



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Social Impacts of the Way Out West Festival on the Residents of the City of Göteborg

Ksenia Dinaburgskaya and Patrycja Ekner

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Supervisor: Tommy Andersson and Erik Lundberg

Abstract

Festivals are one of the fastest growing tourism attractions today. Among the reasons for this are approach changes to urban management and economic production, the use of culture to restructure wealth and job creation, civic re-positioning, and tourism development by cities and governments. Consequently, there is a parallel increase in researchers' interest toward evaluating the impacts that festivals have on communities. However, until very recently, researchers have been concentrated predominantly on measuring the economic impacts, whereas less attention has been given to socio-cultural and environmental issues. The main purpose of this study is to examine the Way Out West festival's social consequences experienced by the residents of Göteborg from the point of view of the Social Exchange Theory adapted by Ap (1992). The study identifies the underlying dimensions of the social impacts and how certain socio-demographic characteristics of the residents relate to their perceptions of these impacts. The findings of the study contribute to deeper understanding of resident attitudes toward the social impacts of community festivals and can be utilized by the organizers to increase the social benefits generated by the festival and reduce its negative social impacts.

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1. Introduction

Historically, social events have played an important role in human society by breaking the dullness of daily life filled with constant hard work and effort. Before the industrial revolution daily routine activities were regularly mixed with festivals and carnivals in Europe. Some of the historic driving forces for events have changed in the modern world and today many events play a contemporary role by attracting tourists and tourist income (Shone & Parry, 2004). Key factors attributing to growth of festivals have been the potential of development in terms of destination repositioning, revitalisation and economic restructuring (Quinn, 2009). According to Arcodia and Whitford (2007:1) “festivals are emerging as growing and vibrant sector of the tourism and leisure industries and are seen to have significant economic, socio-cultural, and political impacts on the destination area and host groups”. Most public festivals are viewed as cultural celebrations, but private festivals that profit from the festivity have altered the meaning of festival (Getz & Andersson, 2008).

Today, many cities supported by the local government try to position themselves through high profile events as event destinations, and one of them is Göteborg, Sweden (McKercher et al., 2006; Mossberg, 1997). Visit Sweden website (2010) states that “not only is Göteborg Scandinavia’s leading entertainment and event city, it is named as a top region for growth and development”. According to Göteborg Convention Bureau, their main task is to market and develop Göteborg as a tourist, meeting and event destination (Göteborg.com, 2010). From the destination perspective on event tourism and DMO’s “events are highly valued as attractions, catalysts, animators, place marketers, and image-makers” (Getz, 2008:406).

Events such as the Way Out West festival in Göteborg play an important social role and provide an opportunity to celebrate and bring the residents together within a social environment. As one of Europe’s most prestigious music events hosting world-class rock, electronic and hip-hop artists, the aim of the Way Out West management is to decrease negative environmental impacts and to leave a positive social footprint on the city and its residents (Luger, 2010). Deery and Jago (2010:9) state that “examining the social impacts of events on communities is important for a range of reasons which include their short term, high profile nature where their impacts can have a profound effect”. A footprint can be described in terms of positive and negative consequences of the festival on a community and these effects have the potential to interrupt the community life compared to “normal tourism”. According to Reid (2007) positive impacts include the ability of an event to draw tourism, provide leisure, improve the quality of life for the residents, introduce educational and cultural understanding and contribute to community pride and spirit. Negative impacts are evidenced in environmental damage and litter, exploitation, degradation of positive tourism and imagery, and changes in community values and patterns.

In the past years there has been an increase in research on event impacts, especially the economic impacts of tourism on host destinations. But more recently this emphasis has begun to move away from the assessment of only economic impacts more towards the investigation of social impacts of events and festivals (Fredline, Jago & Deery, 2003; Wood, 2009). As Wood (2009:175) puts it: “although a return on investment is more acceptably measured in financial

terms, any real community gain is often through the more intangible impacts relating to community, society, and culture” but “this should not lead to the exclusion of economic impact but the development of a more rounded and multidimensional approach”. Sherwood et al. (2005) and Hede (2007) recommend a more holistic approach for the industry to evaluate impacts of events through the triple bottom line approach.

This study will focus on the residents of the Göteborg Municipality and measure their perceptions of the Way Out West festival. The reason for studying residents and not other stakeholders (such as, for example, businesses, politicians, pressure groups) in this study is rooted in the fact that residents are widely considered to play vital role in overall tourism development in an area and, in particular, in acceptance or rejection of an event based on their perceptions and attitudes towards it (Ap, 1992; Delamere, 1999).

The purpose of this paper is to discover the main positive and negative dimensions of the social impacts of the festival relevant to the residents of the city. Additionally, the study aims to identify if there are differences in perceptions among socio-demographic subgroups of the residents of the city of Göteborg on the positive and negative impact dimensions of the Way Out West festival. In order to achieve this, the paper will examine the relevant literature and previous research on festivals, events, event evaluation and social impacts in order to provide an overview and to highlight the key themes and topics. This will be followed by presenting the methodology and the analysis of the data collected. Finally, the key findings, results, conclusion and recommendations will be presented according to the Social Exchange Theory adapted in Ap’s (1992) Social Exchange Process Model in order to explain the relationship between the event’s organizer and the residents of the city of Göteborg.

1.2 Problem Statement

1.2.1 Problem Area

There are a number of problematic issues within socio-cultural impact event evaluation research. Together, they shape the problem area of the paper.

To begin with, the analysis of the literature in the area of event research shows that *measuring socio-cultural impacts of events is recognized as a relatively new field* of study (Small et al., 2005; Robertson et al., 2009). Also, studying the existing literature, Fredline et al. (2003) came to the conclusion that while the social impacts of tourism are well investigated there has been *less research conducted on the social impacts of events and festivals* in particular.

Most importantly, various authors acknowledge that for a long time *event evaluation research has been mainly concentrating on the economic impacts of events* (Stevik, 2008; Pasanen et al., 2009; Robertson et al., 2009). This fact brings *inconsistency in the process and causes insufficient event evaluation*. According to Getz (2005) and Stevik (2008), events/festivals produce various outcomes and managers cannot concentrate only on event profitability as a measure of success. Instead, there is growing recognition that social and environmental aspects of running an event should be equally considered, articulated, measured, and understood (Small

et al., 2005; Wood, 2005; Reid, 2007, Kim & Petrick, 2005; Delamere et al., 2001; Carlsen et al., 2001; Fredline et al., 2003). Moreover, this also means that both positive and negative impacts assessment must be carried out by organizers (Jago & Dwyer, 2006; Small et al., 2005). Additionally, in the light of the growing popularity of the holistic approach towards event evaluation, sociocultural aspects gain increased attention from researchers' side (Hede, 2007; Fredline et al., 2003; Sherwood, 2007).

Furthermore, as was concluded by Delamere (1999:1), "local resident perceptions of these [social] impacts and the amount of perceived control residents have over *these impacts will play a part in community-wide acceptance or rejection of the festival*". Therefore, it is vital to become aware of local residents' perceptions of socio-cultural and environmental impacts for the event managers to maximize benefits and minimize negative unintended outcomes on the community (Small et al., 2005). Only by doing so will managers be able to ensure equilibrium between economic and social development caused by their event in the region (Delamere, 2001; Williams & Bowdin, 2007). As was pointed out by Barker, Page and Meyer (2002:90), "the event should be economically viable and operate within social and urban development boundaries established by the destination".

Another issue is that, *despite the fact that a number of innovative empirical scales for residents' perceptions of the social outcomes of events/festivals exist* (e.g. Delamere, 2001; Delamere et al., 2001; Fredline et al., 2003; Small & Edwards, 2003; Small et al., 2005), *further development and refinement of these instruments applying factor analysis is required* (Small, 2007). According to Small (2007), this enables a deeper understanding of this kind of impacts produced by events/festivals. She points out that "by identifying the underlying dimensions of social impacts, factor analysis helps to simplify a set of data, allowing for easier interpretation. The findings from such research not only advance theory in the area, but may also have practical use in the management of social impacts resulting from these festivals and events" (Small 2007: 45-46).

Lastly, as Kim and Petrick's findings (2005) show, there are *substantial differences in perceptions of social impacts* produced by events among residents who come from various socio-demographic groups. Therefore, it is valuable both for organisers and researchers to reveal the existence of any differences between these groups in order to deeper understand who exactly benefits from hosting an event and who loses because of it.

Based on the problematic issues described above the research aim of this study was formulated. It is presented in the subsequent section.

1.2.2 Research Aim

For the purpose of the present study, the social impacts of the Way Out West festival will be assessed and analyzed according to the Model of the Social Exchange Process (Ap, 1992) grounded in the Social Exchange Theory (see Emerson, 1976). The social impacts will be measured through the perceptions of the residents of the city of Göteborg based on the previous research by Delamere (2001), Delamere et al. (2001) and Kim and Petrick (2005).

The study aims to identify the underlying dimensions (factors) of the social impacts experienced as the result of the festival by those stakeholders who are directly subjected to the phenomena – the residents of the city where the event is held, namely, the attendees and non-attendees of the event. The underlying dimensions will be discovered through conducting factor analysis. In factor analysis, underlying dimensions are called factors and each of them is represented by a number of interrelated variables which claim to measure certain construct (Hair et al., 1992). Therefore, the procedure will enable to find out the main positive and negative dimensions of the social impacts of the festival relevant to the residents of the city.

Additionally, the differences in perceptions between various socio-demographic groups of the residents on the positive and negative social impacts of the Way Out West festival will be investigated in accordance with the previous research conducted by Kim and Petrick (2005).

1.3 Research Questions

The following research questions have been put forward for the purpose of this study:

- 1. What are the underlying dimensions of the positive and negative social impacts of the Way Out West festival on the residents of the city of Göteborg?*
- 2. Are there any differences between socio-demographic subgroups of the residents of the city of Göteborg on the positive and negative impact factors of the Way Out West festival?*

1.4 Scope and Limitations

Factors that could bias the results of this study refer to used sample and measurement. The study was conducted few months before the festival was held, and the authors wish they could perform the study during the event itself in order to record and measure stronger emotions and memories. This paper is based on data collected for the Way Out West festival and the findings should not be generalized and true for all festivals. The results of this study may not be generalized beyond the range represented by a sample because the survey was conducted on visitors and non-visitors on a single music festival.

Another limitation of this study lies in the fact that residents of Göteborg could have been segmented and divided into different groups based on their utilitarian and hedonic attributes. This paper did not examine that difference and therefore did not test whether the attendees and non-attendees could be segmented into different groups according to their needs.

A convenience sampling was used to collect the data, which somehow lead to some sampling bias meaning that the sample was not truly representative of the entire population. Some limitations refer to the generalization and inference making about the entire population and a lower external validity of the study. This sample makes no claim to be fully representative of the total population of Göteborg. However, as soon as this study follows the Social Exchange Process Model (Ap, 1992), the participants as social actors had to have initial rationale or

motivation to be engaged in a social exchange process with the festival meaning that Way Out West should have been relevant to them in order for them to be able to assess the positive and negative social impacts it produces. Therefore, the conclusion may be drawn that the sample represents those residents in the population who have interest in this happening and can assess its social impacts.

2. Literature Review

2.1 Attitude and Opinion Formation

Katz (1960: 168) defines attitude as: “the predisposition to evaluate some symbol or object or aspect [of his world] in a favorable or unfavorable manner. Opinion is a verbal expression of an attitude, but attitudes can also be expressed in nonverbal behavior”. In order to understand attitude formation and change knowledge of functions of attitudes is important. Katz (1960) who is a social psychologist states that peoples’ reasons for holding attitudes are found in the functions they perform for the individual and these are: *adjustment, ego-defense, value expression* and *knowledge*. Kelman (1963) writes about *compliance, identification and internalization* as processes through which opinions and underlying attitudes change. According to Tsui and O’Reilly (1989) demographic variables are strongly associated with attitudes. In terms of how demographics can impact perceptions, Waitt (2003), states that personal evaluations of events and tourism vary in regards to residential proximity to the event and demographic characteristics in terms of age, identity and socioeconomic characteristics.

According to Batra and Athola (1990:159), “consumers purchase goods and services and perform consumption behavior for two basic reasons: (a) consummatory affective (*hedonic*) gratification (from sensory attributes), and (b) instrumental, *utilitarian* reasons.” The hedonic consumption experience is personal and brings symbolic meaning, imagery, emotional arousal and products’ uniqueness to the attendees (Holbrook & Hirschman, 1982). Hedonic attributes reflect emotional worth and from this perspective people attend festivals to seek variety, escape, novelty, fantasy fulfillment, heightened involvement and for entertainment opportunities (Crompton & McKay, 1997; Nicholson & Pearce, 2001). Gursoy et al. (2006:280) state that the utilitarian dimension is about the product fulfilling its functional goals and that “it is necessary to examine both hedonic and utilitarian attitudes of attendees toward festivals in order to better understand their attitudes and to organize and /or develop festivals that are likely to satisfy both hedonic and utilitarian needs.” Pham (1998) states that in order to determine whether a product is used for hedonic or utilitarian reasons we must turn to people’s consumption and usage motives, but Nicholson & Pearce (2001) argue that most people attend festivals because of the hedonic reasons rather than the utilitarian reasons. For the purpose of the study only the hedonic dimensions of attendees’ attitudes toward festivals will be discussed in the analysis and recommendations section.

2.2 Social Exchange Theory

The theory, according to Emerson (1976), emerged from the intersection of economics, sociology and social psychology by four main authors named Homans, Blau, Kelley and Thibaut. Ap (1992:668) states that the theory is “concerned with understanding the exchange of resources between individuals and groups in an interaction situation”. The purpose of the exchange is to minimize costs and maximize benefits, where people weigh the potential benefits and risks of social relationships. In a situation where the risks outweigh the rewards, the relationship will be terminated or abandoned (Thibaut & Kelley, 1959).

The theory according to Thibaut and Kelley (1959) presents two standards of comparison when evaluating a given outcome: the first is the *relative satisfaction* of an outcome called as the comparison level (CL), while the second is called *the comparison level of alternatives* (CL_{alt}). CL is “the threshold above which an outcome seems attractive” and CL_{alt} is “the worst outcome a person will accept and still stay in a relationship.” (Griffin, 2008: 198).

Relative Value of Outcome, CL, CL _{alt}	State of the Relationship
Outcome > CL > CL _{alt}	Satisfying Stable Dependent
Outcome > CL _{alt} > CL	Satisfying Stable Nondependent
CL _{alt} > CL > Outcome	Not satisfying Break Relationship Happy elsewhere
CL _{alt} > Outcome > CL	Satisfying Unstable Happier elsewhere
CL > CL _{alt} > Outcome	Not satisfying Break Relationship Continue unhappy
CL > Outcome > CL _{alt}	Highly unsatisfied Cannot break away Dependent and Unhappy

Table 1. Six Relational Typologies (Adapted from Roloff, *Interpersonal Communication: the Social Exchange Approach*)

2.3 Ap's Social Exchange Process Model

Various researchers have defined the modern approach to the Social Exchange Theory, but one definition that fits the purpose is:

“Residents evaluate tourism and events as either positive or negative in terms of the expected benefits or costs deriving from the services they supply” (Waite, 2003: 195).

Many models have been developed by various authors to clarify and describe the relationship between residents' attitudes towards tourism and the impacts of tourism. Some of them include Doxey's Irridex model (1975), which was supported by Long et al. (1990) and Butler's (1975) model, supported by Murphy (1983). Lindberg and Johnson (1997:407) present an expectancy-value model (EV) in their study explaining that “attitudes are a function of the belief that an attitude object is associated with a set of outcomes and the evaluation of the set of outcomes”. In

other words, $Attitude = \sum b_i e_i$, where (b) is belief and (e) is evaluation. Lindberg and Johnson (1997) state that there is an overlap between the EV model and Ap's (1992) social exchange process model. But according to Pfister and Morais (2006), the previous models lacked explanation to the relationships between tourism impacts and residents' attitudes until Ap (1992) introduced the social exchange theory to the tourism context. Ap's (1992:669) Social Exchange Process model assumes that:

- a) "Social relations involve an exchange of resources among social actors"
- b) "Social actors seek mutual benefit from the exchange relationship"
- c) The primary motive for initiating exchange is from the residents' perspective to improve the community's social and economic well-being"
- d) "Residents' perceptions and attitudes are predictors of their behavior toward tourism"

This model explains that in festivals and other events there is a relationship between the event's organizers and the residents, and this relationship is evaluated positively or negatively "in terms of the presence or absence of certain *antecedent* conditions: *rationality*, *satisficing benefits*, *reciprocity* and *the justice principle*" (Waite, 2003: 196). According to Ap (1992), *rationality* is a residents behavior based on reward seeking, *satisficing* benefits suggest that the residents might accept negative impacts if they feel that the benefits outweigh the costs, *reciprocity* proposes that if the resources that are exchanged between the residents and the event are roughly equivalent then the impacts and effects will be perceived as positive by both parties, and finally, *the justice principle* suggests that all exchanges should be fair ensuring that in return for the residents' support and participation they will receive equitable returns. In other words, when the relationship between the quest actors and residents is cohesive, this exchange relation is described as balanced. Additionally, the model suggests that the social exchange transactions between actors are evaluated in terms of *actions* and *outcomes*, where actions refer to actors' behavior such as hospitality, friendliness toward tourists and guests, courtesy and outcomes are the actors' feelings as a result of the involvement in an exchange relationship. The model below served as a tool to analyze the results in this study.

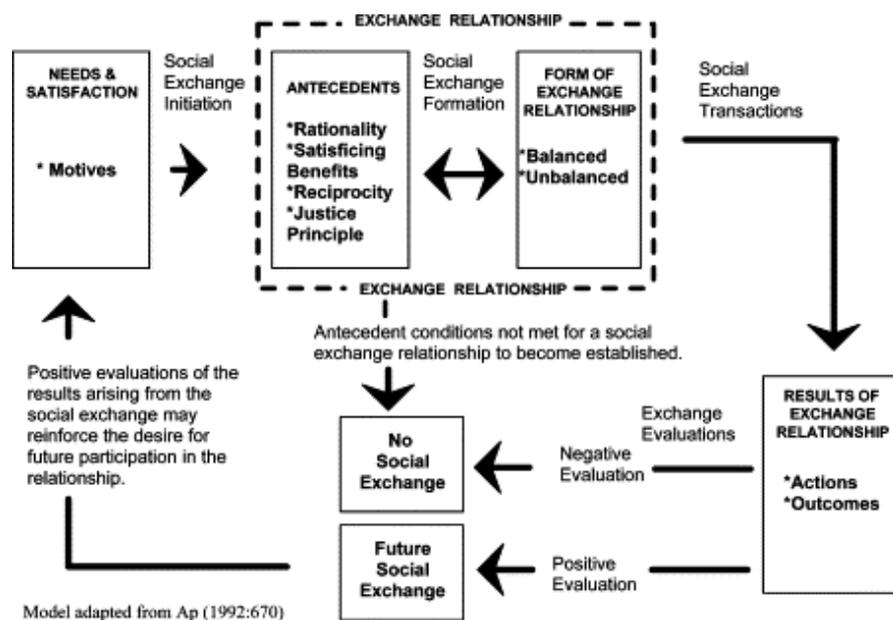


Figure 1. A Model of the Social Exchange Process

2.4 Festivals

Music festivals are unique special events that attract audiences for a variety of reasons and many authors have defined the *concept of a festival*. On fitting description by Janiskee (1980:97), the author explains festivals as:

“Formal periods or programs of pleasurable activities, entertainment, or events having a festive character and publicly celebrating some concept, happening or fact”.

Another attempt is made by Getz (2005:19) that defines festivals as periodic “public, themed celebrations” that “occur regularly and are held every year in the same place” or “events that are held regularly, but in different locations each time”. Ekman (1999) writes about festivals in a Swedish context saying that festivals create settings for social interaction, arenas for local knowledge to be produced, shared cultural practices, collective belonging to a group or place and where history, and where social structures and inheritance are recreated and revised. As Getz, Andersson and Carlsen (2010:30) put it: “there are numerous forms and variations possible, and so the term festival is often misapplied and commercialized, leading to confusion”.

