & Weaver’s (1949) model of communication, it is clear that by using marketing on official festival websites as a communication technique, that addresses important issues, is beneficial because it eliminates the ‘noise’ element if the attendee is reading the information in a home environment with few distractions. It is clear that by having a ‘green’ message central to future marketing campaigns it will deter festivalgoers from environmental damage. Glastonbury Festival communicates environmental issues by including environmental messages in festival publications such as the Fine Guide, the programme, the daily paper and they use the screens at the main stages to promote messages, and only uses green organisations, for example using locally sourced food. These methods of communication are effective because the messages are on site around the festival so they act as a subtle reminder. A communication technique used by festivals is the use of incentives such as free tickets for litter pickers (Glastonbury Festival, 2017). There is ample evidence that the use of incentives is an effective strategy of behaviour change and that incentive-induced behaviour change might lead to attitude change (Hewstone, Stroebe & Jonas, 2015:225). Attitude defined is an overall evaluation of an object based on cognitive, affective and behavioural information (Clayton & Mercer, 2011:3). This suggests that if the communication techniques festivals uses changes attendees attitudes it will result in a change in behaviour. Another way festivals communicate environmental issues to festivalgoers is through the use of slogans, Glastonbury Festival uses slogans such as ‘reduce, reuse’ recycle’ and ‘love worthy farm...leave no trace’ (Glastonbury Festival, 1997.) Prep (2014) states that the use of slogans is very successful in influencing individual’s behaviour due to repeating
simplistic slogans. A new communication technique that has been implemented in recent years is environmental pledges, it is a successful communication technique because it reaches out to every single attendee when they purchase a ticket and it is a simple way for festivals to direct their environmental polices to its audience with rules such as, use the toilets, use the bins provided and take all belongings home (Efestivals, 2016). Another communication technique is the no glass rules were festivals have banned glass being taken in on site to prevent waste. Also signage and information points on site acts as a reminder to act accordingly and to follow the festivals environmental polices. However there is little research that evaluates what the most influential communication techniques that festivals can use to influence attendee behaviour, which brings importance to this project so a conclusion can be made.

2.5 Social Physiological Research into whether Attendee Behaviour changes while at a Music Festivals:
The festival might promote environmentally friendly goals however to meet these goals will depend on the ethical beliefs of the participants. Broadhurst (2001) stated that our beliefs shape our attitudes, intentions and behaviour and goes on to say that each consumer attending a festival has different morals and ethics, which will affect how he or she impacts the environment. Hewstone et al (2015) theory supports this by stating that a person’s attitude predicts their behaviour, the findings brought to light that a persons attitudes affected their behaviour depending on the strength of the attitude. For example a festivalgoer might support sustainable practices however depending on the strength of that attitude would influence their behaviour while attending a festival to actually put those attitudes to practice. Attendees when not in their normal environment can often have different attitudes and adopt different codes of behaviour, especially when in a recreational environment (Mathieson & Wall, 2005:260). One of the main factors attitudes change when in a recreational environment can be related to alcohol or drugs. Chrzan investigated why people drink alcohol and her conclusion was that people drink because ‘it promotes friendship, provides a liquid symbol of inclusion and amity, to enhance a social occasion and to accentuate feeling of good fellowship’ (Chrzan, 2017). Jung explored the effects of
alcohol and drugs and how they effected a person’s behaviour, he discovered that alcohol disrupts a person’s attention to their surroundings in a poorer way than if they were sober, requires longer to process visual-spatial information and suggests that alcohol may disrupt vital executive functions controlled by the frontal systems (Jung, 2017). A further explanation that supports Jung’s theory is that the resulting ‘alcohol myopia’ prevents people from engaging in a thorough processing of situational information; instead they only pay attention to the most salient features of the situation (Hewstone, Stroebe & Jonas, 2015:289). The literature on this topic area provides a great amount of proof that when attendees are in a recreational environment factors like alcohol can affect their decision making process greatly. The research analysing the consumer behaviour shows that a high percentage of consumers have ethical morals and believes sustainability is an important issue however the consumer research is taken from surveys when the consumer is in their natural environment and not at a festival. The problem comes when the consumer is at the festival and either due to convenience or alcohol/drugs may affect their normal morals and beliefs, which could leave to negative impacts to the environment-taking place.

2.6 Chapter Summary:
The literature analysing the impacts of music festivals has provided a better insight into the scale of how festivals impact the environment and has been beneficial to this research project. The literature clearly shows that festival organisations are adopting ‘green agendas’ to try to deal with its impact to the environment. The problem at hand understands that attendee behaviour may change when attending festivals compared to at a home environment however further investigation from the primary research is needed to understand why attendee behaviour changes and what communication techniques influences the most.
Chapter 3: Methodology

3.1 Chapter Overview:
This chapter will analyse and reflect on the research methods, techniques and procedures used during this project to identify what methods worked successfully and which had their limitations. A description of how the researcher completed the data collection process will be present with a justification of why the methods chosen were chosen over alternative methods. Implementation of the project will be discussed in detail with a summary of what literature resources were used during the data collection process.

3.2 Research methods:
The two types of research approaches that could have been used for this project were qualitative or quantitative methods. Quantitative research involves numerical analysis of the relationship between variables that can be shown in numbers, charts and graphs, which can be used to quantify attitudes, opinions and behaviours (Optimus, 2013). Compared to qualitative research, which involves verbal description of real-life situations in the forms of focus groups and interviews where the participant size is typically smaller (Silverman, 2014). Quantitative research was chosen as the main research method due to the fact that it collects numerical data that can explain a particular phenomenon (Jarausch, 1991). The researcher used a computer for handling the data produced to analyse the data statistically. The researcher found quantitative research beneficial because the set of results produced from the questionnaires could be presented into graphs and tables. Qualitative data was not chosen purely on the fact that the researcher desired the results to be in a numerical format, and the fact that qualitative data can be easily influenced by personal idiosyncrasies, difficult to assess and maintain and also the quantity of data makes interpretation and analysis time-consuming (Occupy Theory, 2014).

Online questionnaires were chosen compared to alternative research methods due to the following advantages. Questionnaires are cost effective and more time effective than ‘face-to-face interviews particularly when responses from a large, dispersed
population are desired’ (Burns, 2000:581). Also the fact that questionnaires are ‘guaranteed confidently which may elicit a more truthful response that would be obtained with a personal interview and fear and embarrassment from the participant, which may have aroused from face-to-face interview’s are avoided’ (Burns, 2000:581). The disadvantages of using questionnaires are that they can possibly produce ambiguous, incomplete, or inaccurate results, respondents may be limited when answering the questions and minimum room for expending on their answers, and misinterpretation of the questions by the respondents may also occur (Burns, 2000:584). Alternative methods that could have been used are focus groups and interviews. The reason why focus groups and interviews would have been useful as a primary research tool is due to the fact that the answers given by the participants would be more informative and could give them the option in expanding in their answers unlike the questionnaire.

