



the experience:

exploring audience experience at live music events; a qualitative investigation of atmosphere, well-being, behaviour, responsibility, and health & safety

objectives

- understand the social aspect of **atmosphere**
- further understand the **health & well-being benefits** of attending live-events
- investigate **audience behaviour** in a post-Covid 19 context
- investigate **staff impact** on experience
- understand attendee **risk perception**
- investigate the **influence of organisation & performers**

methodology

Participants:

- Identified as frequent **attendees of live music events**
- UK or US based, +18 yrs/old
- Participants were found via **convenience sampling** (word of mouth)
- Number of Participants = 6 (F = 4, M = 2, Mean Age = 30, UK based N = 5, US based N = 1.).

Materials & Procedure:

- One hour interviews took place over **Zoom**
- The **Live Nation 1.9** interview schedule was used (see QR Code)
- Interviews were **transcribed individually** (redacting any personal information & names were replaced with **pseudonyms**)
- **Analysis** was based on Braun & Clarke's 6 Phase Guide to **Thematic Analysis**^{4,5}

key literature overview

Atmosphere

- 'Atmosphere' is a **key motivator** that drives attendees to go to live events¹¹
- **Physical environments & behaviours** are crucial to overall atmosphere at live events²⁷
- The social elements of live events **have not been thoroughly investigated** in their relation to influence on experience²⁷

Well being & mental health

- Attending live events has been pre-established as overall **beneficial** for a myriad of **social and well-being factors**²⁰
- Investigation into **nuanced concepts** is needed

Behaviour

- Most recently, **audience behaviour is perceived to be deteriorating** according to **anecdotal evidence** from viral videos seen across social media, news articles, and the 2023 UKCMA survey on crowd behaviours.^{8, 17, 25, 28}

Health & Safety

- **Collective self-regulation** and **Social Identity Theory** have been identified as key reasons crowd behaviour is often orderly and safe^{1, 6, 7, 10, 13, 14}
- **Technology** advancements impact safety at live music event in a way the industry is currently **not exploring** (phones, live-streaming, hybrid access...) ²²

Show stops (Responsibility / Accountability)

- Scientific investigations into the **effectiveness of show stops** and attendee perceptions regarding **who is responsible** for safety has **not been investigated yet**

what affects your experience at a live event?

performer influence

- genre
- interaction
- influence

event organisation

- staff
- security
- queuing
- entry/exit systems
- seated VS standing
- venues

attendee behaviour

- self expression
- location in venue/crowd
- shared intention
- positive (consideration - sharing emotions)
- negative (disruptive - hurtful)
- post-lockdown re-opening
- interventions (active disapproval towards behavior of others)

safety measures

- material
- people
- non/shared intention
- perceived/received support

after the experience

who is accountable?

- attendee danger perception
- attendees
- organisational teams
- performers/artists

- confidence
- motivation
- appreciation
- positive mood
- duration of feeling

key take aways

Contrary to professional reports, attendees report that **behavioural deterioration has not persisted**.

It must be noted the window for behavioural analysis (post-lockdown) may have closed.

"I remember the summer specifically after lockdown, where people were more reckless... way more chaotic than what it is now" - Fin

Artist interactions with attendees can **influence self worth and self expression**; in turn influencing the **atmosphere and behaviour of attendees**.

"her energy is infectious... she got everyone to say 'I'm special'... you can like be more free and open and there's no judgement" - Jovi

Attending live-events is not only **beneficial for mental health** and general wellbeing, but can be a **great source of motivation** in peoples daily lives.

"I do so much more the next day after a concert... After I'm always like 'finish that paper! Finish that project!' so for me it's very important. I think I wouldn't be that successful in university" - Audie

Although it was widely reported that staff are only expected to only be **helpful** and **experienced** at an event, it was reported that **visibly witnessing staff members in a positive mood can impact an attendees experience positively** and **validate** an attendees **feelings**.

"It's just nice to see someone else who is also doing okay when you're doing okay" - Amari

Overall, it was reported that **artists & crowd self regulation** are vital to safety, **ultimately the organisation holds perceived responsibility** to be aware of **common audience behaviour** and **respond appropriately**.

"event organisers are overall responsible... they need to make sure the venue is suitable... hiring security that are suitable for the event... procedures about how to enter..." - Toni