2.5 Special and Planned Events

Getz (1989:125) describes *special events* as “a unique form of tourism attraction, ranging in scale from mega-events, through community festivals, to programmes of events at parks and facilities. Their special appeal stems from the innate uniqueness of each event, which differentiates them from fixed attractions, and their “ambience”, which elevates them above ordinary life”. Goldblatt (2005:6) have chosen to highlight the celebratory aspect of events: “A special event recognizes a unique moment in time with ceremony and ritual to satisfy specific needs”, while Shone and Perry (2004:3) define special events as: “That phenomenon arising from those non-routine occasions which leisure, cultural, personal or organizational objectives set apart from the normal activity of daily life, whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people”. From the event perspective, Getz (2008) discusses *planned events* as spatial-temporal phenomenon because of the different interactions between people, management, and settings. He further argues that professionals should manage planned events since the aim is to satisfy strategic goals and it is too risky to be left to amateurs.

2.6 Festival Tourism

Mayfield and Crompton (1995), state that festivals are one of the fastest growing tourism attractions today. According to Quinn (2005), for the last 15 years there has been a rise in art and music festival numbers in Europe and the reasons for the growth relate to factors such as approach changes to urban management, economic production, globalization and the use of culture in order to restructure wealth and job creation. Additionally, festivals are used today as strategies for cities to reposition and differentiate themselves in a competitive world. The causes for increased numbers of festivals are demand factors such as market segments’ desire for “authentic” experience, creativity, leisure, socialization needs, but also supply factors such as civic re-positioning, cultural planning and tourism development by cities and governments

(Prentice & Andersen, 2003). Getz (2005) states that festival tourism can extend tourist seasons, enhance and create destination image, foster culture, arts, heritage and nature conservation, and community development.

In the past two decades, event and festival tourism together with destination marketing were given close attention by researchers (Quinn, 2005; Preglau, 1994; McKercher et al, 2006; Tikkanen, 2008; Mayfield & Crompton, 1995; Moscardo, 2007; Barlow & Shibli, 2007; Kim et al., 2007; Getz, 2002; Getz 2005; d'Astous et al., 2006, Fulkner, Fredline, Larson & Tomljenovic, 1999). Event tourism goals and objectives should bring benefits to the host community and attract high-profile events to draw media attention and exposure. WTO (2007) describes events as tourism stimulators that develop many tourism functions in destination. According to Quinn (2005), festivals act as image-makers and the *raison d'être* of city festivals is to attract visitors and to raise a city's international and regional profile. Furthermore, city marketing strategies emphasize often the attractive features of a place down-playing the less interesting features, provide positive images of a less than perfect city image with its playfulness and sociability and add the "arts" dimension to sort of "quick fix" to their image issues.

2.7 Event Evaluation and Related Research

Considerable research on event management and event studies has been conducted in the tourism industry. Getz (2005; 2008) writes about *event management* as a field of professional practice devoted to production and management of events that focus on planned events with a social or economic purpose, while *event studies* focus on the importance of events in the economy, in society and the environment.

Authors such as Moscardo (2007) studied the role of festivals and events in regional development focusing on their non-economic impacts suggesting that tourism development will have positive outcomes for regional communities when the initial forces come from local government, local community and individuals that understand the processes and impacts. Furthermore Rao (2001) and Turner (1982) claim that festivals and other special events strengthen *the connections among the community* members and reinforce cultural ties. This point of view was also supported by the findings of Besculides, Lee and McCormic (2002), Delamere and Hinch (1994), and Esman (1984) who studied how residents tend to perceive tourism concluding that tourism development increases cultural identity, increases community pride, enhances the quality of life as well as communication and socialising among the community members.

Many event studies have been focused on people's *motivations* and reasons to visit festivals (Agrusa et al., 2008; Crompton & McKay, 1997; Formica & Murrmann, 1998; McMorland & Mactaggart, 2007). Research exploring the motivations of art and music festivals audiences has been conducted by authors such as e.g., Schofield and Thompson, 2007; Wamwara-Mbugua and Cornwell, 2010; Kim, Sun, Jogaratnam and Oh, 2007; Kaplanidou, 2007; Agrusa, Maples, Kitterlin and Tanner, 2008 indicating that visitors exhibit different motives based on event type. Schofield and Thompson (2007) suggest that visitor motivations can be subdivided into "push"

and “pull” studies, Mannell’s and Iso-Ahola’s (1987) in their escape-seeking model argue that tourist motivations arise from an escape need and from seeking to satisfy desired experiences.

Scholars such as Freeman 1984; Jamal and Getz 1999; Mossberg and Getz 2006; Getz, Andersson, Larson 2007; Andersson and Getz 2008, have paid close attention to festival managers’ stakeholder relationships in order to achieve resources necessary to survive and operate, while Rowley 1997; Batt and Purchase, 2004; Timur and Getz 2008; Stokes 2007; Larsson 2009 argue that festival innovation is about a cooperation between actors in inter-organizational networks and defining the *network theory* as a relationship between different stakeholders and between the festival organization and its stakeholders.

The increasing popularity of festivals and events, coupled with their positive and negative impacts on host communities, has led to a growing body of research on the impacts of festivals and events. As a substantial amount of this research has focused on assessing the economic impacts, there is a growing demand for the measurement of the socio-cultural impacts of the festivals and events (Small, Edwards & Sheridan, 2005). Placing a value on festivals and other planned events has been obscured by an over emphasis on event tourism and other economic benefits. The social and cultural values of events have been given inadequate attention, so that until recently we have had trouble identifying, let alone measuring them (Getz, 2009). Thus the problem is not that socio-cultural impacts have not been recognized but that measurement of these impacts has been impeded, as they can appear “intangible” and “unmeasurable” (Small, Edwards & Sheridan, 2005).

Hede (2007) and Rogers & Ryan (2001) acknowledge the importance of the Triple Bottom Line (TBL) approach in the area of special events assessment which combines economic, social and environmental aspects into one framework. According to Elkington (1997), triple bottom line approach can help measuring and reporting performance in which companies and governments should account for their actions evaluate their impacts. Furthermore, it is argued that TBL should be introduced into the planning stage of special events in order to create an impact. Hede’s (2007) research found that not all stakeholders in the events sector were interested in all three elements in the TBL approach. Getz (2009) states that while volunteers and tourists are focused on the social aspects most governments and residents are usually interested in the social, environmental and economic issues concerning events; other shareholders are mostly interested in profit and the financial bottom line.

2.8 Social Impacts: Definition

Burdge et al. (1995), describe *social impacts* as “the consequences to human populations of any public or private actions that alter the ways in which people live, work, play, relate to one another, organize to meet their needs, and generally cope as members of society. The term also includes cultural impacts involving changes to the norms, values, and beliefs that guide and rationalize their cognition of themselves and their society”. Park (2007) terms social impacts as “the changes in social and cultural conditions, which can be positive or negative, which directly or indirectly result from an activity, project, or programme”. Also, Becker and Vanclay

(2003:77) suggest that social impacts are “impacts actually experienced by humans (at individual and higher aggregation levels) in either a corporeal (physical) or cognitive (perceptual) sense”.

Fredline et al. (2003) define social impacts as “any impacts that potentially have an impact on quality of life for local residents”. Furthermore, Schulenkorf (2009) acknowledges that the concept of *quality of life* encompasses “positive aspects of people’s lives”. According to Felce (1997), the concept of quality of life appeared in the services context in terms of how these impact human lives. Scott and Marshall (2009) suggest that “the quality of life each person leads corresponds to the freedom that he or she has to live one kind of life rather than another”.

Interestingly, Reid (2007:91) claims that the word *impact* implies negative connotations. The author suggests using *consequences* instead of *impacts* and defines *social consequences* as “quality of life issues, such as social stratification, attitudes, beliefs, values, and lifestyles of host communities”. She also distinguishes between *positive and negative social consequences*. Reid (ibid) suggests that events result in *positive social consequences* when there is an influx of tourists in the region as well as when leisure and entertainment opportunities for locals are enhanced. By contrast, *negative social consequences* constitute the negative aspects which may occur within the physical environment such as litter, environmental damage, and loss of amenity. Also, negative social consequences appear when incoming tourists have little respect for the community and disregard its values, when antisocial behaviour takes place or when an event is poorly managed. Moreover, as was pointed out by Reid (ibid), some residents tend to leave their community during the event days because they perceive the event negatively affecting their lifestyles. However, in order to acknowledge the complexity of social impacts produced by events and the differences in how various stakeholders perceive them, Reid (ibid) argues that researchers should not predefine social consequences as positive or negative, but rather allow for the “shades of gray” to appear meaning that personal opinions of event stakeholders should be identified mainly through qualitative studies. This view is supported by the findings of Small, Edwards and Sheridan (2005). Being aware of these considerations, qualitative study of the residents’ perceptions of the Way Out West festival was conducted with one of the aims being to identify the complexities in how people perceive the festival from the socio-cultural point of view.

The present study aims to discover both positive and negative dimensions of the social impacts of the festival relevant to the residents of the city including cultural aspects. Therefore, the definition of social impacts provided by Park (2007) (“the changes in social and cultural conditions, which can be positive or negative, which directly or indirectly result from an activity, project, or programme”) was applied. For the purpose of the study, the term “project” in the definition represents the Way Out West festival.

2.9 Socio-Cultural Impact Evaluation for Festivals

Notably, there was a remarkable effort to systematize the literature on the socio-cultural impact evaluation for festivals. Robertson et al. (2009) conducted an extensive analysis including 195 scientific sources. The authors identified six thematic sections which according to them represent the current state of research in this sphere being festivals and policy, stakeholders and contested

meaning, social impacts and social impact measurement scales, community and networks, community and social capital, and festival directors. They are presented below.

2.9.1 Festivals and Policy

Within the broad category of *festivals and policy* are the studies dedicated to the acknowledgement and assessment of the importance of festivals as triggers for sustainable regional development (e.g. Arcodia & Whitford, 2006 and Tucker, 2008 in Robertson et al., 2009) and to how economic and tourism development strategies shape the objectives under which festivals are held (e.g. Finkel, 2006; Foley & McPherson, 2007; Jones & Wilks-Heeg, 2004; Foley, McPherson & Matheson, 2006 and Foley, McPherson & McGillivray, 2008 in Robertson et al., 2009).

2.9.2 Stakeholders and Contested Meaning

In the category *stakeholders and contested meaning* the needs and the roles of festivals/special events' stakeholders and the relationships among them are studied (e.g. Hede, 2007; Arcodia & Whitford, 2006; Cherubini & Iasevoli, 2006; Small, 2007; Spiropoulos, Gargalianos & Sotiriadou, 2006; Crespi-Vallbona & Richards, 2007 and Richards, 2007 in Robertson et al., 2009). Contested meaning here is defined as the (potential) conflict of interests among different stakeholder groups (Robertson et al., 2009).

2.9.3 Community and Networks

The importance of community linkages and networks for the festival and event industry is studied by the authors within the next category called *community and networks*. This field of research is represented by, for example, Bilton and Leary (2002), Fredline and Faulkner (2001), Mossberg and Getz (2006), Mackellar (2006), Reid (2007), Stokes (2007), and Getz, Andersson and Larson (2007) in Robertson et al. (2009).

2.9.4 Community and Social Capital

The role that festivals and special events play in the development of host communities' social capital was studied by a number of researchers some of whom are mentioned by Robertson et al. (2009) within the thematic section *community and social capital*. The researchers who contributed to this area of knowledge are, for example, Kelly and Kelly (2000), Arcodia and Whitford (2006), Wood (2006) and Moscardo (2007) in Robertson et al. (2009).

2.9.5 Social Impacts and Social Impact Measurement Scales

The category of *social impacts and social impact measurement scales* presents the frameworks and scales developed specifically to assess and evaluate the socio-cultural impacts of festivals. According to Robertson et al. (2009), the most notable instruments were created by Delamere, Wankel and Hintch (2001), Fredline, Jago and Deery (2003), Gursoy and Kendall (2006), Small and Edwards (2003), Small et al. (2005), and Small (2007).

The present study focuses specifically on social impacts and social impact measurement. Therefore, the research conducted by Robertson et al. (2009) will be complemented by the following extensive elaboration on the research in this particular area of knowledge.

To start with, Getz (1991) suggested that social impacts of festivals are more difficult to assess in comparison with economic impacts. This is due to the fact that they are intangible in nature. Nevertheless, there have been significant efforts to create sound measurement instruments, frameworks and scales in order to assess how residents perceive the impacts of tourism development (e.g. Lankford & Howard, 1994; Lindberg & Johnson, 1997) and social impacts of festivals/events in particular (Dwyer et al., 2001; Delamere, Wankel & Hinch, 2001; Delamere, 2001; Fredline, Jago & Deery, 2003; Carlsen, Ali-Knight & Robertson, 2007; Pasanen, Taskinen & Mikkonen, 2009; Schulenkorf, 2009; Small & Edwards, 2003; Small, Edwards & Sheridan, 2005; Small, 2007; Wood, 2009).

Taking into consideration the fact that visiting events and festivals is becoming more and more popular among tourists due to the growing scope and diversity of such events (e.g. Picard & Robinson, 2006), evaluating residents' perceptions of tourism development impacts received attention from the researchers' side. Particularly, Lankford and Howard (1994) developed a multiple item tourism impact attitude scale (TIAS) in order to measure these kinds of impacts. According to the authors, the scale shall be utilized by local governments and tourism promoters to assess public considerations and opinions towards tourism which will then assist in involving residents into tourism supporting activities. Lindberg and Johnson (1997) focused on the relationship between residents' attitudes and values in order to create an integrated model to measure residents' perceptions in relation to tourism development. This model is also said to be useful for managers with the aim to make the community-tourism development relationships mutually beneficial.

For the purpose of this study, the frameworks and instruments created particularly to measure the impacts of events/festivals represent specific interest. To start with, Carlsen, Ali-Knight & Robertson (2007) developed the ACCESS research agenda comprising social, cultural and economic aspects of festival evaluation. ACCESS includes Arts, Culture, Community, Economy, Society and Stakeholders as proposed areas for further research and in this sense it can be called a framework which assists in broader understanding of outcomes produced by festivals.

Dwyer et al. (2001) created a framework for assessing "tangible" and "intangible" impacts of events and conventions. The framework is an early effort to combine economic and social impacts together when evaluating events. Notably, the assessment of economic impacts is given much more substantial attention in comparison with social impacts. There is yet no division between social and environmental impacts and the latter is included in the former.

According to Fredline et al. (2003), the Festival Social Impact Attitude Scale (FSIAS) suggested by Delamere, Wankel and Hinch (2001) and Delamere (2001) represent a comprehensive attempt to measure residents' perceptions towards social impacts of a small community festival. The

items of the scale were proved to be the most important and relevant in assessing social impacts of festivals after the extensive process of initial items generation, purification and verification through testing on the Cloverdale community of Edmonton, Alberta, and the Edmonton Folk Music Festival. Applying an exploratory factor analysis, the items were divided into the two categories being “the social benefits” and “the Social Costs”. Moreover, the authors utilized an Expectancy-Value model of attitude meaning that “each social impact in the FSIAS is measured both in terms of the resident expectancy of the specific impact occurring and in terms of the importance the resident places on that particular impact”. This enables one to obtain a more accurate picture of residents’ attitudes towards a festival. The authors suggested that the scale shall be further validated by applying it to various kinds of festivals in various kinds of cultural settings.

By contrast, an instrument created by Fredline, Jago and Deery (2003) is suggested to be applied to larger scale events due to the fact that it contains the variables which measure short and longer term economic and business development benefits. Taking into consideration the triple bottom line approach and the fact that a vast number of festivals’ attendees are community members themselves, the authors created the measurement instrument which helps event organizers to simultaneously cater to the community interests and needs and remain profitable thus ensuring sustainability.

Small, Edwards and Sheridan (2005) developed a flexible framework for socio-cultural impacts of festivals and a tool to measure residents’ perceptions of these impacts. The Social Impact Evaluation Framework (SIE) consists of six stages that shall be followed by event organizers in order to accurately perform the analysis of social impacts: 1-describe (the event characteristics), 2-profile (the destination), 3-identify (the socio-cultural impacts likely to occur), 4-project (predict the perceptions of community residents in relation to the identified socio-cultural impacts), 5-evaluate (the socio-cultural impacts after the festival took place), 6-feedback (findings reported to event stakeholders and management). The steps 4 (project) and 5 (evaluate) are supposed to be performed with the help of Social Impact Perception (SIP) scale particularly aimed at measuring this type of impacts (Edwards & Small, 2003). Interestingly, the authors warned that care should be taken when labelling impacts as “positive” or “negative” because particular impacts may mean different things to different people and, therefore, they can assess them differently.

Finally, Small (2007) refined the SIP scale created earlier by Edwards and Small (2003) through testing it on a larger sample and applying exploratory factor analysis. Factor analysis showed that there were six underlying dimensions of the social impacts of community festivals: inconvenience, community identity and cohesion, personal frustration, entertainment and socialization opportunities, community growth and development, and behavioural consequences (Small, 2007). The author suggested that the scale shall be further tested on other festivals and in other communities in order to find out how the underlying dimensions may differ depending on the changed environment. Notably, Small (2007) argues that the final results of factor analysis represents the initial set of variables meaning that the results are likely to differ if a different instrument was initially used.

2.9.6 Festival Directors

The last category in the classification made by Robertson et al. (2009) is called *festival directors* and includes the studies which discuss the significance of the festival directors and their managerial skills when planning and conducting events. Robertson et al. (2009) name the following researchers under this section: Getz and Frisby (1988), Getz (2002), Williams and Bowdin (2007), Ensor et al. (2007), Getz et al. (2007), Gursoy et al. (2004) and Stokes (2006).

According to Robertson et al. (2009), albeit the fact that there has been an extensive research work conducted in relation to the socio-cultural impact assessment of festivals, further scientific investigation is necessary in all of the above mentioned areas of knowledge. One of the reasons or limitations for it is that some findings cannot be widely applied as soon as they sometimes follow from the studies of very specific events.

2.10 The Progress of Events Evaluation

The popularity of events increased tremendously during the 1990's (Crompton & McKay, 1997; Getz, 2008; Bowdin et al., 2006). According to Hede (2007), special event research emerged within tourism-related studies in the mid 1970s. In the past two decades, special event evaluation was given close attention by researchers (Agrusa, Coats, & Tanner, 1999; Carlsen, Getz & Soutar, 2001; Dwyer et al., 2001; Pasanen, Taskinen & Mikkonen, 2009).

However, until very recently, the research in this area was mostly focusing on the economic impacts due to the fact that special events play an important role in increasing economic benefits generated by tourism activities associated with them (Dwyer et al., 2000, 2001; O'Sullivan & Jackson, 2002; Raj & Musgrave, 2009). Therefore, there was demand from the side of organizers of such events for sound economic models of event evaluation. Some authors claimed that economic benefits are considered to be the main reasons for cities/communities to organize them (Witt, 1987; Carlsen, 2004; Crompton & McKay 1997; Thrane, 2002).

Nevertheless, there was growing recognition among the scientists during the last decade that equal attention should be given to the socio-cultural and environmental impacts of events and festivals often referred to as intangible (e.g., Getz, 1991; Fredline & Faulkner, 2000; Dwyer et al., 2001; Delamere, 2001; Delamere, Wankel & Hinch; 2001; Fredline, Jago & Deery, 2003; Gursoy, Kim & Uysal, 2004; Kim & Petrick, 2005; Small, Edwards & Sheridan, 2005; Moscardo, 2007; Reid, 2007; Small, 2007; Wood, 2009; Pasanen, Taskinen & Mikkonen, 2009).

Fredline, Jago and Deery (2003) point out that the concept of "social impact assessment" (SIA) was given significant attention in the literature (see, e.g. Freudenburg, 1986; Burdge et al., 1995; Vanclay, 1999; Barrow, 2000, 2002). The SIA framework is widely applicable in various social environments with the focus on sustainable development (IAIA, 2009). However, the framework has its advantages and disadvantages and is mainly used for *ex-ante evaluation* of social impacts (Barrow, 2000:2).