The questionnaire was created using the online software Qualtrics because the software was able to produce all results in the form of tables, pie charts and had cross tabulation software, this was beneficial because the researcher wanted to analyse the data using such methods to see if patterns arose from looking at age or gender. The questionnaire was piloted to see if it would produce correct data, when finalised it was direct messaged to potential participant’s on Facebook and Twitter by using the researchers private account. The reason for posting the questionnaire on these social media sites was due to the fact that the researcher personally knows a large number of attendees of Glastonbury Festival. The questionnaire also was posted on an official Twitter page named Pennard Hill Campsite Crew, a camping area in Glastonbury Festival, which resulted in the questionnaire reaching a wider demographic.

3.4 Research Design:
The research design used was a case study design due to the fact that the project involved an in-depth study of Glastonbury Festival with the questionnaires only targeted at participants who have attended Glastonbury Festival. Case study designs ‘are the preferred strategy when “how” or “why” questions are being posed, when the researcher has little control over events, and when the focus is on a contemporary
phenomenon within some real-life context’ (Yin, 2008:1). A case study design approach was chosen to narrow down a broad field of data and to analysis Glastonbury Festival rather than UK festivals as a whole because the topic of this investigation will provide knowledge into an area that has not been investigated thoroughly. A desk-based secondary research assessment on the existing literature regarding the topics of the music festival industry and their communication strategies, their environmental impact and the ethical behaviour of consumers who attend music festivals was carried out. The main resources that were analysed throughout the literature review were academic textbooks, online company reports, the Glastonbury Festival official online website, environmental NGO’s websites, online statistic reports and articles. The main source that was used to access the textbooks and literature used throughout this project came from Cardiff Metropolitan University’s library.

3.5 Sampling Methods:
The sampling methods used for this research project was convenience sampling. In convenient sampling ‘the sample is restricted to a part of the population that is readily accessible’ (Singh, 2017), it was also used due to the researchers personal social network, which ensured the data collection was a simple process. Participants who completed the questionnaire shared and sent it to their own contacts that have attended Glastonbury Festival. This resulted in applying the snow bailing method for the questionnaire, this worked well because it resulted in the questionnaire reaching a wider demographic of respondents. The response rate for the questionnaire was 134 respondents who were male or female ranging above the age of 18.

3.6 Analysis of Data:
To analyse the data the two types of variables, categorical variables and numerical variable, were used. Categorical variables were chosen to analysis the data because the results were put into categories e.g. sex or age to determine whether there were differences or similarities in behaviour within certain categories. Numerical variables were used to analysis part of the data when looking at the results as a whole. The results were presented in a number of charts such as bar charts and pie charts, a cross tabulation analysis was also used to see if factors such as age or sex had any
correlation to the participants behaviour and to identify any themes or patterns that emerged from the data. Descriptive statistics were also used to describe the basic features of the data and provide summaries about the samples and the measures so the presentation of the quantitative research was in manageable form (Trochim, 2006).

3.7 Validity:
Validity is the accuracy of the result the projects produces (Picardi et al, 2013:4). The validity of this research project was measured by following the projects aims and objectives to see whether it measured what it was set out to measure (Litwin et al, 1995:5). Face validity was used to assess the questionnaire first; this involved showing the questionnaire to untrained individuals. The researcher understood this was the least scientific way of measuring the validity of the project however used content validity to support the findings. Content validity was used due to the fact that a pilot questionnaire was shown to the researchers dissertation supervisor who has knowledge on the subject matter, this was to ensure that the questionnaire would produce a set of valid and reliable results before launching the questionnaire so any amendments could be made. Due to the limitation that the majority of the participants are in the age group of 18-24 this resulted in the data collected being not age representative of the whole population.

3.8 Reliability:
‘Reliability is the extent to which a measure in a study is consistent, dependable, precise or stable and it is concerned with the consistency of a measure with the goal of reducing errors in measurement’ (Picardi et al, 2013:4). The researcher understood that when retrieving data there would be some amount of error with the findings. The risk of random error is affected by the sampling techniques the researcher used; random error is a type of error during the data collection process where any factors or variables randomly has an impact on the measured variable (Picardi et al, 2013: 44). To minimise these risks the researcher understood that by having a larger sample it would be more representative (Litwin et al, 1995:5). The researcher ensured to get as many participants as possible to prevent random error and to produce a set of reliable
results. The researcher used statistical analysis to create a set of valid results. Thematic analysis was also used, it is the process for encoding information by finding relevant and common themes, ‘a theme is a pattern found in the information that at minimum describes and organises the possible observations and at maximum interprets aspects of the phenomenon’ (Boyatzis, 2017).

3.9 Ethical Measures:
During the data collection process the researcher had to ensure that the Cardiff Metropolitan University ethical regulations were not broken and had to ensure all research was carried out in an ethical manor. The potential risks the researcher foreseen was firstly that the questions may offend participants due to the fact that the questions are analysing their ethical behaviour towards their carbon footprint and how concerned they are about environmental issues. To over come this potential risk the researcher ensured all questions were suitable and appropriate to ask the participants without them taking offence. Another risk was social responsibility and respect for the dignity of the participants furthermore to overcome this risk the researcher ensured all participants had the right to withdraw from the online questionnaire at any point and have their answers eliminated from the set of results. One more potential risk was valid consent forms and all regulations correctly followed, for example no under 18’s completing the questionnaire. The researcher overcame this risk by establishing a detailed consent form with a project description attached to the start of the questionnaire with all the information required to understand the aims and objectives of the research project and a confirmation stating that all information gathered from the primary research would remain confidential. All data was stored on the researchers laptop, which was private and was protected by a password.

3.10 Recommendations & Limitations:
The limitations that were present when using questionnaires was that the questions were closed- questions, which meant the participants could not give a long detailed answer, this meant the researcher had to ensure a good quality design of the questionnaire was made to prevent wrong or limited results. Another limitation the researcher was presented with during the data collection process was finding an equal
representation of participants of all ages. The main disadvantage to the researcher was that a large amount of the sample of participants was between the ages 18-24 with fewer participants at an older age, which meant an equal representation of the public was difficult. The researcher had to be careful not to over-generalise the results. If the project was to be repeated this issue would be addressed and a more equal aged sample group would be used. Also the fact that only one method of quantitative research was carried out was a limitation, to ensure the study was perhaps more reliable if completed again another method could have been implemented. If the project were to be repeated again the researcher would use questionnaires but also use additional methods such as focus groups and interviews due to the fact that focus groups provide more in-depth information that questionnaires cannot provide and focus groups can provide data that is more based on the participants opinions and feelings of the subject matter. To eliminate the problem of age distribution if the project was repeated the researcher would use public forums such Glastonbury Festivals official Facebook page and post the questionnaire publicly instead of direct messaging, so the questionnaire could reach to a wider demographic than the researchers personal contacts and direct email.

3.11 Chapter Summary:
The research methods used were successful in providing new information to the subject area, however if the project were repeated qualitative methods would also be used. By using a case study design, ensured all information was directed to the specific subject area, which meant a thorough investigation could be carried out to answer the research question at hand. The researcher believes the implementation of the data collection process and results collected were reliable and valid.

Chapter 4: Results, Discussions, Analysis & Interpretation of the Data

4.1 Chapter Overview:
This chapter will represent the primary quantitative data collected from the online questionnaires, which can be seen in (Appendix *). An interpretation of the findings
with a discussion will be present throughout this chapter, which links to the relevant literature on the subject area. The theory on the subject area will be discussed and analysed against the findings and patterns, which is present from the primary research. The primary data collection process took place from 5th of January till the 16th January. The data is in the form of bar charts, tables and presented as percentages. The data collection throughout this project will bring new knowledge and data regarding music festivals and festival attendee behaviour concerning environmental issues at music festivals. The structure of this chapter will contain the results, discussion, analysis and interpretation of the data.

4.2 Participants demographic:

Figure 1: Q2 - Are you Male or Female?

Figure 1 shows the gender demographic of the participant’s who completed the online questionnaire throughout the primary data collection process. It is clear that when analysing the results produced from Question 2 that more males answered than females. Evidence that suggests why more males answered than females comes from the gender profile of people who attended music festivals in the United Kingdom in 2015. A total of 37% females and 63% males (Statista, 2017) was the gender demographic of festivalgoers, this statistic justifies why there is not an equal representation of males and females due to the fact that in the UK more males attend music festivals than females.
Figure 2: Q3 - How old are you?

Figure 2 represents the ages of the participants who completed the questionnaire, the age range was between 18-65 years old, the researcher asked this question to investigate if age had an impact on an individual’s behaviour regarding environmental impacts. It is clear that the majority of participants, resulting in 65%, are aged between 18-24 years old. Due to the fact that the researcher used convenient sampling during the data collection process explains why there is a larger representation of the age group of 18-24 year olds compared to the older age categories, this is a limitation due to the fact that it is not age representative for the whole of the festival attendee population. However from recent studies the average age of a festivalgoer is between the ages of 17-34 (Event Brite, 2014), which is similar to the results produced in the primary research seeing as 88% of participants were in this age bracket. Taylor (2016:172) research supports this by stating that it is mainly young people, aged 18-26, who attend music festivals. A total of 14% of participant’s were between the age of 25-34, while the age groups of 35-44 and 45-54 had an equal amount of participant’s resulting in 9%. Only 3% of the participant’s were in the age group of 55-64 and no participant’s were in the 65+ category.
4.3 Ethical Behaviour Regarding Environmental Practices:

Figure 3: Q4 - Do you take any of the below actions to minimise your Carbon Footprint on a recurring basis?

Figure 3 asked the question ‘Do you take any of the below actions to minimise your carbon footprint on a recurring basis?’ Justification to why this question was asked was so the researcher could investigate what the participant’s behaviour and opinions were like on a day-to-day basis so the results could provide information on whether or not the participant’s behaviour changes when at a music festival. The researcher did expect a change to occur in the participant’s behaviour due to the literature from Mathieson & Wall (2005), which suggests that when individuals are not in their normal environmental they can often have different attitudes and adopt different codes of behaviour.

The findings brought to light that the actions that the majority of the participant’s, resulting in 90%, do all the time or very regularly to minimise their carbon footprint were placing litter into the correct labelled bin and 83% stating recycle. This is relevant
to the research because it provides evidence that the participants when in a home environment are trying to minimise their carbon footprint and apply ethical practices on a day-to-day basis. The set of results from Question 4 also shows that only 37% of participants use public transport all the time or very regularly resulting in the majority of participants not using public transport. These findings provides an explanation to why when music festivals provide a public transport option for attendees to arrive to the event, there is still a significant amount of attendees who still drive instead of using the public option provided. A ‘Powerful Thinking’ report states that ‘Attendee travel constitutes around 80% of a festivals total known CO2 emissions’ (Klein, 2015). This statistic proves that how attendees arrive to a music festival dramatically contributes to the negative impacts of the event, its CO2 emissions and the amount of air pollution that is released into the atmosphere just from attendees traveling to the event. As seen in the literature review the findings from Jones (2014), that are also supported by similar findings by Allen (2010), suggests that consumers drive themselves because of the convenience of driving themselves outweighs the cost or environmental considerations. It is clear that this is a major issue music festivals face and action is needed.

Recommendations for music festivals to persuade attendees to choose a public transport option rather than driving could start with including the public transport option with the price of the ticket or give incentives. Glastonbury Festival uses incentives to promote their Green Traveller Campaign where they offer to anyone who cycles to the festival several benefits including a free lock up, an allocated campsite just for cyclists and transport for luggage and camping gear taken to the camp area (Glastonbury Festival, 2017). This incentive is a positive start however it is still clear that Glastonbury Festival still has a problem with the amount of traffic that is produced from attendee’s traveling habits.
The researcher wanted to find out whether or not festivalgoers paid attention to the different types of bins on site and only put litter in the correct bin, the purpose of this was to analyse whether an individual’s actions towards recycling changes from a home environment to a festival environment. A total of 55% stated that they always put litter in the correct bins while 28% stated sometimes if the bins are easily accessible. 11% answered ‘not always in the correct bin but always in a bin’, 1% answered ‘no I chuck litter on the floor’ and 4% answered ‘I would put litter in the correct bins if the bins were clearly signed’.

There is a strong correlation between Question 4 and Question 12. When analysing the participants behaviour regarding using bins correctly in a home environment compared to a festival environment, a theme emerged suggesting that the participant’s behaviour does change while attending a music festival. 90% of participants stated that they place litter in the correct bin all the time when in a home
environment however 52% of the participants stated that they always put litter in the correct bins when at a music festival. Mathieson & Wall (2005) theory supports these findings that consumers are in a recreational environment their behaviour will change.

Recommendations for festivals management to prevent festivalgoers using the recycling bins incorrectly or not at all would be for colour-coded system to be put into place dividing recycled waste and non recycled wasted. Question 11 below provides evidence that the 54% of the participants stated that the signage and information points Glastonbury Festival provides on site regarding environmental issues, such as location of recycling points does influence them to putting litter in the bins. The findings suggest that a colour-coded system would be influential.

Figure 5: Q11 - Does the signage and information points Glastonbury provides on site regarding environmental issues, such as location of recycling points, effect how you behave at the festival?

The researcher asked the participants whether or not the signage and information points Glastonbury Festival provides on site regarding environmental issues, such as location of recycling points, effect their behaviour, to analyse whether or not this communication technique was successful in influencing festivalgoers. The researcher predicted that the results would be similar for the answers ‘yes it’s a good reminder
for me’ and ‘sometimes’. Based on the findings from Shannon & Weaver’s (1949) communication model, stating that the ‘noise’ element can interfere with the message being transmitted, which suggests why 38% of participants answered ‘sometimes’ to the signage influencing their behaviour. ‘Noise’ examples that can interfere with the message being transmitted to a festivalgoer could be large crowds, music and alcohol or drugs. However it is clear that this communication technique is influential due to the only 8% of participants stating it is ineffective while 92% stating it is effective.