Currently, researchers lean towards the holistic approach in special event evaluation which means that social and environmental impacts become equally important in comparison to economic impacts (Elkington, 1997; Topfer, 2000; Vanclay, 2004; Fredline, Raybould, Jago & Deery, 2005; Hede, 2007; Getz & Andersson, 2008; Carlsen, Robertson & Ali-Knight, 2007; Whitford, 2009).

3. Methodology

3.1 Way Out West Festival Case Study

A single case-study approach was applied to examine the socio-cultural impacts of the Way Out West festival on the residents of the city of Göteborg. According to Gerring (2006:211) a case study is “the intensive study of a single case for the purpose of understanding a larger class of similar units (a population of cases)”. It was widely acknowledged that the case study method enables researchers to conduct an in-depth study of contemporary real life complexities by applying multiple (qualitative and quantitative) techniques to obtain information (Tellis, 1997; Noor, 2008). However, one of the major critiques of this approach is that the findings cannot be widely generalized (Tellis, 1997; Gerring, 2006).

3.2 The Description of the Festival

Way Out West is a three-day rock/electronic/hip-hop music festival, which was first organised in 2007 and held every year in August in the city of Göteborg, Sweden (Way Out West, 2010). The festival’s venue is Slottsskogen park, centrally located in Göteborg. The organizers are Lugerinc AB and Göteborg & Co. Luger is a Swedish promoter and booking agency focusing on new and upcoming bands as well as organizing tours for well established foreign bands in Scandinavia (Lugerinc AB, 2010). Göteborg & Co’s aim is to improve the quality of life of the residents of the city of Göteborg through developing the tourism sector of the economy (Göteborg & Co, 2010).

The music festival became a great success from the very beginning. Despite the fact that the festival is very young, the tickets for the previous events were sold out in record times. In 2008, the event was visited by 23 832 people. In 2010, the festival is expected to retain its favourable position and strong interest from the public. It is now deemed as one of the best European festivals hosting top national and international artists such as Kanye West, Lily Allen, The Johnsons, La Roux, Cymbals Eat Guitars and many more (Lugerinc AB, 2010). The festival also includes performances in the city rock clubs and cultural centres which are usually run some days before and during the open-air festival in Slottsskogen.

The festival was environmentally certified by the city of Göteborg in 2007, which means the organizers want to decrease negative environmental impacts of the festival on the city. According to the representatives of Luger and Göteborg & Co (2010), this fact positively affects the willingness of the artists to perform at the event and enhances the image of the festival’s

sponsors. Additionally, the organizers want to leave a positive social footprint on the city of Göteborg. The profile of the festival is presented in Appendix 1.

3.3 Research Design

According to Williams and Bowdin (2007:192), “it is likely that both quantitative and qualitative data will be required to evaluate achievement of the objectives. These may require a variety of tools, depending on the data and evaluator requirements”. Indeed, Wood (2009) argues that the complexity of the socio-cultural impacts produced by events/festivals cannot be fully understood using just only one method or evaluation technique. Although sometimes not possible, it is highly recommended to combine quantitative evaluation methods with qualitative ones to obtain a deeper understanding and a more realistic picture of the outcomes an event has on the community.

For the reason that socio-cultural impacts are intangible in nature and it is difficult to measure them objectively, examining such impacts through residents’ perceptions is a rather common method utilized by such authors as Delamere, Wankel and Hinch (2001), Fredline, Jago and Deery (2003), Small, Edwards and Sheridan (2005). Moreover, Gursoy, Spangenberg and Rutherford (2006:280) argue that “Understanding visitors’ perceptions and how they arrive at an evaluation of festivals is crucial for festival organizers and marketers because visitors’ attitudes toward festivals and their corresponding attendance, formation of future attendance intentions, and likelihood of suggesting that others attend are logically linked to these perceptions. Attendees’ perceptions of a festival are likely to be formed based on their evaluations of tangible and intangible factors as well as the emotional costs and benefits”.

Therefore, taking into consideration the above mentioned, both qualitative and quantitative research methods were applied in order to conduct the study on the social impacts of the Way Out West festival. The impacts were evaluated studying residents’ perceptions toward them. With the aim to widen the primary pool of information, both attendees’ and non-attendees’ perceptions of the festival’s socio-cultural outcomes were studied.

For the purpose of this study, the qualitative research from focus groups 1 and 2 and the results from the open-ended questions content analysis performed served two purposes: (1) to add interesting questions and variables to the self-completion questionnaire scale and (2) to support and analyze the finding from the quantitative research. After the completion of the focus groups eight variables were added to the questionnaire. These were: Q17: “Way out West festival contributes to the development of Goteborg’s music life”, Q18: “The festival encourages and supports the music talent in Göteborg”, Q19: “The festival ticket price is reasonable for the residents in Göteborg”, Q22: “The festival disturbs the animals in Slottsskogen”, Q23: “The festival has a negative impact on the nature in Slottsskogen”, Q41: “Have you or your family gained economically because of the festival”, Q44: “Are you professionally involved in music in Göteborg?”, and Q45: “Why did you choose to visit the festival?”.

3.4 Research Design Stages

The research design for the current study consisted of the following stages which are described in detail further on:

3.4.1 Sample Design and Research Participants

3.4.1.1 Sampling Strategy

The members of the sample in the study were selected non-randomly (purposive convenience sampling) from the population (hereinafter, “the population” represents all the residents of the city of Göteborg) on a non-probability basis meaning that some population elements had a known zero chance of selection. According to Blumberg, Cooper and Schindler (2008) the *advantages* of convenience sampling are greater speed of data collection since long collection periods could cause biases and answer behaviors, lower costs and availability. Ferber (1977:58) adds that “one justifiable use of a convenience sample is for exploratory purposes, that is, to get different views on the dimensions of a problem, to probe for possible explanations and to explore constructs for dealing with particular problems or issues”. He also writes that convenience sampling can be used to illustrate the application of some new method or when the research is based on case studies. Delamere et al. (2001) applied convenience sample when developing a scale to measure resident attitudes toward social impact in order to pretest and purify the scale. McDougall and Munro (1994: 123) state that “a convenience sample can be used in the pretest as long as the attitude/construct has some relevancy for the respondent”. The *disadvantages* of this sampling which could have an impact on the results strategy are: (a) sampling bias leading to a sample that is not representative of the entire population, (b) limitation in generalization and inference making about the entire population and (c) low external validity of the study (ibid). The authors understand that rarely is a sample fully representative of its population and that random fluctuations were expected thus causing sampling errors. However, as was already mentioned earlier in the scope and limitations section, it is believed that the sample represents those residents in the population who have interest in the Way Out West festival and, therefore, can assess its social impacts. This study follows the Social Exchange Process Model (Ap, 1992) where prerequisites exist that social actors have to have initial rationale or motivation to be engaged in a social exchange process with another party. In the case of this study it means that the festival initially should have been relevant to the survey participants in order for them to be able to assess the positive and negative social impacts it produces.

3.4.1.2 Research Participants and Relevant Population Parameters

The elements selected for this study were attendees and non-attendees of the Way Out West festival in Göteborg. The only criterion for participation in the survey was that the elements were living in Göteborg. Otherwise, they came from all age, education, income and gender groups. According to SCB and Statistisk Årsbok Göteborg (2010), 906 691 people live in Greater Göteborg (Ale, Allingsås, Härryda, Kungsbacka, Kungälv, Lerum, Lilla Edet, Mölndal, Partille, Stenungsund, Tjörn and Öckerö), and 500 197 live in Göteborg City (Gunnared, Lärjedalen,

Kortedala, Bergsjön, Härlanda, Örgryte, Centrum, Linnestaden, Majorna, Högsbo, Älvsborg, Frölunda, Askim, Tynnered, Biskopsgården, Lundby, Tuve-Säve, Backa and Kärra-Rödbo). For the purpose of this study only residents from Göteborg City were included into the sample excluding people from neighboring cities and municipalities. In 2008 there were 247 637 men and 252 560 women in Göteborg; their education level at age 20-64 was following: 12.9% studied at elementary school level, 39.7% earned a high-school diploma and 45.2 % had a university degree, in total 320 020 people in Göteborg have some kind of education. In 2007, a middle income for men in Göteborg was 258,800 kr. and for women 188,600 kr., in total average of 223,100 kr. 5.7% of people in Göteborg were 15-19 years old, 8.1% of the inhabitants were 20-24 years old, 9.7% were 25-29, 8.5% were 30-34, 7.3% were 35-39 and 30% were 40-64 years old.

3.4.1.3 Data Collection

The communication data collection method chosen for the study was self-administered online questionnaire. The survey was built using a web-based survey application called SurveyMonkey. In order for the residents to be able to fill in the online survey, their names and e-mail addresses were collected during day time by the two researchers and their assistant in the period from February, 17, 2010 to April, 11, 2010.

The residents of Göteborg were approached on the streets of the city in the following five areas: Slottsskogen, a public park, Kungssportsplatsen, a main street, Nordstan (Brunnsparken), an area outside a large mall, Korsvägen, an area outside a Convention centre and Haga, a local tourist street. At all sites, a convenience sampling method was applied because it was impossible to control pedestrians' passage in these open sites. This meant that every person that was stopped who wanted to participate in the survey was included. People that did not express any interest in the survey were not included. The purpose of the study was to examine the attitudes of people to whom the Way out West festival had relevance. They were asked if they would like to participate in the survey on the social impacts of the Way Out West festival conducted by Handelshögskolan and supported by the organizers of the festival Lugerinc and Göteborg & Co. In order to increase willingness to participate and response rate (and, therefore, validity and reliability of the study), they were also informed that by participating in the research they would have an opportunity to win a ticket to the Way Out West festival taking place in August 2010.

In the case of a positive answer, they were then asked to provide the researchers with their names and e-mail addresses in order to send them the link to the electronic version of the survey and inform them later if they would win the ticket to the festival. They were given an information leaflet about the purpose of the survey together with the contact of the researchers in case they would have any additional questions (Appendix 2). The concerns of confidentiality were brought up and the potential respondents were assured that their personal data would be treated professionally and remain anonymous.

In the evening on the same day or one day after the link to the survey together with the cover letter (Appendix 3) was e-mailed from *way.out.west.research@gmail.com* to the potential respondents who were then filling in the questionnaire online. The e-mail address

way.out.west.research@gmail.com was created specifically to improve credibility of the online survey and avoid misunderstandings from the side of the potential respondents. Also, one more measure to increase response rate used by the researchers was sending reminders to those potential respondents who did not submit the completed survey. The data obtained through the web-based survey application SurveyMonkey was then transferred into the SPSS 17.0 for further statistic assessment.

3.4.1.4 Sample Size

The sample size for this study was based on the tolerance of error and on statisticians' professional opinion and advice. For a 95% confidence level (5% chance of the sample results differing from the true population average), a good estimate of the margin of error (or confidence interval) was given by $1/\sqrt{N}$, where N is the number of participants or sample size (Niles, 2006). The sample size the authors used in this study was 284 participants, which means that the confidence level was 95% with a margin of error of 5.8%. The cost and time limit was an important factor when determining the sample size for this study.

3.4.1.5 Characteristics of the Sample

The link to the web-based survey was sent in total to 610 residents. Out of this figure, 326 people did not respond (this includes 2 opted out messages and 99 bounced messages). 284 residents responded to the questionnaire. This number represents the response rate of approximately 46.5% which can be considered as high since common response rates for web-based surveys are usually very low, only 10% to 20% (e.g. Sax et al., 2003 or Manfreda et al., 2008). Out of 284 responses, 14 were partially completed and 36 were sent by the respondents who live outside Göteborg. 14 partially completed responses were removed from the sample in accordance with the common research procedure (e.g. Kim & Petrick, 2005). Only the perceptions of the residents of the city of Göteborg were supposed to be examined within this study. Therefore, 36 responses sent by those respondents who live outside the city were removed as well. Overall, 234 responses were retained for the further analysis which represent approximately 38.4% of the initial pool of the collected e-mails ($n=234$). Both attendees (99 respondents, 42.3%) and non-attendees (135 respondents, 57.7%) of the Way Out West festival are included in this figure.

Opted-Out

Every recipient of the self-completion questionnaire had a chance to opt-out and permanently remove the email from the mailing list if he/she did not wish to receive further emails from SurveyMonkey. 2 respondents out of 610 emails sent decided to opt-out, which meant that he/she felt that the questionnaire was a waste of effort and an indication the survey was inappropriate or that the email was not inviting enough (Archer, 2007).

Bounced Back

99 emails were not deliverable, which meant that the email list of potential respondents was "not clean". According to Manfreda and Vehovar (2003:11) bounced email addresses, calculated as a percentage of those deployed, is also called "failure rate."

Partially completed survey

14 respondents out of 284 partially responded to the survey questions and after a while closed down the site. This might have depended on the length of the questionnaire (4 pages), the fact that all questions were Likert Scale and therefore looking very similar and possible not appealing to the eye, time issues or simply not interesting and similarly looking statements about positive or negative effect of the festival to the respondent.

The demographic profile of the study respondents as well as the corresponding parameters of the population are presented in Table 2 below.

Table 2. The demographic profile of the respondents: sample vs. population

Socio-demographic variables of sample	Frequency	Percent %	Socio-demographic variables of population	Frequency	Percent %
<i>Status</i>			<i>Status</i>		
Attendees	99	42.3	Attendees	N/A	N/A
Non-attendees	135	57.7	Non-attendees	N/A	N/A
<i>Gender</i>			<i>Gender</i>		
Male	94	40.2	Male	247 637	49.5
Female	140	59.8	Female	252 560	50.5
<i>Age</i>			<i>Age</i>		
15-19	23	9.8	15-19	28667	5.7
20-24	59	25.2	20-24	40689	8.1
25-29	63	26.9	25-29	48556	9.7
30-34	53	22.6	30-34	42728	8.5
35-39	18	7.7	35-39	36314	7.3
40-64	17	7.3	40-64	151733	30.3
<i>Occupation</i>			<i>Occupation</i>		
Public Sector	40	17.1	Public Sector	125352	25.1
Private Sector	51	21.8	Private Sector	176379	35.3
Student (16-64)	110	47.0	Student (16-64)	64 574	12.9
Other	33	14.1	Other	133892	26.7
<i>Education Level age 16-74</i>			<i>Education Level age16-74</i>		
Primary School	5	2.1	Primary School	70644	18.6
High-School (Gymnasiet)	55	24	High-School (Gymnasiet)	145129	38.3
Higher Education(Bachelor,Master, PhD, Yrkesutbildning)	171	73.1	University (Bachelor, Master, PhD)	153731	40.6
Other	3	1.2	Other	9402	2.5

As can be seen from the table, differences exist between the sample and the population parameters. It was concluded that the sample is not totally representative of the population.

3.4.2 Focus Groups

The qualitative method included conducting 2 focus group interviews (Appendix 4 & 5) to get the initial insights on how the residents of the city perceive the festival from the point of view of social impacts on Göteborg.

Focus group is a qualitative technique and group interview that capitalizes on communication between research participants in order to generate data. This group interaction method is useful in order to explore participants' experiences and knowledge and to examine what people think, how and why they think so. While questionnaires are appropriate to find out peoples pre-defined opinion, focus groups are better in order to explore how opinions are constructed (Kitzinger, 1995).

The strengths of focus groups are: an insight into people's motivations and complex behaviors, the ability to observe the participants agreements and disagreements and the ability to encourage participation of those people who are reluctant or intimidated to be interviewed. Some weaknesses are linked to the role of moderator, where efforts to guide and behavior can disrupt the interaction. Additionally, the group itself can have a negative effect on the discussion and Sussman et al. (1991) talks about the "polarization effect", where participant's attitudes become more extreme after a group discussion.

The first focus group included the residents of Göteborg who did not visit the festival. On February 16th, 2010 an email was sent to 6 individuals that live in Göteborg but that did not attend the Way Out West festival. All of them confirmed to attend. The email described who we are, what we are doing and what the study is about in order to get people involved and interested. We explained what a focus group means, that it will be performed in English and recorded for future purposes. Also, the Way Out West festival link and some information about the festival was attached in the body of the email for the participants to prepare and start thinking about their answers. The reasoning behind why these individuals were chosen was: all are residents of Göteborg for more than 1.5 years, 3 of the participants were born in Sweden and Göteborg, 3 participants were students from Handelshögskolan, the age range (23-56) was purposely wide and they came from different levels of education for purpose of discussion. They came from different social backgrounds, which was valuable in terms of getting a deeper understanding of the topic by collecting various kinds of opinions.

The second focus group included the residents of the city who visited the festival. There were 5 individuals participating in the discussion on the social impacts of the festival on Göteborg. Their age varied from 20 to 26. Notably, one musician from the city took part in the focus group, which enabled the researchers to get some insights on how the social impacts of the festival may be perceived by those residents who are professionally involved in music. The content analysis and the information gained from the focus groups are presented in the Results section.

3.4.2.1 Procedure

The smallest group consisted of five individuals, the largest of six. The audio taped interviews took between 1.5 and 2 hours each. Coffee and tea were served to the participants on arrival. The moderators welcomed all participants, reaffirming them that there are no right or wrong answers and opened the conversation with a neutral question asking the participants to briefly introduce themselves as a way to develop rapport within the group and to open a dialog. An interview guide consisting of structured and semi-structured set of questions was designed to investigate the topic. Morrison-Breedy et al. (2001:48) suggest that "a full guide when more is known about the topic or when specific information is needed. If the focus groups are being constructed with

multiple groups for comparison, consider using a structured interview guide, because this will foster the consistency of data collection”. The focus groups were led by two persons of the research team, one acted as moderator, the other as assistant to the moderator, following suggestions given by Krueger (1988). The moderator was responsible for facilitating the group discussions while the assistant took care of the audio equipment, kept track of time and took notes during the interviews.

3.4.3 Instrument Design

The authors applied the Festival Social Impact Attitude Scale (FSIAS) developed by Delamere, Wankel and Hinch (2001) and Delamere (2001) as the measurement scale to evaluate the social impacts of the Way Out West festival on the city of Göteborg. This scale is considered as a comprehensive measure of the social impacts in the festival studies area (Fredline et al., 2003). According to Stevik (2008:11), “before applying any impact scale to a new study, it is important to consider to what extent the scale is sensitive to local variations”. In relation to the scale chosen for the purpose of this study, Rollins and Delamere (2007:807) argue that “the FSIAS is a robust scale that can be modified depending upon the community, client, and researcher needs; it will withstand substantial modifications and still produce valid and reliable results”. According to Small, Edwards and Sheridan (2005:70), “the scale recognizes the social impacts of festivals separate from the social impacts of general tourism development, and in doing so, it provides greater value to festival researchers than generic tourism impact scales”.

However, Delamere (2001) suggested that this scale should be further tested in various communities and cultural environments, in relation to various kinds of festivals in order to further validate it. According to Rollins and Delamere (2007:807), “replication studies will serve to extend the credibility of the FSIAS. On a practical basis, the results of these studies provide residents, festival organizers, and civic officials with important community perceptions pertaining to the festival. [...] This will allow for even greater understanding of resident attitudes toward the social impacts of community festivals, and also the dynamic nature of those attitudes”. Following the recommendations of Delamere (2001), practically all of the original 25 FSIAS items were utilized; however, to reflect the realities of the festival and the environment it is organized in as well as the aims of the researchers; the survey was complemented with a number of additional variables deemed essential in relation to the Way Out West festival. The final version of the survey also included additional items on demographics and personal characteristics to further enable the researchers to conduct a sound statistical assessment of the gained data taking into consideration various socio-demographic characteristics of respondents.

The survey was conducted online and included 20 positive impact items and 11 negative impact items in the form of statements, 15 administrative and socio-demographic items in the form of close-ended and multiple choice questions, and 3 items in the form of open-ended (unstructured) questions (Appendix 6). The open-ended (unstructured) questions were asked in order to reveal additional respondents’ concerns on the socio-cultural impacts of the Way Out West Festival and therefore to gain a deeper understanding of the entailed complexities. Indeed, some authors suggest that using predefined scales limits researcher’s ability to get the real picture of the impacts produced by an event/festival (Reid, 2007; Stevik, 2008).

It was ensured that the variables are based on the common understanding of the concepts/phenomena and that their formulations are not biased in any way.

Layout of the questionnaire mirrored the values of Lugerinc in terms of environmental commitment of the festival and the owners (the survey was designed using green color). The logo of the Way Out West was put on the first page to gain credibility and make the sponsor visible. In order to leave the participants with a positive attitude about the survey the authors introduced the survey with an emphasis on the importance of the participant's responses to the study. The goal of an introduction was to supply the potential participants with motivation, to reveal the topic, to inform about the amount of time participation and to find out if the potential participant has the knowledge necessary to participate in the survey.

The use of incentives was widely acknowledged in the literature on web-based surveys as one of the precondition of achieving higher response rates when conducting an online questionnaire (Porter & Whitcomb, 2003a; Fan & Yan, 2010; and Galesik & Bosnjak, 2009). Taking into consideration this fact, it was decided to offer an opportunity to win a ticket to the Way Out West festival taking place in August 2010 for the potential respondents. They were provided with the information about this opportunity when they were first approached during the process of collecting e-mails.

There were two sections in the online questionnaire. In the first section of social benefits and costs where the FSIAS scale was utilized, the variables were posed as statements. It required the respondents to assess the statements against the 5-item Likert scale being "Strongly Disagree", "Disagree", "Neutral", "Agree", "Strongly Agree". The authors were aware that, in accordance with Reid (2007), social impacts should not be labeled as "positive" or "negative" in order not to bias the respondents' answers in any way. Therefore, the statements aimed to measure the social impacts represented one section with no distinction between "positive" and "negative" impacts.

In the second administrative and socio-demographic section, the variables were posed mostly as questions. The authors did not want the participants to discontinue early, thus, the questioning process began with simple items and moved on to more complex items, from general to more specific. In order to awaken interest and motivation to participate, respondents were not confronted by early requests for information that might be considered personal and ego threatening, therefore, the demographics section was put in the end of the survey. The conclusion was designed to leave the participant with an impression that his or her involvement has been valuable to the study.

The advantages of using a self-administered survey were sample accessibility, which allowed contact with otherwise inaccessible respondents, the use of incentives to increase the response rate, quick data collection, and expanded geographic coverage across the city without increase in costs. It is generally perceived as anonymous to respondents and allowed them time to think about questions and statements asked. Moreover, it was a low-cost option that required minimal staff. The disadvantages with self-administered survey were no interviewer intervention available for probing or explanation, difficult to encourage each participant to provide an adequate amount of information when they answer at home, difficult to encourage each

participant to provide accurate responses, the questionnaire could not be too long, complex and too time consuming, an accurate email list was needed or emails were bouncing back, need for low distraction environment for survey completion and often respondents returning survey represented extremes of the population which skewed the responses.

According to Blumberg, Cooper, and Schindler (2008), web-based surveys have a number of advantages and disadvantages. Among advantages are: low re-delivery costs which decrease non-response error, more timely and less costly preliminary notification, high level of personalization and modification opportunities for researchers and flexibility for potential respondents. Moreover, web-based survey applications have a coaching device to guide the researcher through question and response formatting, automated publishing to a web server, the ability to view incoming data in real-time, the ability of rapid transmission of results as well as flexible analysis and reporting mechanisms. As for disadvantages, web-based surveys require preliminary list of contacts of the potential respondents. To obtain those is time-consuming and sometimes costly. Indeed, Fricker and Schonlau (2002) suggest that most studies disregard the fact that to field an online survey requires much more time than the survey response time itself. They further argue that a researcher must take into consideration the mode of contact, how long it will take to establish this contact, and the mode of follow up. Also, Fricker and Schonlau note that web-based surveys may cause even more expenses in comparison with other modes of surveying (e.g. post mailing). Therefore, one shall be aware that sometimes additional costs occur in relation to conducting an online questionnaire such as programmer costs, labour costs or the costs of obtaining required contacts of the sample from the population (e.g. census). Additionally, researchers have to have technical expertise to field a web survey. Lastly, technology is not perfect and numerous bugs may occur during the data collection period.

3.4.4 Refinement of the Scale

Refinement of the scale was carried out through examination of the questionnaire by an expert panel of professionals and academics having appropriate experience in tourism and statistics studies. The expert panel included Doctor of Economics, Professor Tommy D. Andersson, Ph.D. Wajda Irfaeya and M.Sc. Erik Lundberg from Handelshögskolan. The questionnaire's content validity, the variables' clarity and readability were carefully assessed. All potential problematic issues were eliminated and required improvements were made to the survey in accordance with the judges' professional advice. Special attention was given to the correct translation of the original FSIAS scale from English into Swedish. Every question of the survey was checked for consistency and correctness of meaning. All problems and concerns were eliminated step-by-step, corrections were made and irrelevant or difficult to understand words or phrases were removed.

3.4.5 Pre-testing of the Instrument

The first-level pre-test of the instrument leading to various suggestions for improvements was conducted informally by fellow instrument designers, class mates and thesis tutors. The second-level pre-testing was field-tested and conducted on 9 sample participants with similar backgrounds and characteristics to the desired participants. The field pre-test instrument was

distributed exactly as the actual instrument was distributed. The web based self-completion questionnaire was sent to 7 sample participants in order to test continuity and flow, length and timing, question sequence, meaning and language, participant interest and reactions to the instrument. The pre-test of the instrument was valuable in terms of overcoming instrument problems, refinement and helped the authors in making decisions about modifying and cutting material.

3.4.6 Data Analysis

3.4.6.1 Factor Analysis

In order to answer the first research question being: *What are the underlying dimensions of the social impacts of the Way Out West festival on the residents of the city of Göteborg?* the variables of the Way Out West Festival Social Impact Perception Scale were factor analysed in SPSS 17.0.

According to (Stevik, 2008:10), “Factor analysis is often used in combination with impact scales. It is a common term for various multivariate statistical methods suitable for analysing dependency between many variables. Through factor analysis the data is reduced to a few underlying dimensions which are easier to interpret”. In regards to studying the socio-cultural impacts of festivals, a number of authors utilized factor analysis to identify the underlying dimensions (factors) of these impacts (Delamere, 2001; Fredline et al., 2001; Kim & Petrick, 2005; Small, 2007). Delamere (2001) and Fredline et al. (2001) apply principal components analysis, whereas Small (2007) uses common factor analysis in her study. Describing the factor analysis technique, Gaur and Gaur (2009) point out that “variables that have a high correlation between them and are largely independent of other subsets of variables, are combined into factors”. The authors further suggest that both Principal Components Analysis (PCA) and Factor analysis (FA) are utilised by researchers with the aim to identify “a smaller number of factors underlying a large number of observed variables” (ibid: 131).

There are two types of factor analysis being Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). While EFA is applied to build theory, CFA is generally utilized to test theory (Gaur and Gaur, 2009). In order to identify the underlying dimensions of the social impacts of the Way Out West festival on the residents of the city of Göteborg, factor analysis technique was utilized by the authors of this study. Both Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were conducted.

3.4.6.2 Independent samples t-tests and one-way ANOVA tests

In order to answer the second research question being: *Are there any differences between socio-demographic subgroups of the residents of the city of Göteborg on the positive and negative impact factors of the Way Out West festival?* independent samples t-tests and ANOVA were performed with the factors as dependent variables and socio-demographic items as independent variables. Finn et al. (2000:224) argue that “ANOVA and t-tests are parametric tests which make

assumptions about the population from which the sample is drawn and use interval/ratio data”. According to Field (2005:296), “the independent t-test is used in situations in which there are two experimental conditions and different participants have been used in each condition”. Importantly, the procedure tests the null hypothesis that the population mean of a variable is the same for two groups of cases (Norušis, 2008). By contrast, ANOVA is beneficial for analysis of several independent variables. It shows the relationships among these variables and what impacts these interactions have on the dependent variable (Field, 2005). Both tests enable a researcher to make a conclusion if the difference found in means is statistically significant, i.e. exists in the population from where the sample was drawn and not occurred by chance.

3.4.6.3 Content Analysis

“Qualitative content analysis is defined as a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns” (Hsieh & Shannon, 2005:1278). According to Kondracki and Wellman (2002) text data might be collected from open-ended questions from a survey, focus group, interviews, print media or narrative responses; both verbally and in print form. According to Hsieh and Shannon (2005), content analysis follows steps such as formulation of research question, sample selection, definition of categories, an outline and implementation of the coding process, determination of trustworthiness and an analysis of the results of the coding process in order to organize text into few content categories. Additionally, the authors identified 3 approaches to content analysis: (1) conventional content analysis, where the study starts with observation, codes are defined during the data analysis and codes are derived from data, (2) directed content analysis, where the study starts with theory, codes are defined before and during data analysis, codes are derived from theory or relevant research findings and (3) summative content analysis, where the study starts with keywords that are identified before and during data analysis and the keywords are derived from interest of researchers. This study used conventional content analysis.

According to Busch et al. (2005), there are two types of analyses: *conceptual and relational*. In conceptual analysis a concept is examined and the number of its occurrences within the text recorded, but in relational analysis (which builds on conceptual analysis) an examination of relationships among concepts in a text is performed. This study used a conceptual analysis to analyze the open-ended responses to the self-completion questionnaire with the purpose of examining the number of concept occurrences and not the relationships between them. The goal was, according the research question, to examine the number of positive and negative words and phrases used to describe an argument.

In order to analyze the open-ended responses the authors first decided on the *level of analysis* and coded for a single words, a set of phrases and words. Secondly, a decision was made about how many concepts to code for, which involved development of *pre-defined or interactive* set of concepts and categories. The decision was made not to code for every single positive or negative word in the text, but for the most relevant text to the study. The third step involved coding either for *existence or frequency* of a concept, and the authors chose to code for frequency since it was important to understand how many times a word or a phrase appeared in the open-ended

responses text. The next step was to decide on the *level of generalization*, meaning whether the concepts were coded exactly as they appeared or whether they appeared in different forms and said in different ways. The authors chose to code in different forms. Finally, it was important to decide on what to do with *irrelevant information* in the open-ended responses and the authors chose to disregard it and not to reexamine it.

4. Results

4.1 Factor Analysis

The factor analysis was conducted in SPSS 17.0 (Statistical Package for the Social Sciences 17.0). In order to find out if the data were appropriate for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was applied to the 31-item scale and showed the value of 0.855 which is considered as “great” by Hutcheson & Sofroniou (1999:224-225 in Field, 2005:640).

It was expected that the 31-item scale would consist of two factors, namely, benefits and costs, and that these factors correlate with each other as soon as they both belong to social impacts construct (in accordance with Delamere, 2001). Consequently, confirmatory factor analysis with Oblique rotation was applied. After all the variables were factor analyzed, according to Kaiser’s (1974) criterion only those factors with eigenvalues greater than 1 were remained, and only variables with factor loadings and communalities of greater than 0.4 were further interpreted as the components of the final factor structure. Field (2005) argues that eigenvalues “represent the amount of variation explained by a factor” and that “an eigenvalue of 1 represents a substantial amount of variation”. This means that all factors with eigenvalues greater than 1 should be retained for further analysis because they are statistically important. Another concern is that one can decide upon the strength of a factor by looking on the amount of variation explained by this factor. The less is the explained variance, the less meaningful becomes the factor (Field, *ibid*).

It was found out that “*Q19. Entrance fees for the festival are affordable for the residents of Göteborg*” (*Adult Pass: 1345kr and youth pass: 1045kr*) initially believed to belong to the benefits, did not load to any of the factors. The explanation for that may be that this variable may measure economic benefits/costs of the festival and not the social impact perception. Hence, it was removed from the further analysis.

Also, “*Q27. The festival is a disruption in the normal routines of the residents of Göteborg*” had communality of less than 0.4 (0.307). It may indicate that this phenomenon is not significant in relation to the festival. Therefore, these two variables were removed from the further analysis, and the scale retained 29 items in total. These 29 items were again factor analyzed to obtain the final factor structure shown in Table 3.

As expected, two factors were identified with eigenvalues greater than 1.0 being Social Benefits (eigenvalue equals 7.045) and Social Costs (eigenvalue equals 3.152). These factors explained 35,2 % of the variance, 24.3% and 10.9 % respectively. In accordance with Field (2005), it was concluded, that Social Benefits factor is stronger than Social Costs factor for it explains greater

variance in the original data. Alpha coefficients within each dimension were calculated to confirm the factor's internal consistency. The internal reliability of the benefits (19 items) was equal to 0.892 (the reliability of the FSIAS' benefits was 0.9479) and the internal reliability of the costs (10 items) was equal to 0.830 (FSIAS – 0.9420).

Also, the reliability of the whole scale was tested with Cronbach's Alpha; alpha coefficient for the 29-item scale accounted to 0.812, which was well above the required 0.7, but less than that of the FSIAS. The reliability of the total 25-item FSIAS was 0.9508. The decrease in reliability is explained by the fact that the initial FSIAS was modified by the authors in order to tailor it more to the Way Out West festival.

Table 3. Alpha Values and Factor Loadings for the Way Out West Festival Social Impact Perception Scale

Scale Items	Factor	
	Benefits	Costs
Q14 The festival serves as an inspiration for new ideas in Göteborg	.708	
Q17 Way Out West festival contributes to the development of Göteborg's musical life	.687	
Q15 The festival provides Göteborg with an opportunity to discover and develop cultural skills and talents	.646	
Q8 The festival plays an important role in my cultural life	.626	
Q12 The festival provides Göteborg with positive recognition	.610	
Q16 I am exposed to a variety of cultural experiences because the festival is held in Gothenburg	.606	
Q13 The festival provides the residents who visit it with the opportunity to learn new things about music	.597	
Q4 The festival increases image of Göteborg	.591	
Q9 The festival contributes to my personal well-being	.573	
Q18 The festival encourages and supports talented musicians in Göteborg	.555	
Q5 The festival shows others why Göteborg is unique and special	.553	
Q11 I feel a greater sense of connectedness with others by participating in the festival	.553	
Q7 The festival improves the quality of life in Göteborg	.550	
Q10 I feel proud visiting the festival	.538	
Q6 The festival provides a sense of well-being in Göteborg	.533	
Q2 The festival increases the identity of Göteborg	.531	
Q3 The festival provides more entertainment opportunities for the residents of Gothenburg	.507	
Q20 The festival has left positive memories with me	.436	
Q1 The festival is a celebration of Göteborg	.410	
Q29 Noise levels increase to an unacceptable level during the festival		.734
Q30 Local recreation facilities are overused during the festival		.690
Q28 The festival is an intrusion into the life of Göteborg		.634
Q26 The influx of festival visitors reduced privacy in Göteborg		.633
Q31 I feel that crime increases during the festival		.599
Q22 The city is overcrowded during the festival		.545
Q24 The festival has a negative impact on the nature of Slottsskogen		.497
Q25 Litter is increasing to unacceptable levels during the festival		.473

Q21 Vehicle traffic increases to unacceptable levels in the mid August during the festival		.457
Q23 The festival is disturbing to the animals in and near Slotsskogen		.407
Eigenvalues	7.045	3.152
Explained variance,%	24.294	10.869
Alpha coefficients	.892	.830
Reliability of total 29-item scale	.812	

Extraction Method: Principal Axis Factoring.
 Rotation Method: Oblimin with Kaiser Normalization.

4.1.1 Factor Analysis of Benefits Factor

The factor Benefits was again factor analyzed to identify the sub-factors (Table 4). Explorative Principal Component Analysis was utilized with Oblique rotation as soon as it was believed that the sub-factors of the Way Out West Festival Social Impact Perception Scale were different to those of the FSIAS scale because new variables were added. Three sub-factors were identified through the procedure:

- Sub-factor 1: *Community Benefits*
- Sub-factor 2: *Individual Benefits*
- Sub-factor 3: *Cultural and Musical Life Benefits*

They explained 56.4 % of the variance. The first sub-factor, *Community Benefits*, explained 37.2 % of the variance, while the second sub-factor *Individual Benefits* explained 11.7% of the variance and the third sub-factor *Cultural and musical life* explained only 7.4% of it. Eigenvalues were 7.078, 2.223 and 1.400 respectively. In accordance with Field (2005), it was concluded, that Community Benefits sub-factor is stronger than Individual Benefits sub-factor and that Personal Benefits factor is stronger than Cultural and Musical Life Benefits sub-factor. Although Cultural and Musical Life Benefits factor is the weakest factor, by looking on its communality values it was concluded that it explains the original data very well. Thus, following the recommendations of Field (2005), it was retained for further analysis. Reliability coefficients within each of the underlying dimensions of the Benefits factor were 0.852, 0.859 and 0.844 respectively.

The item “Q1. The festival is a celebration of Göteborg” was not retained because its communality value was less than 0.4 (0.350).

Table 4. Alpha Values and Factor Loadings within Factor 1 - Benefits

Scale Items	Factors		
	1	2	3
Q6 The festival provides a sense of well-being in Göteborg	.805		
Q4 The festival increases image of Göteborg	.796		
Q7 The festival improves the quality of life in Göteborg	.760		
Q9 The festival contributes to my personal well-being	.716		
Q2 The festival increases the identity of Göteborg	.711		
Q12 The festival provides Göteborg with positive recognition	.614		

Q5 The festival shows others why Göteborg is unique and special	.531		
Q3 The festival provides more entertainment opportunities for the residents of Göteborg	.479		
Q10 I feel proud visiting the festival		.918	
Q11 I feel a greater sense of connectedness with others by participating in the festival		.894	
Q20 The festival has left positive memories with me		.812	
Q8 The festival plays an important role in my cultural life		.670	
Q18 The festival encourages and supports talented musicians in Göteborg			-.870
Q15 The festival provides Göteborg with an opportunity to discover and develop cultural skills and talents			-.785
Q17 Way Out West festival contributes to the development of Göteborg's musical life			-.722
Q14 The festival serves as an inspiration for new ideas in Göteborg			-.693
Q16 I am exposed to a variety of cultural experiences because the festival is held in Göteborg			-.520
Q13 The festival provides the residents who visit it with the opportunity to learn new things about music			-.484
Eigenvalues	7.078	2.223	1.400
Explained variance,%	37.2	11.7	7.4
Alpha coefficients	.852	.859	.844

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

According to Pett et al. (2003), the first three or four variables with the highest loadings on a factor shall be selected to describe and name this factor. Also, Pett et al. (ibid) suggest that original theory should be applied with the purpose to identify the nature of the derived factor. Therefore, the first three variables being “Q6. The festival provides a sense of well-being in Göteborg”, “Q4. The festival increases image of Göteborg” and “Q7. The festival improves the quality of life in Göteborg” with communality values of 0.805, 0.796 and 0.760 respectively were utilized in order to name the first sub-factor. It was found out that the same variables were components of the Community Benefits sub-factor previously identified by Delamere (2001) in his work dedicated to FSIAS which was used for construction of the questionnaire for the present study. Taking this into consideration, it was concluded that the first sub-factor should be named *Community Benefits*. The only consideration is that “Q9. The festival contributes to my personal well-being” also loaded on this factor.

The second sub-factor was named *Individual Benefits* reflecting the fact that the variables which loaded on this particular factor all measured personal benefits of the festival for the residents of the city. Additionally, Delamere (2001) also identified the Individual Benefits subfactor in his previous study.

In order to name the third sub-factor, the first three variables with the highest loadings were analyzed being “Q18. The festival encourages and supports talented musicians in Göteborg”, “Q15. The festival provides Göteborg with an opportunity to discover and develop cultural skills and talents” and “Q17. Way Out West festival contributes to the development of Göteborg's musical life” with the communality values of -0.870, -0.785 and -0.722 respectively. It was concluded that the key themes for this particular sub-factor are “cultural life development” and

“musical life development”. Therefore, this sub-factor was named *Cultural and Musical Life Benefits*.

Interestingly, although new variables were added to the original instrument (FSIAS) and exploratory factor analysis was applied as it was believed that the sub-factors of the Benefits factor of the Way Out West Festival Social Impact Perception Scale would differ from those identified previously by Delamere (2001), the first two sub-factors which were derived through the procedure were similar to those he found in his study. However, the structures of both Community Benefits and Individual Benefits differ in comparison to the structures of the same factors in Delamere’s (2001) study (namely, the variables which constitute the sub-factors differ). This is explained by the fact that: 1) the original scale was modified, 2) the modified scale was applied on a different environment, on the people who come from a different socio-cultural background, and 3) the modified scale was applied in relation to a different event. Therefore, fluctuations in structures seem to be acceptable and understood.