**Figure 6: Q13 - Do you believe your ethical behaviour regarding environmental issues changes when attending festivals? For example you may recycle at home however not at a festival**

The researcher asked this question to investigate whether or not festivalgoers believe if their ethical behaviour regarding environmental practices changes when attending a festival. The findings brought to light that 56% of the participants believed that their behaviour does or sometimes change when at a festival while 43% believed their behaviour stays the same. These findings are supported by Broadhurst’s (2001) theory were he stated any recreational activity will change a persons behaviour slightly, compared to a normal situation.
Following Question 13 the researcher wanted to investigate what the most common factors that effect festivalgoer’s decisions regarding environmental good practices when at a festival. A total of 60% answered alcohol or drugs effected their decisions regarding environmental good practices. The researcher was expecting high results for this factor based on the literature from Mowatt (2017), which states that alcohol disrupts the brains normal functions by lowering primary judgements and goes on to say how an individual thinks less before making decisions. This suggests that festivalgoers who are under the influence of alcohol or drugs actions will be different than in a home environment due to the effects of drugs. A total of 72% of participants...
stated that large crowds make actions harder and 38% answered tiredness. Allen (2010) stated that some consumer behaviour might result in prioritising practical benefits rather than environmental benefits, for example this suggests that when the participants are in large crowds they are more likely to drop litter on the floor rather than a bin due to the fact that they are prioritising their own personal benefit from leaving the crowd to find a bin rather than thinking of the environmental benefits.

**Table 1: Ethical Behaviour regarding Environmental Practices Correlated to Age Groups:**
The researcher wanted to see if there was any correlation between age and the factors that affected the participant’s behaviour and decisions.

<table>
<thead>
<tr>
<th>How old are you?</th>
<th>How old are you?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol/drugs</td>
<td>18-24 25-34 35-44 45-54 55-64 65+ Total</td>
</tr>
<tr>
<td>Large crowds making actions harder</td>
<td>51 11 6 3 0 0 81</td>
</tr>
<tr>
<td>Sense of escapism</td>
<td>67 16 9 4 0 0 96</td>
</tr>
<tr>
<td>Peer pressure</td>
<td>0 2 1 0 0 0 12</td>
</tr>
<tr>
<td>Bins not clearly sign posted</td>
<td>3 1 0 0 0 0 4</td>
</tr>
<tr>
<td>Tiredness</td>
<td>22 5 0 1 1 0 29</td>
</tr>
<tr>
<td>The festival itself was not carrying out environmental procedures correctly</td>
<td>42 5 2 1 1 0 51</td>
</tr>
<tr>
<td>Non of the above</td>
<td>7 2 0 3 0 0 12</td>
</tr>
</tbody>
</table>

When analysing the data from the cross tabulation analysis table above, it is clear that the majority of the participants who are ages between 18-24 answered alcohol or drugs effect their decision making process when at a music festival. Jung (2017) theory, which is present in the literature review, provides evidence that alcohol disrupts and effects a persons behaviour which why the researcher expected a large proportion of the participants to state that alcohol or drugs affected their behaviour regarding environmental issues when attending music festivals. When analysing the age categories of 25-34, 35-44 and 45-54 the second most popular answer that affects the participant’s behaviour was also alcohol and drugs. Due to the high percentage of
participants stating alcohol or drugs effects their behaviour regarding environmental impacts, Chrzan’s (2017) theory, that is also present in the literature review, explains why in every age group a large majority of participant’s stated they drink or take drugs at music festivals. Large crowds making actions harder regarding environmental good practices while at a music festival was the answer chosen by 72% of the participants overall in all age categories. This set of results displays the evidence that the participants believe large crowds at music festivals have a drastic impact when trying to minimise their carbon footprint due to bins being inaccessible when in a large crowd or toilet’s with large queues. When looking at the correlation between the 18-24 age group and factors influencing the participant’s behaviour 75% of 18-24 year olds stated that that alcohol or drugs was a factor that influenced their behaviour towards minimising their carbon footprint. This also correlates to 82% of 18-24 year olds stating tiredness was a negative influence. The use of alcohol or drugs results in a person being tired after the effects have worn off, this pattern within the age group of 18-24 year olds suggests that from drinking alcohol or taking drugs it will effect a persons behaviour regarding minimising their carbon footprint in a negative manner.
4.4 Participants Awareness Of Environmental Issues that Occur At Music Festivals:

Figure 8: Q6 - Do you know of the current environmental impacts/issues music festivals have on the environment?

The researcher wanted to investigate whether or not festivalgoers knew of the environmental impacts of the event to analyse if the communication techniques used by festivals to raise environmental awareness was successful. When analysing Question 6 a total of 20% of the participants stated that they know of the current environmental impacts music festivals have on the environment with 50% stating they partly know of some of the environmental impacts. However 22% answered that they vaguely know of the impacts and 8% answered that they do not know of any which is correlates to Question 5. It is clear that the majority of participants know of either all or some of the impacts.
Figure 9 asked the question of ‘Please rate your level of concern on each of the following environment issues that occur at music festivals.’ The environmental issues that were evaluated were fresh drinking water stations, motor vehicle pollution, noise pollution, light pollution, air pollution, disruption to live stock, littering, human waste, recycling, tents left behind and non recyclable waste. The researcher asked this question to get a better understanding of festivalgoer’s opinions on such issues and to investigate what issues are unknown to individuals.

A total of 62% of the participants stated that they are either very concerned or concerned about the wastage of water at music festivals while 24% said they were not very concerned and 14% thought it was not an issue. All together 58% of participants stated they were very concerned or concerned about the motor vehicle pollution that occurs at music festival while 43% said they were not concerned with 1% participant stating they didn’t know motor vehicle pollution was an issue. 96% of
participants stated they are either very concerned or concerned about littering that occurs at music festivals while only 4% stated they were not very concerned. A total of 79% of participants answered very concerned or concerned on the issue of recycling at music festivals with 21% stating they were not very concerned. 81% of participants answered that they were either very concerned or concerned about the issue of tents being left behind at music festivals with 19% stating they were not concerned. A total of 85% of participants understand that non-recyclable waste is an issue are they are concerned with 13% of participants answering that they are not very concerned about the issue.

One of the answering options the participant’s could have answered was ‘didn’t know it was an issue.’ The environmental issues the majority of participants did not know were an issue were wastage at water stations, light pollution, air pollution and noise pollution. This suggests that these environmental issues are not in the public eye as much as other environmental issues such as littering and recycling and suggests that more public awareness on these issues needs to be addressed by music festivals management. The environmental issues the participant’s are very concerned about are littering, human waste, tents being left behind and non-recyclable waste. Littering and waste are one of music festivals largest problems due to large numbers of people cohabiting in a restricted space produce negative environmental impacts very quickly (Finkel et al, 2013). It is interesting when looking at these findings due to the fact that when studying Glastonbury Festival most of their environmental campaigns use slogans such as ‘don’t pee on the land’, ‘reduce, reuse, recycle,’ and ‘a tent is for life not just for a festival’ (Glastonbury Festival, 2017.) The slogans used are addressing the environmental issues such as human waste, recycling and tents being left behind. The fact that their slogans are addressing these issues and they are the issues the participant’s are most concerned about is evidence that attendees do in fact pay attention to Glastonbury Festivals efforts in raising public awareness to the environmental issues and these findings provided evidence that their efforts are working at addressing it to its attendees.
However recommendations to Glastonbury Festival based on these findings may be to also address the other environmental issues that the participant’s do not know about such as fresh drinking water stations, light, air and noise pollution purely because it is clear their efforts addressing the other environmental issues works through slogans and other marketing material as seen in Question 7.