As was pointed out earlier, “*Q9. The festival contributes to my personal well-being*” loaded on the Community Benefits sub-factor although it would be logical for it to load on the Individual Benefits sub-factor. As soon as variables which load under a factor correlate with each other (Field, 2005; Gaur & Gaur, 2009), it was concluded that “*Q9. The festival contributes to my personal well-being*” simply correlated with “*Q6. The festival provides a sense of well-being in Göteborg*” because they both claimed to measure the concept of *well-being* and, therefore, they were interconnected. Despite this fact, it was decided that the sub-factor should still retain its name *Community Benefits* as soon as all the other variables underlying this sub-factor measured this construct.

As can be seen from the Table 4, negative loadings of variables occurred on the third sub-factor, *Cultural and Musical Life Benefits*. According to Cramer and Howitt (2004) and Sheskin (2004), the variables which correlate negatively with a factor need to be reversed. It means that they need to be interpreted in the opposite direction from how they were formulated initially. Therefore, it was concluded that although the Way Out West Festival contributes positively to building the Community and Individual Benefits, its contribution to the development of the local cultural and musical life from the practical point of view is not significant. This finding is supported by the content analysis of the focus groups and the open-ended questions.

The interpretation of the open-ended responses content has revealed that although 28% of the attendees and non-attendees were satisfied with the quality of music and artists playing at the festival, few (12%) believed that the festival contributes to an increase of cultural activity and the development of musical life in Göteborg. The results from the focus groups of both attendees and non-attendees showed that both groups had some positive but mostly negative comments regarding the issue of the festival’s contribution to local music development, opportunities for the city’s young musicians, cultural community involvement, and the festival serving as a platform to socialize. With regards to the positive impacts, some people thought that the festival acts as inspiration for the musicians, develops a broader variety of music in Göteborg and plays different music styles which could appeal to people of different age categories and interests. On the negative side, most respondents thought that the festival is too exclusive to contribute to the

community involvement, meaning that if the festival organizers are aiming at creating subgroups and to inspire young people musically they are not on the right track. The following quotes are illustrative: “There is no impact on the local bands if WOW doesn’t want to promote the local bands and music scene”, “It is rather hard since WOW books very unusual interesting bands. They rarely book artists from Göteborg”, “We shouldn’t be talking here about younger people”, “If that is subgroups impact that WOW is aiming at then they are not on the right track”, “WOW should incorporate more city activities into their program, more clubs and the whole city” (Appendix 4 & 5). However, it was decided to retain this sub-factor for the further analysis in order to discover any differences in how this phenomenon is perceived by the residents from various socio-demographic groups.

4.1.2 Factor Analysis of Costs Factor

The factor Costs was also analyzed to identify the sub factors (Table 5). Again, Explorative Principal Component Analysis with Oblique rotation was applied. Two sub-factors were identified through the procedure:

Sub-factor 1: *Social Costs*

Sub-factor 2: *Environmental Costs*

They explained 54% of the variance, the first sub-factor *Social Costs* explained 40.6 % of the variance whereas the second sub-factor, *Environmental Costs*, explained considerably less, 13,4% of the variance. Eigenvalues were 4.063 and 1.340 respectively. By looking at communality values of the Environmental Costs sub-factor, it was suggested that it is good at explaining the original data. In accordance with Field (2005), it was concluded, that Social Costs sub-factor is stronger than Environmental Costs sub-factor for it explains greater amount of variance in the original data.

The sub-factors were named in accordance with the procedure described above. The variables with the highest loadings on the first sub-factor, namely, “Q22. *The city is overcrowded during the festival*”, “Q28. *The festival is an intrusion into the life of Göteborg*” and “Q30. *Local recreation facilities are overused during the festival*” with the communality values of 0.790, 0.783 and 0.772 respectively were analyzed for the common themes. The findings of Delamere (2001) were taken into consideration when naming this sub-factor: as soon as these variables represent the components of the Costs factor in his study, the sub-factor was named *Social Costs*. The second sub-factor was named *Environmental Costs* as it was obvious that all the three variables which constitute this sub-factor measured this construct.

Interestingly, Delamere’s (2001) factor analysis in relation to the Costs factor showed that there were no underlying dimensions within it (the variables continued loading on one factor). Again, these differences in factor structures between FSIAS and the Way Out West Festival Social Impact Perception Scale are explained by the fact that the original scale (FSIAS) was modified and applied on a different environment.

“Q21. *Vehicle traffic increases to unacceptable levels in the mid August during the festival*” had the communality value of less than 0.4 (0.393). It was concluded that this phenomenon is not

relevant to the Way Out West Festival. This finding is supported by the focus groups discussions which revealed that although some respondents felt that the festival might increase the traffic flow, the traffic does not increase to unacceptable levels. The following quotes are illustrative: “I don’t think that the traffic affects the locals at all”, “You cannot complain about the traffic”, “Why would you drive to the festival when we have such a good public transport?” The content analysis of the open-ended responses showed no negative opinions about the increase of traffic in Göteborg during the festival. Therefore, Q21 was removed from the further analysis.

The reliability alphas were computed for each of the underlying dimensions of the Costs factor. The Alpha coefficient for the *Social Costs* sub-factor was equal to 0.822. The same coefficient for the *Environmental Costs* sub-factor was slightly less than recommended 0.7 (0.693). However, it is considered acceptable given that the factor consists only of three variables (Field, 2005).

Table 5. Alpha Values and Factor Loadings within Factor 2 - Costs

Scale items	Factors	
	1	2
Q22 The city is overcrowded during the festival	.790	
Q28 The festival is an intrusion into the life of Göteborg	.783	
Q30 Local recreation facilities are overused during the festival	.772	
Q26 The influx of festival visitors reduced privacy in Göteborg	.708	
Q29 Noise levels increase to an unacceptable level during the festival	.696	
Q31 I feel that crime increases during the festival	.571	
Q24 The festival has a negative impact on the nature of Slottsskogen		.892
Q23 The festival is disturbing to the animals in and near Slottsskogen		.780
Q25 Litter is increasing to unacceptable levels during the festival		.632
Eigenvalues	4.063	1.340
Explained variance,%	40.626	13.401
Alpha coefficients	.824	.693

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

Therefore, the first research question being: “*What are the underlying dimensions of the positive and negative social impacts of the Way Out West festival on the residents of the city of Göteborg?*” was answered. The following *five underlying dimensions* of the social impacts of the Way Out West festival on the residents of the city were identified:

1. *Community Benefits*
2. *Individual Benefits*
3. *Cultural and Musical Life Benefits*
4. *Social Costs*
5. *Environmental Costs*

4.2 Independent Samples T-tests and One-Way ANOVA Tests

In order to answer the second research question “*Are there any differences between socio-demographic subgroups of the residents of the city of Göteborg on the positive and negative impact factors of the Way Out West festival?*” one-way ANOVA tests and independent samples t-tests were performed.

In order to reveal the differences in the respondents’ perceptions on the social impacts of the Way Out West festival, the means of subsamples were inspected. Subsamples are represented by various socio-demographic groups of respondents in this study. It is important to clarify, that the Likert Scale used to measure the social impacts of the festival remained unchanged irrespective of a positive or a negative statement aimed to assess a positive or a negative social impact. This means that the respondents had to assess positive or negative statement against the same Likert Scale which contained 1 as “Strongly Disagree”, 2 as “Disagree”, 3 as “Neutral”, 4 as “Agree” and 5 as “Strongly Agree”. Thus, if a respondent would agree with the statement “The festival provides a sense of well-being in Göteborg” s/he would choose value 4 which would mean that s/he *positively* assesses this impact. However, if a respondent would agree with the statement “The festival is an intrusion into the life of Göteborg” and would choose the same value of 4, it would mean that s/he *negatively* assesses this impact. Therefore, for the purpose of this study, the means of subsamples should be read differently depending on the positive or negative nature of a social impact factor.

4.2.1 Independent Samples T-tests

According to Field (2005:287), independent samples t-test is a parametric test which holds the following assumptions:

1. Data comes from normally distributed populations.
2. Data are measured at least at the interval level.
3. Variances in populations are roughly equal.
4. Scores are independent.

When applying this parametric test to the data, it was secured that the above mentioned assumptions are not violated. The assumption of normality was checked by conducting the Kolmogorov-Smirnov test and inspecting Q-Q Plots. Notably, Stern (2010) points out that the assumption of normality can be relaxed if the sample size is higher than 30 participants. Therefore, it was concluded that there was no serious threat to interpretation of the probabilities associated with the sample t-values as soon as the sample size of this study was 234. The dependent variables were measured at the ordinal level, but it was believed that the intervals between the points “Strongly Disagree”, “Disagree”, “Neutral”, “Agree” and “Strongly Agree” were equal. To confirm the assumption of equality of variances, Levene’s test was performed. Finally, the data were independent, meaning that the behavior of one respondent did not influence the behavior of another.

4.2.1.1 Gender

In regards to the data, independent samples t-test was conducted in order to identify if any differences exist in the residents' perceptions on the positive and negative impact factors by gender group.

The following hypothesis was stated:

H_{I_0} = In the population, there is no difference in the residents' perceptions on the positive/negative impact factors by gender.

H_{I_A} = In the population, there is a difference in the residents' perceptions on the positive/negative impact factors by gender.

Rejection level is $p < 0.05$.

Table 6. Independent samples t-test for comparison of the residents' perceptions on the positive and negative impact factors by Gender Group

Positive and negative impact factors	Female (n=140)	Male (n=94)	T-value	df	P-value
<i>Positive impact factors</i>					
1. Community Benefits	4.0429	3.9694	0.895	232	0.372
2. Individual Benefits	4.4286	4.1489	1.709	232	0.089
3. Cultural and Musical Life Benefits	3.9250	3.8067	1.336	232	0.183
<i>Negative impact factors</i>					
1. Social Costs	2.1714	2.0266	1.562	232	0.120
2. Environmental Costs	3.3952	3.0443	3.203	232	0.002*

* $p < 0.05$

Interpretation:

1. Community Benefits

On average, female respondents assessed Community Benefits more positively ($M=4.0429$, $SE=0.05$), than male respondents ($M=3.9694$, $SE=0.07$). This difference was not significant $t(232) = 0.895$, $p > 0.05$. The null hypothesis was accepted.

2. Individual Benefits

On average, female respondents assessed Individual Benefits more positively ($M=4.4286$, $SE=0.11$), than male respondents ($M=4.1489$, $SE=0.12$). This difference was not significant $t(232) = 1.709$, $p > 0.05$. The null hypothesis was accepted.

3. Cultural and Musical Life Benefits

On average, female respondents assessed Cultural and Musical Life Benefits more positively ($M=3.9250$, $SE=0.05$), than male respondents ($M=3.8067$, $SE=0.07$). This difference was not significant $t(232) = 1.336$, $p > 0.05$. The null hypothesis was accepted.

4. Social Costs

On average, female respondents assessed Social Costs more negatively ($M=2.1714$, $SE=0.06$), than male respondents ($M=2.0266$, $SE=0.07$). This difference was not significant $t(232) = 1.562$, $p > 0.05$. The null hypothesis was accepted.

5. *Environmental Costs*

On average, female respondents assessed Environmental Costs more negatively ($M=3.3952$, $SE=0.06$), than male respondents ($M=3.0443$, $SE=0.09$). This difference was significant ($t(232) = 3.203$, $p<0.05$). Therefore, the alternative hypothesis being “*In the population, there is a difference in the residents’ perceptions on Environmental Costs by gender*” was accepted. It was concluded that in the population, female residents of the city are more negative toward assessing environmental consequences of the festival than male residents.

All null hypotheses above were supported by the content analysis of the open-ended responses results (Appendix 10). Out of 234 respondents, 140 (59.8 %) were women from which 56% did not visit the festival and 44% did. 94 (67.1%) women out of 140 took their time to answer the open-ended questions about the positive and negative effects of the festival. Most of the women that answered the questions were highly educated (67.8%) and lived in Linnestaden (24%), Centrum (21.5%) and Majorna (14.9%) with a pretty low income (0-150 000 kr) since the majority were students. On the other hand, out of 234 respondents 94 were men (40.2%) from which 55% never visited the festival. 58 men (62%) out of 94 took their time to answer the open-ended questions about the positive effects of the festival and 56 men (57%) out of 98 wrote about the negative effects of the festival. Most of the men were students 37% but a large group worked for the private sector (37%). A majority were highly educated (66.7%) and living in Centrum (21.4%), Linnestaden (21.4%) and Majorna (19%).

In total, women in Göteborg (visitors and non-visitors) had more comments about the community and personal benefits aspects of the Way Out West festival than the men. Regarding the socializing opportunities (41% vs. 36%), the perceptions between women and men were very similar. Most women (20%) and 22% of the men thought that the festival increased the atmosphere in the city. There was a small difference in women (16%) and men (29%) when commenting on the use of public space (Slottsskogen) as the festival location. More women (19%) believed that the festival increased inbound tourism and improved the image for the city than men (9%), but more men (15%) vs. women (4%) thought that Way Out West increased the feeling of happiness in Göteborg.

Regarding the Social Costs, 32% of women and 38% of men did not like that the grass and nature in Slottsskogen were destroyed by many people and 19% of women vs. 9% of men believed that the festival disrupted the animals in the zoo. Regarding the disruption of daily life to the people living in the park area and the fact that the park is closed off to the public 19% of women and 20% of the men disliked it. Also, 17% of women and 16% of men thought that the park is too crowded and there are long queues in Slottsskogen. More women (10%) said that crime, alcohol and drugs abuse increased during the festival and 6% of the men agreed.

4.2.1.2 Gender by Attendance

Independent samples t-tests were also conducted in order to find out if any differences exist in the residents’ perceptions on the positive and negative impact factors by gender group among attendees and non-attendees of the festival.

Attendees

The following hypothesis was stated:

H_{20} = In the population, there is no difference in the attendees' perceptions on the positive/negative impact factors by gender.

H_{2A} = In the population, there is a difference in the attendees' perceptions on the positive/negative impact factors by gender.

Rejection level is $p < 0.05$.

Table 7. Independent samples t-test for comparison of the attendees' perceptions on the positive and negative impact factors by Gender Group

Positive and negative impact factors	Female (n=58)	Male (n=41)	T-value	df	P-value
<i>Positive impact factors</i>					
1. Community Benefits	4.2328	4.2317	0.01	97	0.992
2. Individual Benefits	4.0819	3.8963	1.325	97	0.188
3. Cultural and Musical Life Benefits	3.8908	3.8537	0.263	97	0.793
<i>Negative impact factors</i>					
1. Social Costs	1.9454	1.9024	0.286	97	0.775
2. Environmental Costs	3.3448	2.9431	2.215	97	0.029*

* $p < 0.05$

Interpretation:

1. Community Benefits

On average, female attendees assessed Community Benefits more positively ($M=4.2328$, $SE=0.07$), than male attendees ($M=4.2317$, $SE=0.09$). This difference was not significant $t(97) = 0.01$, $p > 0.05$. The null hypothesis was accepted.

2. Individual Benefits

On average, female attendees assessed Individual Benefits more positively ($M=4.0819$, $SE=0.08$), than male attendees ($M=3.8963$, $SE=0.12$). This difference was not significant $t(97) = 1.325$, $p > 0.05$. The null hypothesis was accepted.

3. Cultural and Musical Life Benefits

On average, female attendees assessed Cultural and Musical Life Benefits more positively ($M=3.8908$, $SE=0.09$), than male attendees ($M=3.8537$, $SE=0.10$). This difference was not significant $t(97) = 0.263$, $p > 0.05$. The null hypothesis was accepted.

4. Social Costs

On average, female attendees assessed Social Costs more negatively ($M=1.9454$, $SE=0.09$), than male attendees ($M=1.9024$, $SE=0.12$). This difference was not significant $t(97) = 0.286$, $p > 0.05$. The null hypothesis was accepted.

5. Environmental Costs

On average, female attendees assessed Environmental Costs more negatively ($M=3.3448$, $SE=0.11$), than male attendees ($M=2.9431$, $SE=0.15$). This difference was significant $t(97) = 2.215$, $p < 0.05$. Therefore, the alternative hypothesis being "In the population, there is a difference in the attendees' perceptions on Environmental Costs by gender" was accepted. It

was concluded that in the population, female attendees of the festival are more negative toward assessing environmental consequences of the festival than male attendees.

Non-attendees

The following hypothesis was stated:

H_{3_0} = *In the population, there is no difference in the non-attendees' perceptions on the positive/negative impact factors by gender.*

H_{3_A} = *In the population, there is a difference in the non-attendees' perceptions on the positive/negative impact factors by gender.*

Rejection level is $p < 0.05$.

Table 8. Independent samples t-test for comparison of the non-attendees' perceptions on the positive and negative impact factors by Gender Group

Positive and negative impact factors	Female (n=82)	Male (n=53)	T-value	df	P-value
<i>Positive impact factors</i>					
1. Community Benefits	3.9085	3.7665	1.301	133	0.195
2. Individual Benefits	4.6738	4.3443	1.272	133	0.206
3. Cultural and Musical Life Benefits	3.9492	3.7704	1.571	133	0.119
<i>Negative impact factors</i>					
1. Social Costs	2.3313	2.1226	1.866	133	0.064
2. Environmental Costs	3.4309	3.1226	2.269	133	0.025*

* $p < 0.05$

Interpretation:

1. Community Benefits

On average, female non-attendees assessed Community Benefits more positively ($M=3.9085$, $SE=0.06$), than male non-attendees ($M=3.7665$, $SE=0.09$). This difference was not significant $t(133) = 1,301$, $p > 0.05$. The null hypothesis was accepted.

2. Individual Benefits

On average, female non-attendees assessed Individual Benefits more positively ($M=4.6738$, $SE=0.17$), than male non-attendees ($M=4.3443$, $SE=0.19$). This difference was not significant $t(133) = 1.272$, $p > 0.05$. The null hypothesis was accepted.

3. Cultural and Musical Life Benefits

On average, female non-attendees assessed Cultural and Musical Life Benefits more positively ($M=3.9492$, $SE=0.07$), than male non-attendees ($M=3.7704$, $SE=0.09$). This difference was not significant $t(133) = 1.571$, $p > 0.05$. The null hypothesis was accepted.

4. Social Costs

On average, female non-attendees assessed Social Costs more negatively ($M=2.3313$, $SE=0.07$), than male non-attendees ($M=2.1226$, $SE=0.09$). This difference was not significant $t(133) = 1.866$, $p > 0.05$. The null hypothesis was accepted.

5. Environmental Costs

On average, female non-attendees assessed Environmental Costs more negatively ($M=3.4309$, $SE=0.07$), than male non-attendees ($M=3.1226$, $SE=0.12$). This difference was significant $t(133) = 2.269$, $p < 0.05$. Therefore, the alternative hypothesis being “*In the population, there is a difference in the non-attendees’ perceptions on Environmental Costs by gender*” was accepted. It was concluded that in the population, female non-attendees of the festival are more negative toward assessing environmental consequences of the festival than male non-attendees.

4.2.1.3 Professional Involvement in Music

Independent samples t-test was conducted in order to identify if statistically significant differences exist in the residents’ perceptions on the positive and negative impact factors by professional involvement in music.

The hypothesis was stated:

H_{40} = *In the population, there is no difference in the residents’ perceptions on the positive/negative impact factors by professional involvement in music.*

H_{4A} = *In the population, there is a difference in the residents’ perceptions on the positive/negative impact factors by professional involvement in music.*

Rejection level is $p < 0.05$.

Table 9. Independent samples t-test for comparison of the residents' perceptions on the positive and negative impact factors by Professional Involvement in Music

Positive and negative impact factors	Involved (n=40)	Not involved (n=194)	T-value	df	P-value
<i>Positive impact factors</i>					
1. Community Benefits	4.0000	4.0161	0.151	232	0.880
2. Individual Benefits	3.8813	4.4059	2.479	232	0.014*
3. Cultural and Musical Life Benefits	3.8958	3.8737	-0.191	232	0.849
<i>Negative impact factors</i>					
1. Social Costs	1.9708	2.1426	1.422	232	0.156
2. Environmental Costs	3.0667	3.2930	1.560	232	0.120

* $p < 0.05$

Interpretation:

1. Community Benefits

On average, those residents who are not professionally involved in music assessed Community Benefits more positively ($M=4.0161$, $SE=0.04$), than those residents who are professionally involved in music ($M=4.0000$, $SE=0.13$). This difference was not significant $t(232) = 0.151$, $p > 0.05$. The null hypothesis was accepted.

2. Individual Benefits

On average, those residents who are not professionally involved in music assessed Individual Benefits more positively ($M=4.4059$, $SE=0.09$), than those residents who are professionally

involved in music ($M=3.8813$, $SE=0.19$). This difference was significant $t(232) = 2.479$, $p < 0.05$. Therefore, the alternative hypothesis being “*In the population, there is a difference in the residents’ perceptions on Individual Benefits by professional involvement in music*” was accepted. It was concluded that in the population, those residents who are not professionally involved in music assess Individual Benefits more positively than those residents who are professionally involved in music.

3. Cultural and Musical Life Benefits

On average, those residents who are professionally involved in music assessed Cultural and Musical Life Benefits more positively ($M=3.8958$, $SE=0.12$), than those residents who are not professionally involved in music ($M=3.8737$, $SE=0.05$). This difference was not significant $t(232) = -0.191$, $p > 0.05$. The null hypothesis was accepted.

4. Social Costs

On average, those residents who are not professionally involved in music assessed Social Costs more negatively ($M=2.1426$, $SE=0.05$), than those residents who are professionally involved in music ($M=1.9708$, $SE=0.11$). This difference was not significant $t(232) = 1.422$, $p > 0.05$. The null hypothesis was accepted.

5. Environmental Costs

On average, those residents who are not professionally involved in music assessed Environmental Costs more negatively ($M=3.2930$, $SE=0.06$), than those residents who are professionally involved in music ($M=3.0667$, $SE=0.15$). This difference was not significant $t(232) = 1.560$, $p > 0.05$. The null hypothesis was accepted.

The results from the content analysis revealed that 39 respondents were professionally involved in music in Göteborg and 33 answered to the open-ended questions. On the positive side, some thought that the diversity of artists was appealing and interesting, that the quality of the festival is good, that the festival is a good initiative to increase the cultural experiences and creativity in the city while widening people’s world views. But many artists and people that were involved in music in the city had some negative comments about the ticket price, the fact that Luger does not book local bands, that the festival should focus more on the cultural aspect and not just on music and that the choice of music and artists is too narrow and commercial. The results from the focus groups also confirmed the hypothesis. One musician from the city took part in the Focus Group 2 in order to get some insights on how the social impacts of the festival may be perceived by those residents who are professionally involved in music. Although the musician had many positive comments about the festival, the rest of the group members (non-musicians) were more enthusiastic and positive.

4.2.1.4 Attendance

Independent samples t-test was conducted in order to find out if significant differences exist in the residents’ perceptions on the positive and negative impact factors by attendance.

The hypothesis was stated:

H_{5_0} = *In the population, there is no difference in the residents' perceptions on the positive/negative impact factors by attendance.*

H_{5_A} = *In the population, there is a difference in the residents' perceptions on the positive/negative impact factors by attendance.*

Rejection level is $p < 0.05$.

Table 10. Independent samples t-test for comparison of the residents' perceptions on the positive and negative impact factors by Attendance

Positive and negative impact factors	Attended (n=99)	Did not attend (n=135)	T-value	df	P-value
<i>Positive impact factors</i>					
1. Community Benefits	4.2323	3.8528	-4.888	232	0.000*
2. Individual Benefits**	-	-	-	-	-
3. Cultural and Musical Life Benefits	3.8754	3.8790	0.041	232	0.968
<i>Negative impact factors</i>					
1. Social Costs	1.9276	2.2494	3.574	232	0.000*
2. Environmental Costs	3.1785	3.3099	1.187	232	0.237

* $p < 0.05$ ** equal variances were not assumed

Interpretation:

1. *Community Benefits*

On average, attendees assessed Community Benefits more positively ($M=4.2323$, $SE=0.05$), than non-attendees ($M=3.8528$, $SE=0.05$). This difference was significant $t(232) = -4.888$, $p < 0.05$. Therefore, the alternative hypothesis being “*In the population, there is a difference in the residents' perceptions on Community Benefits by attendance*” was accepted. It was concluded that in the population, attendees of the festival assess Community Benefits more positively than non-attendees.

The content analysis of the open-ended questions showed similar results and confirmed the fact that the attendees were more positive to Community Benefits items. 30% of attendees vs. 21% of non-attendees liked the proximity and the fact that the festival is located in the city centre. 24% of attendees vs. only 5% of non-attendees enjoyed the better atmosphere that the festival brings to the city. 6% of attendees vs. 3% of non-attendees liked that the festival is located in Slottsskogen and that is it a good use of public space. 17% of attendees vs. 10% of non-attendees though that the festival increased tourism opportunities and the image of the city and 15% of attendees vs. 7% of non-attendees enjoyed the happiness feeling that the festival brings to Göteborg.

2. *Individual Benefits*

Levene's test performed in order to check the assumption of homogeneity of variance showed that this assumption was violated. According to Field (2005), such parametric tests as independent samples t-test assume that the variances in experimental groups are almost equal meaning that these samples originate from the populations with the same variance. In this

case, the null hypothesis was considered to be incorrect and it was preferred not to interpret the results of the independent samples t-test which was conducted in regards to the Individual Benefits sub-factor by attendance.

3. Cultural and Musical Life Benefits

On average, non-attendees assessed Cultural and Musical Life Benefits more positively ($M=3.8790$, $SE=0.05$), than those residents who are not professionally involved in music ($M=3.8754$, $SE=0.07$). This difference was not significant $t(232) = 0,041$, $p>0.05$. The null hypothesis was accepted.

4. Social Costs

On average, attendees assessed Social Costs more positively ($M=1.9276$, $SE=0.07$), than non-attendees ($M=2.2494$, $SE=0.05$). This difference was significant $t(232) = 3.574$, $p<0.05$. Therefore, the alternative hypothesis being "*In the population, there is a difference in the residents' perceptions on Social Costs by attendance*" was accepted. It was concluded that in the population, attendees of the festival assess Social Costs more positively than non-attendees.

5. Environmental Costs

On average, attendees assessed Environmental Costs more positively ($M=3.1785$, $SE=0.09$), than non-attendees ($M=3.3099$, $SE=0.07$). This difference was not significant $t(232) = 1.187$, $p>0.05$. The null hypothesis was accepted.

The results from content analysis of the open-ended questions (Appendix 9) have shown that 28% of visitors and 21% of non-visitors did not like the expensive ticket prices. A high number (46% visitors and 37% non-visitors) thought that the festival damages the nature and grass in Slottsskogen. 15% of visitors and 19% of non-visitors did not like the fact that the festival disrupted the life of animals in Slottsskogen. The highest number of visitors (56%) and non-visitors (37%) thought that the festival disrupted the people living around the park and did not like the fact that the festival was partially closed to the public (interrupting families with children, daily walks in the park with dogs and running sessions). 11% of visitors and 24% of non-visitors believed that the park was too crowded during the festival. 9% of visitors thought that it should be allowed to bring food and drinks to the festival area, 4% of visitors did not like the food and water prices and 6% of visitors wished that there were camping opportunities for visitors. Only 6% of visitors vs. 5% of non-visitors wished for a wider choice of performing artists. Not many people thought that there was an increase of crime, alcohol and drug abuse during the festival (6%).

4.2.1.6 Education Level

Independent samples t-test was performed in order to find out if significant differences exist in the residents' perceptions on the positive and negative impact factors by the level of education.

The hypothesis was stated:

H_{6_0} = In the population, there is no difference in the residents' perceptions on the positive/negative impact factors by the level of education.

H_{6_A} = In the population, there is a difference in the residents' perceptions on the positive/negative impact factors by the level of education.

Rejection level is $p < 0.05$.

Table 11. Independent samples t-test for comparison of the residents' perceptions on the positive and negative impact factors by the Level of Education

Positive and negative impact factors	Higher education (n=207)	Lower education (n=27)	T-value	df	P-value
<i>Positive impact factors</i>					
1. Community Benefits	4.0211	3.9537	0.535	232	0.593
2. Individual Benefits	4.2669	4.6944	-1.703	232	0.090
3. Cultural and Musical Life Benefits	3.8873	3.8025	0.623	232	0.534
<i>Negative impact factors</i>					
1. Social Costs	2.0990	2.2222	-0.863	232	0.389
2. Environmental Costs	3.2729	3.1111	0.944	232	0.346

Interpretation:

1. Community Benefits

On average, the respondents with higher education assessed Community Benefits more positively (M=4.0211, SE=0.04), than the respondents with lower education (M=3.9537, SE=0.11). This difference was not significant $t(232) = 0.535$, $p > 0.05$. The null hypothesis was accepted.

2. Individual Benefits

On average, the respondents with lower education assessed Individual Benefits more positively (M=4.6944, SE=0.19), than the respondents with higher education (M=4.2669, SE=0.09). This difference was not significant $t(232) = -1.703$, $p > 0.05$. The null hypothesis was accepted.

3. Cultural and Musical Life Benefits

On average, the respondents with higher education assessed Cultural and Musical Life Benefits more positively (M=3.8873, SE=0.05), than the respondents with lower education (M=3.8025, SE=0.12). This difference was not significant $t(232) = 0.623$, $p > 0.05$. The null hypothesis was accepted.

4. Social Costs

On average, the respondents with lower education assessed Social Costs more negatively (M=2.2222, SE=0.14), than the respondents with higher education (M=2.0990, SE=0.05). This difference was not significant $t(232) = -0.863$, $p > 0.05$. The null hypothesis was accepted.

5. *Environmental Costs*

On average, the respondents with higher education assessed Environmental Costs more negatively ($M=3.2729$, $SE=0.06$), than the respondents with lower education ($M=3.1111$, $SE=0.16$). This difference was not significant $t(232) = 0.944$, $p>0.05$. The null hypothesis was accepted.

The results from the open-ended responses show that there are small differences between the perceptions of people with a high school degree and a university degree regarding the festival (Appendix 12). 45% with a high school degree vs. 23% of residents with a university degree thought that the festival played good music, but 43% of people with a university degree vs. 38% with a high school degree believed that the festival offered a good mix and quality of artists performing. Both groups (52% vs. 43%) wrote that Way Out West offered great socializing opportunities for the residents. People with a university degree (43%) liked that the festival is in the city centre compared to 26% of people with a high school degree. Only 10% of high school degree group thought that there was an increase of better atmosphere in Göteborg vs. 21% of people with a university degree. Both groups did not really think that there was a good use of public space (3% vs. 7%). 13% vs. 15% believed that the festival increased the tourism and improved the image of the city, 13% vs. 9% liked that the festival increased the feeling of happiness in Göteborg, 35% vs. 4% thought that the festival was original. Finally, low numbers showed that only 16% of residents with a high school degree and 9% with a university degree wrote that the festival increased the culture in the city.

The results of the negative impacts assessment of the Way Out West festival did not show any significant differences between these two groups. Similar numbers showed that 29% vs. 24% thought that the ticket prices were too high, 35% vs. 34% believed that the festival destroyed partially the nature and grass in Slottsskogen, 16% vs. 18% of the residents did not like the fact that the festival disrupted the life of animals living in the park, 26% vs. 24% of the residents wrote that the festival was disrupting the daily routine of people living in the area and that the park was closed off for the public and 13% vs. 16% thought that the park was overcrowded. Both groups had similar perceptions about no allowance of food and drinks to the festival (only 3% vs. 4%), but while the high school education residents did not really think that the food and water was too expensive, the residents with a university degree did think so. Very few people commented on no camping opportunities and few thought that there was an increase of crime, alcohol and drugs during the festival in the city (6%). Additionally, 6% vs. 7% of both groups wished that there was a wider choice of artists performing during the festival.

4.2.1.7 Personal Income

Independent samples t-test was performed in order to find out if significant differences exist in the residents' perceptions on the positive and negative impact factors by personal income.

The hypothesis was stated:

$H7_0 =$ *In the population, there is no difference in the residents' perceptions on the positive/negative impact factors by personal income.*

$H7_A$ = In the population, there is a difference in the residents' perceptions on the positive/negative impact factors by personal income.

Rejection level is $p < 0.05$.

Table 12. Independent samples t-test for comparison of the respondents' perceptions on the positive and negative factors by Personal Income

Positive and negative impact factors	0-150 000 SEK (n=127)	Higher than 150 000 SEK (n=107)	T-value	df	P-value
<i>Positive impact factors</i>					
1. Community Benefits	3.9606	4.0759	-1.432	232	0.154
2. Individual Benefits	4.5039	4.0935	2.569	232	0.011*
3. Cultural and Musical Life Benefits	3.9121	3.8364	0.866	232	0.387
<i>Negative impact factors</i>					
1. Social Costs	2.1614	2.0561	1.152	232	0.251
2. Environmental Costs	3.2415	3.2695	-0.254	232	0.800

* $p < 0.05$

Interpretation:

1. Community Benefits

On average, the respondents with higher income assessed Community Benefits more positively ($M=4.0759$, $SE=0.06$), than the respondents with lower income ($M=3.9606$, $SE=0.05$). This difference was not significant $t(232) = -1.432$, $p > 0.05$. The null hypothesis was accepted.

2. Individual Benefits

On average, the respondents with lower income assessed Individual Benefits more positively ($M=4.5039$, $SE=0.10$), than the respondents with higher income ($M=4.0935$, $SE=0.12$). This difference was significant $t(232) = 2.569$, $p < 0.05$. Therefore, the alternative hypothesis being "In the population, there is a difference in the residents' perceptions on Individual Benefits by personal income" was accepted. It was concluded that in the population, the residents with lower income assess Individual Benefits more positively than the residents with higher income.

3. Cultural and Musical Life Benefits

On average, the respondents with lower income assessed Cultural and Musical Life Benefits more positively ($M=3.9121$, $SE=0.05$), than the respondents with higher education ($M=3.8364$, $SE=0.07$). This difference was not significant $t(232) = 0.866$, $p > 0.05$. The null hypothesis was accepted.

4. Social Costs

On average, the respondents with lower income assessed Social Costs more negatively ($M=2.1614$, $SE=0.06$), than the respondents with lower education ($M=2.0561$, $SE=0.07$). This difference was not significant $t(232) = 1.152$, $p > 0.05$. The null hypothesis was accepted.

5. *Environmental Costs*

On average, the respondents with higher income assessed Environmental Costs more negatively ($M=3.2695$, $SE=0.09$), than the respondents with lower income ($M=3.2415$, $SE=0.07$). This difference was not significant $t(232) = -0.254$, $p>0.05$. The null hypothesis was accepted.

The results from the open-ended responses showed that in total, the visitors and non-visitors of the festival with a lower annual income had more comments about Way Out West festival than people with a higher annual income (Appendix 11). Regarding the good music (31% low income vs. 30% higher income) and a good mix and quality of artists (34% low income vs. 24% higher income), the results showed that both groups had the similar perceptions. 28% of people with a lower income (28%) in Göteborg thought that the festival provided people with great socializing opportunities, while 54% of people with higher income thought the same. The proximity of the festival was appreciated by both groups as well (14% with lower income vs. 26% with higher income). 26% of people with higher income enjoyed the good atmosphere that the festival creates in the city and 14% of people with a lower income agreed. The use of public space (Slottsskogen) during the festival showed low numbers (6% vs. 4%). 17% of people with a lower income believed that the festival increased the tourism and image of Göteborg vs. 13% of people with higher income. 27% of people with a lower income enjoyed the happiness in the city that the festival created vs. 13% of the people with higher income. A larger number (18%) vs. 11% of people with lower income thought that the festival increased the culture in Göteborg.

The results showed that both groups have pretty similar perceptions about the negative effects of the festival. 28% vs. 23% of the visitors and non-visitors did not like the expensive tickets, 35% vs. 27% believed that the festival destroyed partially the nature and grass in the park, 13% vs. 18% did not like that Way Out West disrupts the animals in the park zoo, 15% vs. 23% thought that the festival disrupts the people that live around Slottsskogen and that the park is partially closed off to the public. 18% out of low income residents of the city believed that the park is overcrowded during the 3 day festival vs. 16% of high income people. Low numbers showed that few people cared about the price of food and drink in the festival area (8% vs. 7%) and the fact that the food and water was not allowed inside the area (3% vs. 7%). Some people thought that the crime, alcohol and drug increase mattered (8% vs. 5%) and both groups (7%) wished that there was a wider and better choice of performances at the festival.

4.2.1.8 Closeness to Slottsskogen

Independent samples t-test was conducted in order to find out if significant differences exist in the residents' perceptions on the positive and negative impact factors by closeness to Slottsskogen.

The hypothesis was stated:

$H_{80} =$ *In the population, there is no difference in the residents' perceptions on the positive/negative impact factors by closeness to Slottsskogen.*

$H8_A$ = In the population, there is a difference in the residents' perceptions on the positive/negative impact factors by closeness to Slottsskogen.

Rejection level is $p < 0.05$.

Table 13. Independent samples t-test for comparison of the residents' perceptions on the positive and negative impact factors by Closeness to Slottsskogen

Positive and negative impact factors	Residents living in municipalities close to Slottsskogen (n=88)	Residents living in other municipalities (n=146)	T-value	df	P-value
<i>Positive impact factors</i>					
1. Community Benefits	4.0199	4.0094	0.126	232	0.900
2. Individual Benefits	4.2415	4.3613	-0.720	232	0.472
3. Cultural and Musical Life Benefits	3.8390	3.9007	-0.687	232	0.493
<i>Negative impact factors</i>					
1. Social Costs	2.0777	2.1347	-0.605	232	0.546
2. Environmental Costs	3.1705	3.3048	-1.189	232	0.236

Interpretation:

1. *Community Benefits*

On average, the respondents who live close to Slottsskogen assessed Community Benefits more positively ($M=4.0199$, $SE=0.06$), than the respondents who live in other municipalities ($M=4.0094$, $SE=0.05$). This difference was not significant $t(232) = 0.126$, $p > 0.05$. The null hypothesis was accepted.

2. *Individual Benefits*

On average, the respondents who live in other municipalities assessed Individual Benefits more positively ($M=4.3613$, $SE=0.10$), than the respondents who live close to Slottsskogen ($M=4.2415$, $SE=0.12$). This difference was not significant $t(232) = -0.720$, $p > 0.05$.

3. *Cultural and Musical Life Benefits*

On average, the respondents who live in other municipalities assessed Cultural and Musical Life Benefits more positively ($M=3.9007$, $SE=0.06$), than the respondents who live close to Slottsskogen ($M=3.8390$, $SE=0.07$). This difference was not significant $t(232) = -0.687$, $p > 0.05$. The null hypothesis was accepted.

4. *Social Costs*

On average, the respondents who live in other municipalities assessed Social Costs more negatively ($M=2.1347$, $SE=0.06$), than the respondents who live close to Slottsskogen ($M=2.0777$, $SE=0.07$). This difference was not significant $t(232) = -0.605$, $p > 0.05$. The null hypothesis was accepted.

5. *Environmental Costs*

On average, the respondents who live in other municipalities assessed Environmental Costs more negatively ($M=3.3048$, $SE=0.07$), than the respondents who live close to Slottsskogen ($M=3.1705$, $SE=0.09$). This difference was not significant $t(232) = -1.189$, $p>0.05$. The null hypothesis was accepted.

The results from open-ended results showed that out of the 234 attendee and non-attendee respondents 47 (20%) lived in Linnestaden. 51% never visited and 49% visited the Way Out West festival. 38 (81%) people out of 47 that lived around Linnestaden responded to the open-ended questions. Most of them have a high education (68%) and 30% of people that participated in the survey have children that are 0-12 years old.