4.5 Communication Techniques Glastonbury festival Uses To Raise Environmental Issues:

Figure 10: Q10 - Did you sign the environmental pledge Glastonbury Festival issues out when purchasing a ticket regarding attendees to follow Glastonbury’s rules to minimise their own carbon footprint?

The bar chart above shows whether of not if the participant’s signed the environmental pledge Glastonbury Festival issues out when purchasing a ticket regarding attendees to follow Glastonbury’s rules to minimise their own carbon footprint, 48% answered yes with 52% answering no. An environmental pledge is a successful communication technique because it reaches out to every single attendee when they purchase a ticket and it is a simple way for Glastonbury Festival to direct their environmental polices to its audience with rules such as, use the toilets, use the bins provided and take all belongings home (Efestivals, 2016). The pledge is a cost and time effective way for the management to highlight the main issues that occur from the event and to influence attendee behaviour.
The researcher wanted to investigate whether or not the participants read the pages on the Glastonbury Festival Website regarding environmental impacts and the festival do’s and don’t’s, to analyse whether this communication technique is successful at engaging attendees. A total of 26% of the participants stated that they read the information provided on the Glastonbury Festival website thoroughly while 40% answered ‘I skimmed the information only taking in important information and 34% stated they did not read any of the information on the website. Question 7 correlates to these findings and will be discussed further.
Figure 12: Q8 - Do the incentives and environmental campaigns Glastonbury Festival uses, influence you to minimise your carbon footprint while attending the festival?

The researcher wanted to find out whether the incentives and environmental campaigns Glastonbury Festival uses, influence attendee behaviour to minimise their carbon footprint while attending the event. The findings produced evidence that a large majority, 75% of the participants, believe that the incentives do work; this provides the evidence that the communication techniques Glastonbury Festival are using to raise environmental awareness is in fact successful. Hewstone, Stroebe & Jonas (2015) theory supports these findings by stating that the use of incentives is an effective strategy of behaviour change. 14% said ‘yes they do work however did not work on them’. The fact that 14% of participants believe the incentives are effective however not on them could be the result of the factors that effect their decision making process E.g. being under the influence of alcohol or drugs.
Expanding on the information produced from Question 8 and 9, Question 7 asked the participants ‘what communicational techniques have Glastonbury Festival used to influence your behaviour regarding environmental issues?’ The researcher asked this question so a conclusion could be made to add to current literature on what the most influential commination technique is and to also be beneficial to current festival organisations. The communication techniques that Glastonbury Festival uses that influenced the participants the most was the no glass rule with 87% of participants stating this was most effective in influencing their behaviour. The no glass rule is a communication technique because it is addressed on the official website and also it addressed in the ticket confirmation email that no glass is allowed on site. A total of
85% said slogans such as “reduce, reuse, recycle” and “don’t pee on the land” influenced their behaviour when attending Glastonbury Festival. A total of 83% of participants said that signage around the festival supplying information on where the litter bins, recycle bins and toilet’s are located were effective in influencing their behaviour. 63% stated that the information on the Glastonbury Festival website influenced their behaviour while attending the event. All together 60% stated that the incentive of a free ticket for litter pickers effected their behaviour due to the fact, 53% said volunteers and staff located at information points was effective and 37% saying that the statistics supplied by Glastonbury Festival stating the costs and facts/figures of the impacts to the environment influenced their behaviour while attending the event.

These findings are also supported up in Question 11 where 54% of the participants stating that the signage and information points Glastonbury provides on site regarding environmental issues is a good reminder for the participants to carry out ethical good practices. Recommendations to improve recycling even more would be to have volunteers placed by every recycling point because previous studies stated that attendees make an effort to separate their trash however points where volunteers are present the process was much quicker and effective (Festival Insights, 2015).

To conclude the question what communication techniques Glastonbury Festival uses to influence its attendees it is clear from these findings that the no glass rule, slogans and signage are the most successful communication technique that is used to influence attendee behaviour regarding minimising their carbon footprint. Literature from Prep (2014) supports these findings with evidence that simplistic slogans influence behaviour successfully solely by repeating the message over again.
The researcher wanted to investigate what the participant’s thought would be most effective communication technique at influencing their behaviour regarding environmental issues. This question was asked so the findings could bring new knowledge to the literature so organisations have a clearer idea what communication techniques are the most influential so they can be implemented in the management strategies. All together 57% stated that more incentives would be more effective at influencing their behaviour regarding environmental issues, while 29% said more information being provided about environmental issues and how to minimise your carbon footprint would influence the attendees. 43% of the participants stated that colour coding systems on litter bins would help influence their behaviour and 37% said clearer signage would be more influential. 9% said signing the pledge influenced their behaviour while at Glastonbury Festival. A large majority of the participants at 57% stated that fines if tents were left behind would influence the attendees to not leave their tent behind.
From the findings the majority of participants stated that they believe more incentives or fines being implemented if tents are left behind would influence their behaviour the most. The fact that 81% of participants answered they were either very concerned or concerned about the issue of tents being left behind once the event is over, and the fact that 57% stated that fines if tents were left behind would influence their behaviour, shows that the attendees understand tents being left behind is a major issue and music festivals need to find a way to eliminate this issue. Glastonbury Festivals lawyer, Ben Challis, understands this is an issue and believes that part of the problem is the availability of cheap and disposable tents that attendees don’t care about (Goldblatt, 2012). To address this issue to the attendees Glastonbury created the slogan ‘A tent is for life not just for a festival.’ However this issue is still negatively impacting the environment, a recommendation to eliminate this could be a wristband deposit policy. For every person with a tent when entering the festival given a wrist band and when exiting hands back the wrist band while showing their tent is packed up with them, anyone with a wrist band however without a tent would not get their deposit back.

4.7 Chapter Summary:
This chapter has interpreted the findings from the primary research and then analysed against the current literature. The patterns that have emerged through evidence from both primary and secondary data is that attendee behaviour does in fact change when in a festival environment due to a number of factors and a conclusion has been made on what the most influential communication techniques are that influence attendee behaviour. The researchers ideas and views have been similar to other researchers ideas when studying the findings and there is evidence that all findings are backed up by theory to ensure the overall project is reliable and valid.
Chapter 5: Conclusion and Recommendations

5.1 Chapter Overview:
This chapter will summarise the main findings of the project with conclusions and directions for further researcher. Recommendations for future research and for the festival industry will be present and concluded. The general aim of the research will be re-stated to ensure goals were met and research question was achieved. An evaluation of the data and the limitations of the study will be discussed by discussing any weaknesses in the research design and execution.

5.2 Summary of Findings:
The analysis of the current literature brought to light that festival organisations in recent years are implementing corporate social responsibility within their management strategies, to firstly try and minimise the impact a music festival has on the environment. Secondly to try and influence attendee behaviour regarding environmental practices to result in the attendee also minimising their carbon footprint, their waste and to encourage the implementation of good environmental practices when in a home environment. DeLacy et al (2014) states that it is encouraging to see so much activity being undertaken and clearly shows that many event organisers understand the magnitude of the negative effects that events may have on the environment of their host destination, as well as the wider environmental impact that events create. It is clear that Glastonbury Festival are implementing social responsibility within their management strategies due to the fact that a great deal of information is on their official website regarding how they are trying to reduce the negative impacts to the environment that is caused during the festival. From the secondary research it is clear that the participant’s look at the companies reputation and ethical practices and how it affects their decisions in buying a product or using an organisation if they do not follow correct ethical practices.

The aim of the project was to contribute new information to the current literature on the topics of how effective are the communication techniques regarding environmental issues Glastonbury Festival uses to influence attendee behaviour, and
to analyse whether or not attendee behaviour changes when in a festival environment. The researcher wanted to investigate these issues further due to the fact that the current literature provides information on what communication techniques festivals use however there is limited literature on what are the most influential communication techniques. Similarly there is literature on the fact that attendee behaviour changes when at a music festival however limited research on what facts cause a change in behaviour. The primary research has retrieved new information that successfully completes the aim of investigating what the most influential communication techniques Glastonbury Festival uses to influence its attendees ethical behaviour regarding the environment. The conclusion was that the most influential communication techniques were the no glass rule with 87% of participants agreeing, slogans with 85% of participants agreeing and signage around the festival with 83% of participants agreeing.

Following on from this theme it is clear that the aim of evaluating whether attendee behaviour changes when at a music festival and what factors contribute to the change has been concluded. This theme appeared in the literature review through Mathison & Wall (2005) analysis that when attendees are in recreational environment their behaviour changed. When looking at the theme of ethical behaviour the findings provided evidence that in a home environment 83% of participant’s stated they recycle either all the time or very regularly, which shows that they are trying to minimise their carbon footprint and apply ethical practices on a day-to-day basis. This backs up the point in the literature review that consumers are caring for the environment due to 50% stating they wouldn’t use a company if they did not implement ethical practices. Relating back to the aims and objectives it is clear that the question whether attendee behaviour changes at a music festival has been concluded. There is evidence from Chrzan (2017) that individuals behaviour does change from their every day behaviour due to factors that effect their decision making process, for example alcohol or drugs, and this correlates to Mathieson’s & walls theory which indicates that when people are in a recreational environment there behaviour does change. When asked ‘do you believe your ethical behaviour regarding
environmental issues changes when attending festivals,’ a total of 56% participant’s stated yes.

To analyse the theme further when asked what factors effect your decisions regarding environmental good practices a large majority of participants stated large crowds or alcohol or drugs effect their decision making process. Jung (2017) also supports these findings by stating that drugs and alcohol can dramatically affect the way a person received and processes information. Glastonbury Festival’s communication techniques potentially could be effective however if the attendee were not receiving the information that is being presented to them they would not process it. The problem comes when the consumer is at the event and either due to convenience or other external factors, it may affect their normal morals and beliefs, which in fact leads to negative impacts to the environment.

5.3 Recommendations for the festival industry:
Recommendations to Glastonbury Festival would be for them to use more slogans and promotional techniques in addressing more environmental issues such as water wastage, light pollution and noise pollution, because the majority of the participants did not think that was an issue and is clear these issues need to be more in the public eye. The fact that slogans are working and they are influencing the attendees should result in Glastonbury Festival creating more slogans on more environmental issues. The fact that a total of 75% participants think incentives influence their behaviour suggests that festivals should use this communication technique and creates more incentives to influence attendees. As stated above in the results chapter other recommendations to music festivals to use a colour coded systems on litter bins and fines for tents being left behind as an influential communication technique due to the fact that a large majority of participants stated that such techniques would work on them. Other music festivals can learn from Glastonbury Festival because it is the largest festival in the world, which means it would have the most negative impact on the environment. Music festivals can use similar techniques such as slogans to raise environmental awareness or use environmental friendly schemes such as the Green Traveller Campaign to minimise the impact of attendee travel.
5.4 Limitations & Recommendations for future research:
The researcher understands that the limitation of the study is the fact that only quantitative method was used. Recommendations for future research would be to use qualitative and quantitative methods to provide a more in-depth set of results. Focus groups or interviews would have given a more details answer than questionnaires and would have given the chance for the participants to broaden their answer due to the fact the questionnaires were only closed ended questions. However the methods used were successful and the researcher ensured a good quality design of the questionnaires was made and it was successful in answering the research question and it produced a set of realisable sound results. The researcher believes using a case study design was successful because it narrowed down a broad subject mater and was able to analysis Glastonbury Festival in in-depth detail than if the researcher analyses the whole UK festival industry. Another limitation the research came across throughout this research project was the fact that a large majority of the participants were in the age group 18-24 years old. This is a limitation due to the fact that the results produced were not age representative to the whole festivalgoer population. Recommendations for future research would be for the questionnaire to be posted on more sites that are not only social media. For example, direct emails so it also reaches the older population.

5.5 Chapter Overview:
The objective to collect primary and secondary data regarding the subject matter of music festivals and how they impact the environment was successfully met and is present in the literature review. The researcher critically reviewed the literature on music festivals, corporate social responsibility and social psychology to gain a better understanding of these topics to enable the researcher to conduct this project. An evaluation on the communication techniques Glastonbury Festival uses to raise environmental awareness are effective at influencing attendee behaviour was completed by the findings from the primary data. Finally the objective to evaluate whether or not attendees ethical behaviour changes while attending a music festival compared to in a home environment was concluded. The main findings were backed up by current literature to prove the studies validity and reliability.
Appendices:

Appendix 1: Participant Consent Form

School of Management, Cardiff Metropolitan University
I understand that my participation in this project will involve completing a questionnaire about how large scale music festivals communicate environmental issues and how effective it is in influencing attendee behaviour, regarding the environment, and raising environmental awareness: a case study of Glastonbury Festival, which will take approximately 7 minutes of my time.

I understand that participation in this study is entirely voluntary and that I can withdraw from the study at any time without giving a reason or I can discuss my concerns with ST20059468 @outlook.cardiffmet.ac.uk

I understand that my data will be stored on password protected computers, anonymised after completion of the survey and that no one will be able to trace my information back to me. The raw data will be retained for five years when it will be deleted/destroyed.

If you are 18 years of age or over, understand the statement above and freely consent to participate in this study please tick the consent box to proceed.

Thank you very much for helping us with this project and participating in the research

☐ Consent
Appendix 2: Ethics Form

**DEVOLVED ETHICS APPROVAL APPLICATION SUMMARY**

Student Name: Emily Louise Robbins  
Student Number: ST20059468

Module Name: Dissertation  
Module Number: HLT6009_YR_16

Programme Name: Event Management  
Supervisor Name: Dewi Jaimangal-Jones

<table>
<thead>
<tr>
<th>To be completed by student and supervisor before submission to Ethics Approval Panel</th>
<th>Student Signature:</th>
<th>Supervisor Signature:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application for ethics approval</td>
<td>[ YES]</td>
<td>-</td>
</tr>
<tr>
<td>Participant information sheet</td>
<td>[ ]</td>
<td>[ N/A]</td>
</tr>
<tr>
<td>Participant consent form</td>
<td>[ ]</td>
<td>[ N/A]</td>
</tr>
<tr>
<td>Pilot interview/s</td>
<td>[ ]</td>
<td>[ N/A]</td>
</tr>
<tr>
<td>Pilot questionnaire/s</td>
<td>[ YES]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Letter/s to participating organisation/s</td>
<td>[ ]</td>
<td>[ N/A]</td>
</tr>
<tr>
<td>Confirmation of interviewee participation</td>
<td>[ ]</td>
<td>[ N/A]</td>
</tr>
</tbody>
</table>

Date: 

For use by the devolved ethics approval panel:

<table>
<thead>
<tr>
<th>Panel Members</th>
<th>Name</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module leader, Chair:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supervisor:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CSM Ethics Committee Representatives:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Date: **19/12/16**  
Date of Reassessment: **2016 01 17**

Outcome:

- Project Approved [ ]  
- Chair’s Action [ ]  
- Application not Approved [ ]

Comments for projects not fully approved:

The original to be retained by the supervisor and a copy given to the student and module leader.