On the positive side, 29% of people living in Linnestaden thought that the festival played good music and 16% liked the broad choice and quality of guest artists (Appendix 13). Half (50%) of them liked the fact that the festival brought socializing opportunities for the people living around Slottsskogen and 32% liked the atmosphere of the festival. But a low number (only 8%) believed that Slottsskogen was a good public space to be used to hold the festival. 18% of people living around Linnestaden enjoyed the happiness that the festival created and the increase of culture in Göteborg. Some of the negative effects that the residents of Linnestaden described were: expensive ticket prices (16%), nature and grass destruction (46%), disruption to the people in the area and the fact that Slottsskogen is partially closed off for three days (30%) and that there are too many people in the area (22%).

4.2.2 One-Way ANOVA Tests

One-way ANOVA tests were run on the dependent variables (the five factors) in relation to the following independent variables:

1. *Occupation*
2. *Age*

Prior to the tests, it was secured in each of the cases that all the assumptions of ANOVA are fulfilled meaning that the data are from a normally distributed population, the variances in each experimental condition are fairly similar and the observations are independent (Field, 2005:324). The dependent variables were measured on the ordinal level but it was believed that the intervals between the points “Strongly Disagree”, “Disagree”, “Neutral”, “Agree” and “Strongly Agree” were equal. To confirm the assumption of equality of variances, Levene’s test was performed. If the assumption of homogeneity of variances was broken, alternative Brown-Forsythe test (which is considered robust in such cases) was performed instead of ANOVA (Field, 2005:347).

4.2.2.1 Occupation

The following hypothesis was stated:

$H_{9_0} =$ *In the population, there is no difference in the residents’ perceptions on the positive/negative impact factors by occupation.*

$H9_A =$ In the population, there is a difference in the residents' perceptions on the positive/negative impact factors by occupation.

Rejection level is $p < 0.05$.

1. Community Benefits

Table 14. Descriptive statistics for Community Benefits by Occupation

	N	Mean	Std. Deviation
Public Sector	40	3.9281	.71325
Private Sector	51	4.1765	.46177
Student	111	4.0101	.54879
Total	202	4.0359	.56944

On average, the respondents who work in private sector assessed Community Benefits more positively ($M=4.1765$, $SE=0.06$), than the respondents who study ($M=4.0101$, $SE=0.05$) and those, who work in public sector ($M=3.9281$, $SE=0.11$). Robust test of equality of means, Brown-Forsythe test, was performed. It revealed that occupation does not have significant effect on Community Benefits, $F(2,100) = 2.199$, $p > 0.05$ (0.12). The null hypothesis was accepted.

2. Individual Benefits

Table 15. Descriptive statistics for Individual Benefits by Occupation

	N	Mean	Std. Deviation
Public Sector	40	4.1313	1.36695
Private Sector	51	4.2451	1.10735
Student	111	4.4932	1.20012
Total	202	4.3589	1.21629

On average, the respondents who study assessed Individual Benefits more positively ($M=4.4932$, $SE=0.11$), than the respondents who work in private sector ($M=4.2451$, $SE=0.15$) and those, who work in public sector ($M=4.1313$, $SE=0.22$). A Levene's test of homogeneity of variance did not indicate that this assumption was violated ($p > 0.05$). The ANOVA was not significant, $F(2,199) = 1,611$, $p > 0.05$ (0.202). Thus occupation does not have significant effect on Individual Benefits. The null hypothesis was accepted.

3. Cultural and Musical Life Benefits

Table 16. Descriptive statistics for Cultural and Musical Life Benefits by Occupation

	N	Mean	Std. Deviation
Public Sector	40	3.7375	.75475
Private Sector	51	3.9477	.56025
Student	111	3.9234	.62716
Total	202	3.8927	.64027

On average, the respondents who work in private sector assessed Cultural and Musical Life Benefits more positively ($M=3.9477$, $SE=0.08$), than the respondents who study ($M=3.9234$,

SE=0.06) and those, who work in public sector (M=3.7375, SE=0.12). A Levene’s test of homogeneity of variance did not indicate that this assumption was violated ($p>0.05$). The ANOVA was not significant, $F(2,199) = 1,499$, $p> 0.05$ (0.226). Thus occupation does not have significant effect on Cultural and Musical Life Benefits. The null hypothesis was accepted.

4. Social Costs

Table 17. Descriptive statistics for Social Costs by Occupation

	N	Mean	Std. Deviation
Public Sector	40	2.2250	.76381
Private Sector	51	1.8824	.57474
Student	111	2.1186	.64565
Total	202	2.0800	.66213

On average, the respondents who work in public sector assessed Social Costs more negatively (M=2.2250, SE=0.12), than the respondents who study (M=2.1186, SE=0.06) and those, who work in private sector (M=1.8824, SE=0.08). A Levene’s test of homogeneity of variance did not indicate that this assumption was violated ($p>0.05$). The ANOVA was significant, $F(2,199) = 3,505$, $p< 0.05$ (0.032). Thus occupation has significant effect on Social Costs. Scheffe Post Hoc test revealed that the difference between the perceptions of “private sector” and “public sector” groups was significant. The alternative hypothesis was accepted being *“In the population, there is a difference in the residents’ perceptions on Social Costs by occupation”*. It was concluded, that in the population, those residents who work in public sector assess Social Costs more negatively than those residents who work in private sector.

5. Environmental Costs

Table 18. Descriptive statistics for Environmental Costs by Occupation

	N	Mean	Std. Deviation
Public Sector	40	3.4250	.91517
Private Sector	51	3.2320	.84661
Student	111	3.2132	.76117
Total	202	3.2599	.81529

On average, the respondents who work in public sector assessed Environmental Costs more negatively (M=3.4250, SE=0.14), than the respondents who work in private sector (M=3.2320, SE=0.12) and those, who study (M=3.2132, SE=0.07). A Levene’s test of homogeneity of variance did not indicate that this assumption was violated ($p>0.05$). The ANOVA was not significant, $F(2,199) = 1.032$, $p> 0.05$ (0.358). Thus occupation does not have significant effect on Environmental Costs. The null hypothesis was accepted.

4.2.2.2 Age

The following hypothesis was stated:

$H10_0$ = *In the population, there is no difference in the residents' perceptions on the positive/negative impact factors by age.*

$H10_A$ = *In the population, there is a difference in the residents' perceptions on the positive/negative impact factors by age.*

Rejection level is $p < 0.05$.

1. Community Benefits

Table 19. Descriptive statistics for Community Benefits by Age

	N	Mean	Std. Deviation
15-20 years old	28	3.9777	.61053
21-25 years old	70	3.9857	.57205
26-30 years old	61	4.0779	.54922
31-35 years old	42	3.9613	.69102
36 years old and older	33	4.0492	.73550
Total	234	4.0134	.61501

On average, the respondents who are 26-30 years old assessed Community Benefits most positively ($M=4.0779$, $SE=0.07$) followed by those who are 36 years old and older ($M=4.0492$, $SE=0.13$), those who are 21-25 years old ($M=3.9857$, $SE=0.07$), those who are 15-20 years old ($M=3.9777$, $SE=0.11$) and those who are 31-35 years old ($M=3.9613$, $SE=0.10$). A Levene's test of homogeneity of variance did not indicate that this assumption was violated ($p > 0.05$). The ANOVA was not significant, $F(4,229) = 0.326$, $p > 0.05$ (0.860). Thus age does not have significant effect on Community Benefits. The null hypothesis was accepted.

2. Individual Benefits

Table 20. Descriptive statistics for Individual Benefits by Age

	N	Mean	Std. Deviation
15-20 years old	28	4.9375	.94679
21-25 years old	70	4.2321	1.22941
26-30 years old	61	4.2664	1.18925
31-35 years old	42	4.0595	1.35229
36 years old and older	33	4.3864	1.26258
Total	234	4.3162	1.23212

On average, the respondents who are 15-20 years old assessed Individual Benefits most positively ($M=4.9375$, $SE=0.18$) followed by those who are 36 years old and older ($M=4.3864$, $SE=0.22$), those who are 26-30 years old ($M=4.2664$, $SE=0.15$), those who are 21-25 years old ($M=4.2321$, $SE=0.15$) and those who are 31-35 years old ($M=4.0595$, $SE=0.21$). A Levene's test of homogeneity of variance did not indicate that this assumption was violated ($p > 0.05$). The ANOVA was significant, $F(4,229) = 2.427$, $p < 0.05$ (0.049). Thus age has significant effect on Individual Benefits. Scheffe Post Hoc test revealed that the difference between the perceptions of "15-20 years old" and "31-35 years old" groups was significant. The alternative hypothesis was accepted being *"In the population, there is a difference in the residents' perceptions on*

Individual Benefits by age". It was concluded, that in the population, those residents who are 15-20 years old assess Individual Benefits more positively than those residents who are 31-35 years old.

3. Cultural and Musical Life Benefits

Table 21. Descriptive statistics for Cultural and Musical Life Benefits by Age

	N	Mean	Std. Deviation
15-20 years old	28	4.1131	.67594
21-25 years old	70	3.9262	.64621
26-30 years old	61	3.8880	.52768
31-35 years old	42	3.6429	.75938
36 years and older	33	3.8535	.73805
Total	234	3.8775	.66484

On average, the respondents who are 15-20 years old assessed Cultural and Musical Life Benefits most positively (M=4.1131, SE=0.13) followed by those who are 21-25 years old (M=3.9262, SE=0.08), those who are 26-30 years old (M=3.8880, SE=0.07), those who are 36 years old and older (M=3.8535, SE=0.13) and those who are 31-35 years old (M=3.6429, SE=0.12). A Levene's test of homogeneity of variance did not indicate that this assumption was violated ($p > 0.05$). The ANOVA was significant, $F(4,229) = 2.348$, $p < 0.05$ (0.055). Thus age has significant effect on Cultural and Musical Life Benefits. Scheffe Post Hoc test revealed that the difference between the perceptions of "15-20 years old" and "31-35 years old" groups was significant. The alternative hypothesis was accepted. It was concluded, that in the population, those residents who are 15-20 years old assess Cultural and Musical Life Benefits more positively than those residents who are 31-35 years old.

4. Social Costs

Table 22. Descriptive statistics for Social Costs by Age

	N	Mean	Std. Deviation
15-20 years old	28	2.1190	.65868
21-25 years old	70	2.0429	.66102
26-30 years old	61	2.0164	.60070
31-35 years old	42	2.3770	.84509
36 years and older	33	2.1010	.72161
Total	234	2.1132	.69734

On average, the respondents who are 31-35 years old assessed Social Costs most negatively (M=2.3770, SE=0.13) followed by those who are 15-20 years old (M=2.1190, SE=0.12), those who are 36 years old and older (M=2.1010, SE=0.12), those who are 21-25 years old (M=2.0429, SE=0.08) and those who are 26-30 years old (M=2.0164, SE=0.08). A Levene's test of homogeneity of variance did not indicate that this assumption was violated ($p > 0.05$). The ANOVA was not significant, $F(4,229) = 2.012$, $p > 0.05$ (0.094). Thus age does not have significant effect on Social Costs. The null hypothesis was accepted.

5. Environmental Costs

Table 23. Descriptive statistics for Environmental Costs by Age

	N	Mean	Std. Deviation
15-20 years old	28	3.0595	.79117
21-25 years old	70	3.1548	.87289
26-30 years old	61	3.2678	.74242
31-35 years old	42	3.3651	.89203
36 years and older	33	3.4646	.87773
Total	234	3.2543	.83785

On average, the respondents who are 36 years old and older assessed Environmental Costs most negatively ($M=3.4646$, $SE=0.15$) followed by those who are 31-35 years old ($M=3.3651$, $SE=0.14$), those who are 26-30 years old ($M=3.2678$, $SE=0.09$), those who are 21-25 years old ($M=3.1548$, $SE=0.10$) and those who are 15-20 years old ($M=3.0595$, $SE=0.15$). A Levene's test of homogeneity of variance did not indicate that this assumption was violated ($p>0.05$). The ANOVA was not significant, $F(4,229) = 1.341$, $p> 0.05$ (0.256). Thus age does not have significant effect on Environmental Costs. The null hypothesis was accepted.

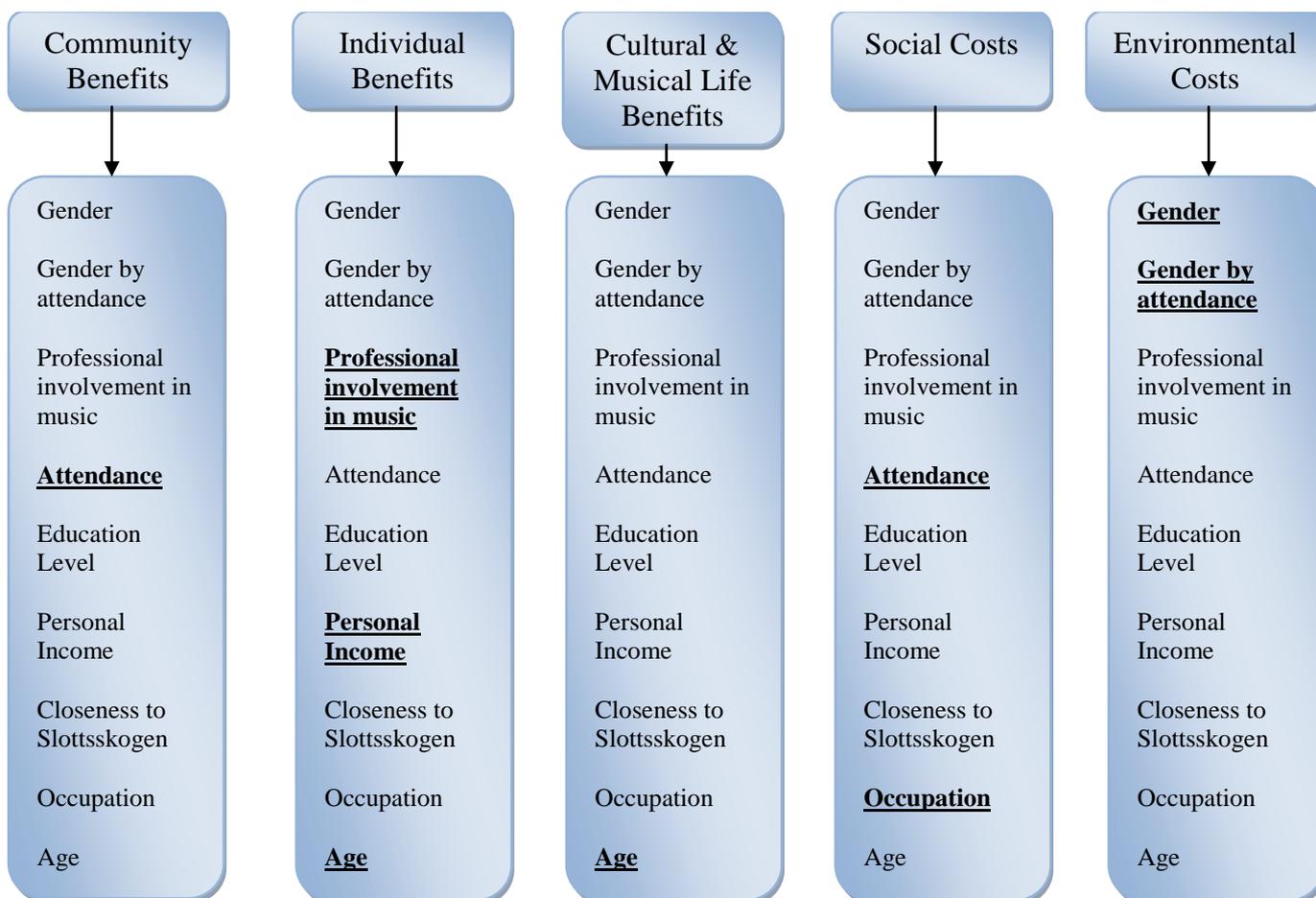
Therefore, the second research question being: *Are there significant differences between socio-demographic subgroups of the residents of the city of Göteborg on the positive and negative impact factors of the Way Out West festival?* has been answered.

5. Analysis

Statistical tests conducted in relation to the data revealed a number of significant differences in the respondents' perceptions of the social impacts of the Way Out West festival based on their various socio-demographic characteristics. These differences exist in the population with 95% of confidence. The findings are structured in Model 1 below, which shows that attendance causes variations in how the residents perceive Community Benefits. Professional involvement in music, personal income and age are important for Individual Benefits assessment. Cultural and Musical Life Benefits evaluation by the residents depends on age, whereas Social Costs evaluation depends on attendance and occupation. Finally, gender plays a role in how Environmental Costs are assessed by the residents. For the purpose of the study, these findings will be analyzed below in accordance with the Model of the Social Exchange Process developed by Ap (1992).

Statistical tests performed in relation to the data also showed that a number of differences in respondents' perceptions of the social impacts of the Way Out West festival occurred to be non-significant. Therefore, the analysis of these non-significant differences will not be conducted as soon as there are no grounds to believe that these differences truly exist in the population.

Model 1. The importance of various socio-demographic characteristics of the residents of Göteborg in their assessment of the social impacts of the Way Out West festival



5.1 Community Benefits by Attendance

To ascertain how the residents of Göteborg perceived the Community Benefits of the festival, respondents were asked to assess statements (Q2, 3, 4, 5, 6, 7, 9, 12). The independent samples t-tests results have accepted the alternative hypothesis H_{5A} (In the population, there is a difference in the residents perceptions' on Community Benefits by attendance), therefore concluding that in the population, attendees of the festival assess the Community Benefits more positively than non-attendees. According to Ap (1992), one of the assumptions of the Social Exchange Process model is that social actors such as residents of Göteborg are looking for a mutual benefit exchange relationship with the Way Out West festival. This relationship is evaluated positively when certain conditions such as *rationality*, *satisficing benefits*, *reciprocity* and *the justice principle* are fulfilled. In the case of the festival, the results have shown that most attendees assessed the Community Benefits more positively ($M=4.2323$) in terms of: a sense of well being, better image of Göteborg, an increase of the life quality in the city, a stronger brand identity and positive recognition of the city, the festival shows others that Göteborg is unique and special, the festival provides entertainment opportunities for the residents, while the non-attendees were less positive to the statements mentioned above. This might depend on the fact that most attendees, when applying the concept of rationality (residents behavior based on reward seeking), believed

that the festival brings rewards such as the improvement of the community's social and economic well-being. From the hedonic dimensions perspective, Gursoy et al. (2006) wrote that the visitors perceptions of a festival are often formed based on their evaluations of emotional benefits and costs together with tangible and intangible factors. When applying this reasoning to understand and explain why the attendees perceived the Community Benefits as higher, one can assume that it is because the attendees went to the festival, they experienced emotional arousal, product uniqueness and the imagery it evoked.

On the other hand, the less positive responses by non-attendees could be explained in terms of some community costs, which lead towards less positive attitudes towards the festival in the community. Another explanation to these responses could lie in the fact that this festival is not too visible, it is short in duration during summer and pretty new, so the people in the community have no strong opinions about the impacts yet. Additionally, media plays a psychological role since it sheds a positive light on the festival, and so the non-attendees have little reason to assess the impacts negatively. The effects of mass communications on individuals and society have been described by Ball-Rokeach & DeFleur (1976) who proposed that the tripartite audience-media-society relationship determines the impacts that media has on people's attitudes and the society. In other words, the difference between the residents perception on Community Benefits by attendance might depend on and vary with the level of rewards and experiences that attendees and non-attendees obtain from the festival and media coverage. This finding is supported by Cegielski and Mules (2002) in their study about the aspects of residents' perception of the Canberra Supercar Race, which revealed that respondents who attended the event and who were interested in motorsports, were more likely to express positive perceptions and attitudes towards the event compared to the non-attendees.

5.2 Individual Benefits by Professional Involvement in Music

To determine how the residents of Göteborg perceived the Individual Benefits of the festival, respondents were asked to assess statements (Q8, 10, 11, 20). The independent samples t-tests results have accepted the H4_A (*In the population, there is a difference in the residents' perceptions on the positive/negative impact factors by professional involvement in music*), therefore concluding that in the population, those residents who are not professionally involved in music assess Individual Benefits more positively than those residents who are professionally involved in music. This means that those residents who are not professionally involved in music felt proud visiting the festival, felt a greater sense of connectedness with the others by participating in the festival, the festival has left positive memories with them and the festival plays an important role in their cultural life to a greater extent than in the case of those residents who are professionally involved in music. It is worth to note that in general both groups tended to agree that the festival produces certain positive individual outcomes.