In the case of a resubmission being required this original form should be submitted with the resubmission not a new, blank, one.
**CARDIFF METROPOLITAN UNIVERSITY**
**APPLICATION FOR ETHICS APPROVAL**

**PART ONE**

<table>
<thead>
<tr>
<th>Name of applicant:</th>
<th>Emily Louise Robbins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervisor (if student project):</td>
<td>Dewi Jaimangal-Jones</td>
</tr>
<tr>
<td>School:</td>
<td>Cardiff Metropolitan School of Management</td>
</tr>
<tr>
<td>Student number (if applicable):</td>
<td>ST20059468</td>
</tr>
<tr>
<td>Programme enrolled on (if applicable):</td>
<td>Event Management</td>
</tr>
<tr>
<td>Project Title:</td>
<td>To investigate how large scale music festivals communicate environmental issues and how effective it is in influencing attendee behaviour, regarding the environment, and raising environmental awareness: a case study of Glastonbury Festival.</td>
</tr>
<tr>
<td>Expected Start Date:</td>
<td>01/01/2017</td>
</tr>
<tr>
<td>Approximate Duration:</td>
<td>10 weeks</td>
</tr>
<tr>
<td>Funding Body (if applicable):</td>
<td>N/A</td>
</tr>
<tr>
<td>Other researcher(s) working on the project:</td>
<td>N/A</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>
</tr>
<tr>
<td>Does your project fall entirely within one of the following categories:</td>
<td></td>
</tr>
<tr>
<td>Paper based, involving only documents in the public domain</td>
<td>No</td>
</tr>
<tr>
<td>Laboratory based, not involving human participants or human tissue samples</td>
<td>No</td>
</tr>
<tr>
<td>Practice based not involving human participants (eg curatorial, practice audit)</td>
<td>No</td>
</tr>
<tr>
<td>Compulsory projects in professional practice (eg Initial Teacher Education)</td>
<td>No</td>
</tr>
</tbody>
</table>

If you have answered YES to any of these questions, no further information regarding your project is required.
If you have answered NO to all of these questions, you must complete Part 2 of this form.

---

**In no more than 150 words, give a non-technical summary of the project**

The purpose and relevance of this research project is to investigate the impacts music festivals have on the environment, how much of these impacts are caused by the participant’s behaviour, how the festival...
communicates these issues and to analyse if the participant's ethical behaviour changes at such events. The researcher will conduct desk-based secondary research to analyse existing data on music festivals and their communication strategies, their environmental impact and the psychological ethical behaviour of consumers. In addition, primary research will take place by distributing online questionnaires. The primary research will be directed at the participants of Glastonbury festival to discover whether their ethical behaviour changes when attending festivals and to evaluate whether the participant's behaviour can be influenced by the festivals communication strategies. The researcher will review the project and conclude on their results.

DECLARATION:
I confirm that this project conforms with the Cardiff Met Research Governance Framework

I confirm that I will abide by the Cardiff Met requirements regarding confidentiality and anonymity when conducting this project.

STUDENTS: I confirm that I will not disclose any information about this project without the prior approval of my supervisor.

Signature of the applicant:  
Emily Louise Robbins  
Date: 30/11/2016

FOR STUDENT PROJECTS ONLY

Name of supervisor:  
Dewi Jai Mangal-Jones  
Date: 15/12/2016

Signature of supervisor:  

Research Ethics Committee use only

Decision reached:  
Project approved  
Project approved in principle  
Decision deferred  
Project not approved  
Project rejected

Project reference number: Click here to enter text.  
20160171

Name: Click here to enter text.  
Signature:  

Details of any conditions upon which approval is dependant:
Click here to enter text.

PART TWO
A RESEARCH DESIGN

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
N/A

A3 Describe the research design to be used in your project

- The purpose of this research project is to critically analyse how music festivals raise environmental awareness and how effective it is in influencing attendee behaviour and raising environmental awareness using the case study of Glastonbury Festival.
- Online questionnaires have been chosen as the primary research tool by the researcher due to the fact that a large sample can be analysed to retrieve opinions and lifestyle choices from a wide scale sample group.
- The online questionnaires will ask the participants a range of questions regarding environmental issues, Glastonbury Festivals communication techniques and whether their ethical behaviour changes at festivals.

Research design:

- The research design that is being used for this research project is a Case Study Design; this is because the study will involve an in-depth study of Glastonbury festival and its participants. The researcher has chosen to do a case study design to narrow down a broad field of research. Glastonbury festival will be analysed rather than festivals as a whole to produce a more accurate set of results. The results produced from this case study design will provide new information about what communicational techniques influence the participants regarding their ethical behaviour and the results can help find new information and can be applied to other music festivals.

Sampling:

- The research aims to have at least 100 completed online questionnaires.
- The researcher believes it will provide enough detailed results to be able to produce an informative analyse to use as primary evidence to answer the research question. This research method is also very convenient when collecting results from a large amount of participants.
- The target population must be the over the age of 18, this is because participants attending music festival are all ages. The questions will keep inline with the objectives to produce an
### A RESEARCH DESIGN

<table>
<thead>
<tr>
<th>A1 Will you be using an approved protocol in your project?</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>A2 If yes, please state the name and code of the approved protocol to be used¹</td>
<td>N/A</td>
</tr>
</tbody>
</table>

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**Sampling:**

- The research aims to have at least 100 completed online questionnaires.
- The researcher believes it will provide enough detailed results to be able to produce an informative analyse to use as primary evidence to answer the research question. This research method is also very convenient when collecting results from a large amount of participants.
- The target population must be over the age of 18, this is because participants attending music festival are all ages. The questions will keep inline with the objectives to produce an
public pages. The researcher will also email their contacts to find participants so the questionnaire can be completed by participants who do not have social media.
- The online participants will be given all the information of the study prior to answering the questionnaire.
- The participant must consent before completing the questionnaire.
- Online questionnaires will be posted by January until the end of January so the analyse can be taken place.
- The questionnaire will take approximately 7 minutes to complete.

Participants:
- No discrimination against age, gender, race and disability will take place throughout this research.
- All participants will be over the age 18.
- Participants may withdraw from the questionnaire and not complete it at any point.
- The researcher will only record age and gender of the participant.

Analysis:
- The quantitative data from the questionnaires will be analysed on Microsoft Excel and Word by the creation of graphs, tables and charts. This is the most effective way to study the results from the questionnaire due to the fact that Microsoft Excel will put the results into spreadsheets and Word will be able to visually show the results in charts. The data will be checked through for errors. The researcher will analyse the results to see if there is any variation in the results from different people, for example if there is different types of responses from males and females. The primary data will be analysed in context with the research question to find out the participants responses to environmental issues regarding festivals and their own ethical behaviour. The results and their findings will be written up in the methodology and will result in providing new information that will answer the research question.
- The results will provide information on the participants ethical behaviour towards to environment when in a home environment compared to a festival environment and will also provide information on whether or not Glastonbury festivals communication techniques are influencing participants behaviour on the minimising their carbon footprint while attending the event.

Consent:
- Consent from participants is required by the completion of the consent disclaimer on the front page of the questionnaire before they can take part in the study.
- All data will be stored on the researchers personal laptop device, which is protected by a password.

| A4 Will the project involve deceptive or covert research? | No |
| A5 If yes, give a rationale for the use of deceptive or covert research | |
| N/A |
| A6 Will the project have security sensitive implications? | No |
| A7 If yes, please explain what they are and the measures that are proposed to address them | n/a |
B PREVIOUS EXPERIENCE

B1 What previous experience of research involving human participants relevant to this project do you have?

The researcher has experience of research involving human participants during her first year at university when completing the event project management module. The research had to create an online questionnaire for the target market to find out information on what the target market wants to see and take part in at specific events. The researcher assessed the results from the target market to adjust the event being held on to fit what the target market wanted to result in a successful event.

B2 Student project only

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

The researchers dissertation supervisor has past experience of undertaking research for undergraduate, postgraduate and doctorate qualifications. Past experience of supervising student projects at undergraduate and postgraduate level.

C POTENTIAL RISKS

C1 What potential risks do you foresee?

Online Questionnaires

Online questionnaires may present risk to the researcher:

- Questions may offend participants.
- Valid consent forms and regulations followed correctly, for example no under 18s.
- Social responsibility and respect for the dignity of the participants

C2 How will you deal with the potential risks?

Online Questionnaires

- All information gathered from the participants will be anonymous to protect their opinions.
- A consent form with a project description will be attached to the questionnaires.
- The researcher will ensure all questions are suitable and appropriate to ask participants.
- All participants have the right to withdraw from the online questionnaire at any point.
- Data stored on password protected device.

Prior to the primary research the participants will be notified that the research will be the only person to analyse and use the data. The data and information given in the research project will be anonymous.

When submitting your application you **MUST** attach a copy of the following:

- All information sheets
- Consent/assent form(s)
Appendix 3: Blank Questionnaire

Q2. Are you Male or Female?

- Male
- Female

Q3. How old are you?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Q4. Do you take any of the below actions to minimise your Carbon Footprint on a recurring basis?

<table>
<thead>
<tr>
<th>Action</th>
<th>All the time</th>
<th>Very regularly</th>
<th>Sometimes</th>
<th>Not very regularly</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recycle</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walk rather than drive</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use public transport</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car share</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use solar panels/wind powered energy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place litter in the correct labeled bin E.g. food in compost bins</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Switch off lights and electrical appliances when not in use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use biodegradable materials</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase food that is locally sourced</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use companies that are known for their corporate social responsibility and good environmental practices</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q5. Please rate your level of concern on each of the following environmental issues that occur at music festivals

<table>
<thead>
<tr>
<th>Issue</th>
<th>Very concerned</th>
<th>Concerned</th>
<th>Not very concerned</th>
<th>Didn't know it was an issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh drinking water stations</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Motor vehicle pollution</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Noise pollution</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Light pollution</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Air pollution</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Disruption to live stock</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Littering</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Human waste</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Recycling</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Tents left behind</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Non recyclable waste</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

Q6. Do you know of the current environmental impacts/issues music festivals have on the environment?

- ○ Yes I know of the impacts
- ○ I partly know of some impacts
- ○ Vaguely know about the impacts
- ○ Do not know of any

Q7. What communicational techniques have Glastonbury Festival used to influence your behaviour regarding environmental issues? Please tick boxes below to the ones that apply

- ☐ Free ticket for litter pickers
- ☐ Information on the Glastonbury Festival website
- ☐ The no glass rule
- ☐ Slogans such as "reduce, reuse, recycle" and "don't pee on the land"
- ☐ Statistics supplied by Glastonbury stating the cost and facts/figures of the impacts to the environment
- ☐ Signage around the festival supplying information on where the litter bins, recycle bins and toilets are located
- ☐ Volunteers and staff located at information points
Q8. Does the incentives and environmental campaigns Glastonbury Festival uses, influence you to minimise your carbon footprint while attending the festival?

- Yes, I think they are effective and they do/did work on me
- Yes, I think they are effective but they did not work on me
- No, I think they are ineffective and they did not work on me
- I did not know there was incentives or a campaign

Q9. Prior to attending Glastonbury Festival did you read the pages on the Glastonbury Festival website regarding the environmental impacts and the festivals do’s and dont’s?

- Yes, I read the information provided thoroughly
- I skimmed the information only taking in important information
- No, I did not read the information

Q10. Did you sign the environmental pledge Glastonbury Festival issues out when purchasing a ticket regarding attendees to follow Glastonbury’s rules to minimise their own carbon footprint?

- Yes
- No
Q11. Does the signage and information points Glastonbury provides on site regarding environmental issues, such as location of recycling points, effect how you behave at the festival?

- Yes its a good reminder for me
- Sometimes
- No I take no notice

Q12. Do you take notice of the different types of bins on site and only put litter in the correct bin provided? E.g glass in glass bins/plastic in plastic only bins

- Yes I always put litter in the correct bin
- Sometimes if the bins are easily accessible
- Not always in the correct bin but always in a bin
- No I chuck litter on the floor
- I would put litter in the correct bins if bins were clearly signed

Q13. Do you believe your ethical behaviour regarding environmental issues changes when attending festivals? For example you may recycle at home however not at a festival

- Definitely yes my behaviour does change
- Sometimes my behaviour changes depending on the circumstance
- No my ethical behaviour is the same as it would be in a home environment

Q14. What factors effect your decisions regarding environmental good practices when at a festival? Check boxes that apply:

- Alcohol/drugs
- Large crowds making actions harder
- Sense of escapism
- Peer pressure
- Bins not clearly sign posted
- Tiredness
- The festival itself was not carrying out environmental procedures correctly
- Non of the above

Q15. What would be more effective at influencing your behaviour regarding environmental issues at music festivals? Check boxes that apply:

- More incentives
- More information provided
- Colour coding systems on litter bins
- Clearer signage
- Signing a pledge
- Fines if tents left behind
References:


https://books.google.co.uk/books?id=Fw-LAwAQBAJ&pg=PA86&dq=laing+and+frost+2010+environmental&hl=en&sa=X&ved=0ahUKEwjj56fr-aHTAhUDKcAKHf2tARcQ6AEILTAC#v=onepage&q=laing%20and%20frost%202010%20environmental&f=false [Accessed 14 Apr. 2017].