In accordance with Ap's (1992) Model of the Social Exchange Process, this difference in perception may stem from the fact that the needs of those residents (mostly of attendees) who are not professionally involved in music are fulfilled better than the needs of those residents who are professionally involved in music. As was pointed out above, hedonic needs play the most

important role when people decide if to visit a festival or not. However, in this case, those residents who are professionally involved in music also have utilitarian needs expressed in, for example, the desire to professionally participate in this happening (perform on the stage, learn new ways to produce sound, get any professional support from the festival etc.) which are not met. This point of view is supported by the results of the content analysis of the focus groups and the respondents' answers to the open-ended questions which revealed that the residents think that the festival organizers book mostly foreign artists and for the local musicians from Göteborg it is very difficult to benefit professionally from the festival. Negative comments about the ticket price were also identified suggesting that it can be an additional reason for the residents who are professionally involved in music to assess the Individual Benefits of the festival lower. Therefore, the antecedent of *rationality* postulating that social actors seek rewards or benefits in the form of valued resources is to some extent violated for those residents who are professionally involved in music. Concerning the second antecedent being *satisficing of benefits*, Ap (1992) argues that it is not always possible for an actor to maximize benefits and, therefore, an actor makes a trade-off and accepts a satisficing result of an exchange process. Thus, taking into consideration the fact that those residents who are professionally involved in music still assessed Individual Benefits highly, the process of the trade-off was beneficial for the festival and these residents are likely to stay in the relationship with it. However, the third antecedent being *reciprocity* is claimed to be also violated to some extent because in this case the social actors (the residents who are professionally involved in music and the festival) do not exchange equivalent amount of resources. Again, the residents who are professionally involved in music may feel disadvantaged because all their needs are not fulfilled. It is even possible that those of them who perceive in addition that the ticket price is too high would exit from the social exchange process with the event. This may happen on the stage of transaction evaluation (evaluation of the consequences of the exchange) in the case if these residents decide that costs outweigh benefits for them. Interestingly, the last antecedent, *the justice principle*, saying that an exchange should be perceived as fair by the social actors, also may be violated if those residents who are professionally involved in music perceive that it is not fair that the festival does not support the local musicians to the desired extent. It is especially true for those who tried to benefit professionally from the festival but failed to do so for some reason.

By contrast, those residents, who are not professionally involved in music, assess Individual Benefits more positively suggesting that they feel advantaged being in the social exchange process with the festival. Taking into consideration the fact that they assessed Community Benefits and Cultural and Music Life Benefits positively and there are no grounds to believe that they perceive Social and Environmental Costs as serious obstacles, it may be concluded that they are likely to support the festival and that they will remain in this relationship further on.

5.3 Individual Benefits by Personal Income

To determine how the residents of Göteborg perceived the Individual Benefits of the festival, respondents were asked to assess statements (Q8, 10, 11, 20). The independent samples t-tests' results have accepted the H7_A (*In the population, there is a difference in the residents' perceptions on the positive/negative impact factors by personal income*), therefore concluding

that in the population, the residents with lower income assess Individual Benefits more positively than the residents with higher income. This means that the respondents with low income felt proud visiting the festival. They also felt a greater sense of connectedness with the others by participating in the festival and the festival has left positive memories with them. Finally, the festival plays an important role in their cultural life to a greater extent than in the case of the residents with higher income.

Out of 127 respondents with lower personal income (0-150 000kr), the majority (99) were students, only 6 people belonged to public sector, 4 to private sector, 3 to non-profit sector, 8 did not work and 7 belonged to other occupational fields (Appendix 14). 28 respondents out of 127 respondents with low income were 15-20 years old. This younger group of people tends to perceive Individual Benefits very positively (see discussion in the section Individual Benefits by age). The remaining 99 residents with lower income also assessed Individual Benefits higher than those people who had greater personal income. This may stem from the fact that they are not exposed to a wide variety of entertainment opportunities as those people with higher income are because they cannot afford it. Therefore, those residents who have lower income may view attending the Way Out West festival as a valuable experience, as value for the money they paid. Consequently, they may want to derive every possible benefit from the festival such as the opportunity to be there, to escape everyday routines and enjoy the performance, socialize with other attendees and just have fun because such occasions are most probably rare in their lives. According to Ap (1992), such behaviour refers to the first antecedent of the exchange relation which is called *rationality* (reward seeking). Also, the residents with lower income attempt to gain a satisfactory, reasonable and acceptable level of benefits which refers to the second antecedent being *satisficing of benefits*. It is extremely important in this particular case that the third and the fourth antecedents being *reciprocity* and *the justice principle* are not violated because the residents with the lower income should feel that the resources exchanged are equivalent and the social exchange process is fair. Otherwise it is likely for them to withdraw from the relationship with the festival as soon as they are very price sensitive.

By contrast, those residents who have higher personal income assessed Individual Benefits a bit lower. In line with the discussion above, the reason for such assessment may be rooted in the fact that these residents have wider possibilities for entertainment and satisfying their needs. Thus, in accordance with Ap's (1992) Model of the Social Exchange Process, they represent powerful social actors who may choose other events to satisfy the needs they have with the same beneficial consequences of exchange. Such kind of actors can easily exit the relationship with the festival if they perceive that it does not satisfy their needs anymore.

5.4 Individual Benefits by Age

To determine how the residents of Göteborg perceived the Individual Benefits of the festival, respondents were asked to assess statements (Q8, 10, 11, 20). The results of the one-way ANOVA and Scheffe Post Hoc tests have accepted the H_{9A} (*In the population, there is a difference in the residents' perceptions on the positive/negative impact factors by age*), therefore concluding that in the population, those residents who are 15-20 years old assess Individual

Benefits more positively than those residents who are 31-35 years old. This means that the younger respondents felt proud visiting the festival. They also felt a greater sense of connectedness with the others by participating in the festival and the festival has left positive memories with them. Finally, the festival plays an important role in their cultural life to a greater extent than in the case of the older residents. Again, this finding is supported by the previous research by Pigrim and Dunn (1976) who acknowledge that age impacts peoples' perceptions as well as by Waitt's study (2003) which confirmed that perceptions differ depending on peoples' socio-demographic characteristics. The revealed difference may be rooted in the fact that younger people are more involved in rock, hip-hop and electronic music (bands, street culture, magazines, blogs and social media, local music clubs) than people in their 30's. Being more experienced life wise, older residents differ from younger residents in terms of things they value, their range of interests may be wider and, therefore, they do not place the same importance on the Individual Benefits derived by them from the festival as the younger residents do. In line with this consideration one may suggest that younger residents are more motivated to socialize with the people who listen to the same music as they do, feel a greater desire to meet new people and engage in new relationships, and are more curious and open to novelty than the older residents. This point of view is supported by the findings of Zyl and Botha (2004) who also claim that when people become older, they tend to turn more to Community Benefits which become more important to them.

Taking into consideration the above mentioned, it is reasonable to conclude that in accordance with Ap's Model of the Social Exchange Process (1992), the younger residents' needs are better satisfied in the social exchange process with the festival. The festival provides them with excellent opportunities to have fun, socialize, escape, enjoy the atmosphere and meet new people with the same interests as they have. Therefore, the first antecedent being *rationality* is fulfilled. In terms of the second antecedent which is *satisficing of benefits* the younger residents even do not need have to make a trade-off in this case because their needs are already highly satisfied (in general, they assessed Individual Benefits considerably high with $M=4.9375$). The third antecedent being *reciprocity* is also fulfilled because the actors are likely to feel that the resources exchanged are equivalent. The last antecedent, *the justice principle* is not violated as the exchange is viewed as fair. Therefore, this social exchange process is most probably considered balanced by the younger residents and they most probably feel advantaged in the relationship meaning that they are likely to remain in it further on and support the festival. However, the benefits may outweigh costs for them meaning that if, for example, they perceive that the ticket price is too high it may cause withdrawal behaviour from their side.

For the older residents in their 30's, Individual Benefits that they derive from the festival are also essential and highly evaluated but not to the same extent as in the case of the younger residents. This suggests that Individual Benefits may play slightly less important role at the stage of transaction evaluation (assessing the consequences of exchange) and may not cause the older residents to remain in the relationship with the festival when they feel that costs outweigh benefits for them.

5.5 Cultural and Musical Life Benefits by Age

To ascertain how the residents of Göteborg perceived the Cultural and Musical Life Benefits of the festival, respondents were asked to assess statements (Q13,14,15,16,17,18). The ANOVA and Scheffe Post Hoc tests results have accepted the alternative hypothesis H_{10A} (In the population, there is a difference in the residents' perceptions on the positive/negative impact factors by age), therefore concluding that in the population, those residents who are 15-20 years old assess Cultural and Musical Life Benefits more positively than those residents who are 31-35 years old. This implies that in terms of the festival encouraging and supporting talented musicians in Göteborg, the festival providing the city with an opportunity to discover and develop cultural skills and talents, the festival contributing to the development of the city's musical life, the festival serving as an inspiration for new ideas in the city, the festival exposing residents to a variety of cultural experiences and the festival providing attendees with an opportunity to learn about the music, younger residents (15-20) evaluated the statements above more positively than older residents (31-35). Pigrim and Dunn (1976) write that perceptions are influenced by many factors and one of them is age, while Waitt (2003) concluded that socio-demographic characteristics play a role because respondents have different positions and relationships in the social exchange process. The existence of differences in the residents of Göteborg perceptions of impacts on the cultural and musical life by age might be explained from different angles. One explanation could lie in the fact that younger people might be more involved in rock, hip-hop and electronic music (bands, street culture, magazines, blogs and social media, local music clubs) than people in their 30's. Also, people in their 30's are usually more experienced, insightful and educated in regards to what social impacts really mean, and therefore evaluating the impacts of the festival lower in regards to Cultural and Musical Life Benefits. This might also depend on the facts that it is human nature to have fun and psychologically people do not think in terms of cultural and musical community benefits of the festival. This finding was supported by the focus groups, which showed that the older respondents were less aware of any music or cultural benefits in comparison to the younger respondents in Göteborg. Additionally, Ap's (1992) Social Exchange Process model includes satisficing of benefits, which means that people usually seek rewards or benefits when maximization of benefits does not occur and so the cultural and music life benefits of the Way Out West festival may be perceived by the younger actors in the community outweighing the costs and so their support for the festival will likely continue.

5.6 Social Costs by Attendance

To ascertain how the residents of Göteborg perceived the Social Costs by attendance of the festival, respondents were asked to assess statements (Q22, 26, 28, 29, 30, 31). The tests results have accepted the alternative hypothesis H_{5A} (In the population, there is a difference in the residents' perceptions on the positive/negative impact factors by attendance); therefore concluding that in the population, those residents that attended the festival assessed Social Costs more positively than the non-attendees. This implies that residents who attended the Way Out West festival did not really believe that: Göteborg is overcrowded during the festival period, the festival is an intrusion into the life of the residents, local recreation facilities are overused during

the festival, the influx of festival visitors reduces the privacy of the residents and the crime increases during the festival-when compared to people that did not visit the festival.

This result is not surprising since it is logical that attendees think less negatively about the festival impacts compared to the rest of the population. Although there is a difference in assessment of the costs between these two groups, both still think that the festival does not bring many negative impacts to the city. In regards to tourism implications these findings are consistent with Pizam's (1978) who stated that tourism concentration on a destination area leads to negative attitudes toward tourists and tourism in general. In the case of Way Out West, it would appear that attendees and non-attendees are willing to accept Social Costs because the festival is over in a relatively short period of time. Since Way out West lasts for only three days, the residents may not think that it can create any major social problems in a few days period.

Additionally, to try to explain why the non-attendees assessed Social Costs of the festival higher than the attendees, one could apply Ap's (1992) justice principle, which suggests that each exchange between the parties should be fair and equitable in order to gain support or participation. Since the non-attendees did not visit the festival, did not participate in the celebration and did not get inspired by the event, it is possible that this group has a lower trust in Way Out West organizers planning policies and therefore assessing the Social Costs higher. Also, the descriptive statistics have shown that 32.5% out of the 57.7% of the residents did not visit the festival lived in Linnestaden and Majorna, two areas close to the festival. This has an implication for their perceptions on the Social Costs and as Faulkner and Tideswell (1997) stated: personal evaluations of events vary in association with both perceived social justice and intrinsic variables such as residential proximity to the attraction.

5.7 Social Costs by Occupation

To ascertain how the residents of Göteborg perceived the Social Costs of the festival by occupation, respondents were asked to answer statements (Q22, 26, 28, 29, 30, 31). The ANOVA and Scheffe Post Hoc tests results have accepted the alternative hypothesis $H9_A$ (In the population, there is a difference in the residents' perceptions on the positive/negative impact factors by occupation), therefore concluding that in the population, those residents who work in public sector assess Social Costs more negatively than those residents who work in the private sector. This implies that more residents who work in public sector thought that: Göteborg is overcrowded during the festival period, the festival is an intrusion into the life of the residents, local recreation facilities are overused during the festival, the influx of festival visitors reduces the privacy of the residents and the crime increases during the festival-when compared to people that work in the private sector. These slightly favorable responses by people who work in the private sector are consistent with the social exchange theory which suggests that residents who benefit monetary from tourism and events will likely be more supportive of Social Costs, whereas people that work in the public sector might believe that the costs associated with the festival outweigh the benefits and therefore likely to perceive the Social Costs higher. Pizam (1978) found that the business sector usually has favorable attitudes and stronger support for tourism than residents within the community. Another explanation to why people in the private sector assessed Social Costs more positively than people in the public sector might lie in the fact

that the public sector stands for basic infrastructural support by creating design and environmental upgrading during the festival, while the private sector stands for operations of the attractions, tourist-friendly outlets and food & beverage outlets which are licensed to privately owned companies. A study by Thomason, Crompton and Kamp (1979:6) supports the findings above. Their study about attitudes of entrepreneurs, public sector personnel and the residents on visitors, found out that the differences in perceptions about Social Costs between these groups are “reflected in degrees of positiveness as opposed to some kind of antipathy”. The study revealed that public service providers’ perceptions about visitors and events placed some strain on community services while the entrepreneurs and residents that work in the private sector were positive to tourism since some gained economically, but also interestingly, the private sector employees did not think that the visitors placed too much strain on the city resources.

5.8 Environmental Costs by Gender

To determine how the residents of Göteborg perceived the Environmental Costs of the festival, respondents were asked to assess statements (Q23, 24, 25). The independent samples t-tests results have accepted the H1_A (*In the population, there is a difference in the residents’ perceptions on the positive/negative impact factors by gender*), therefore concluding that in the population, female residents of the city are more negative toward assessing environmental consequences of the festival than male residents. Interestingly, independent samples t-tests in relation to attendees and non-attendees by gender showed the same results. The alternative hypotheses H2_A (*In the population, there is a difference in the attendees’ perceptions on the positive/negative impact factors by gender*) and H3_A (*In the population, there is a difference in the non-attendees’ perceptions on the positive/negative impact factors by gender*) were accepted. It was concluded that both in the group of attendees and in the group of non-attendees women evaluate Environmental Costs of the festival more negatively than men. These findings are supported by previous research which widely acknowledged that females at every age are more sensitive toward environmental issues than men and tend to be more involved in environmental justice activism than men (Unger, 2008; Barber et al., 2010; Banerjee & Bell, 2007).

If to analyze the perceptions of the female attendees of the Way Out West festival from the point of view of Ap’s Model of the Social Exchange Process (1992), initially they had motivation or reason (sought need satisfaction) to be involved in the social exchange relationship with the festival. From the other hand, women perceive that the festival results in certain negative environmental outcomes, which violates the *justice principle* postulating that an exchange should be evaluated as fair by both actors. In this case, in order for the female attendees to continue in the relationship, they should evaluate the transaction positively; feel that benefits outweigh costs for them and that the exchange of resources is balanced. Most importantly, their hedonic needs should be satisfied as it is believed that this type of needs plays a major role in the decision to attend a festival (Gursoy et al., 2006). Indeed, the present study shows that among the major reasons for the attendees of the festival to visit it are such aspects as music/artists, entertainment, atmosphere, socializing with family/friends and pleasure (Appendix 7). To exit the social exchange process, female attendees should feel disadvantaged after assessing the consequences of the exchange (its outputs, actions and outcomes). Taking into consideration the fact that female attendees evaluated Community Benefits, Individual Benefits and Cultural and Musical

Life Benefits rather high it is unlikely for a withdrawal of behavior from their side to occur. Moreover, the festival is promoted by the organizers as a green and environmentally friendly event, and the content analysis of the focus groups revealed, for example, that attendees value the organizers' efforts to make Slottsskogen clean during the days of the event.

However, female non-attendees who also assess the environmental impacts of the festival more negatively than male non-attendees might never want to initiate the social exchange process with the festival because they might feel disadvantaged from the very beginning. In this case, they perceive the event as destroying for the nature of Slottsskogen and they do not consume the majority of the festival's benefits (such as the above mentioned hedonic dimensions) unless they benefit from it indirectly (working in a tourism or hospitality business which serves the festival and/or its visitors). Consequently, the costs might outweigh the benefits for them, the relationship might be viewed as unbalanced and it is more likely that the event will not be supported by them.

By contrast, this study shows that men are less concerned with environmental issues. This finding is supported by previous research by Unger (2008), Barber et al. (2010) and Banerjee and Bell (2007). Therefore, environmental issues are unlikely to become the reason for the male attendees of the festival to exit the social exchange process. Conversely, in the absence of serious social and/or environmental costs, the relationship with the festival will be considered as beneficial for them and they will feel advantaged. This will likely lead to strengthening their desire to stay in this relationship and support the festival further on.

6. Conclusions

Recently, the emphasis has moved from studying only economic impacts of events towards the investigation of their social impacts acknowledging the fact that sustainable development of an event is impossible without thorough understanding of its social consequences for the local community. Studying social impacts of events becomes even more popular in the light of the growing attention towards triple bottom line approach which comprises economic, social and environmental issues assessment in one framework. Previous research showed that it is vital to examine the perceptions and attitudes of local residents towards tourism development in general and events in particular since the overall acceptance or rejection of an event and the extent to which the residents will be ready to support it depends on the social impacts it has on the host community. Therefore, there is a growing demand among researchers and practitioners for sound instruments, frameworks or tools which enable them to measure social impacts generated by events. Although a number of such instruments were already created, it is often difficult to generalize the findings because they are usually derived from a very specific event.

The present study focused on examining the social impacts of the Way Out West festival on the residents of the city of Göteborg based on Ap's (1992) Model of the Social Exchange Process and the previous research conducted by Delamere et al. (2001), Delamere (2001) and Kim and Petrick (2005). The two major objectives within the study were 1) to identify the underlying dimensions of the positive and negative social impacts of the festival and 2) to discover any differences between socio-demographic subgroups of the residents of the city of Göteborg on the

positive and negative impact factors identified. The analysis of the findings was presented following Ap's (1992) Model of the Social Exchange Process in order to explain and forecast the relationships between the host community and the festival taking into consideration the social impacts it has on the residents.

A single case-study approach was applied combining qualitative and quantitative techniques to obtain and analyze information. Using multiple techniques when assessing social impacts is highly recommended for it is essential to embrace the complexities inherent in this phenomenon. Qualitative methods included performing content analysis of the two focus groups conducted prior to the research and answers to the open-ended questions incorporated into the on-line survey. Quantitative methods included analyzing the responses obtained through the web-based survey application applying factor analysis and statistical parametric tests (independent samples t-tests and one-way ANOVA tests). For the purpose of this study, Festival Social Impact Attitude Scale (FSIAS) constructed previously by Delamere et al. (2001) and Delamere (2001) was modified in order to tailor it more to the Way Out West festival and reflect the realities of the environment where the event is held.

Statistical analysis was applied to the 234 usable responses obtained through a web-based survey. Factor analysis conducted in relation to the 31-item scale (the Way Out West Festival Social Impact Perception Scale) revealed the following five underlying dimensions pertaining to the social impact phenomenon of the Way Out West festival on the residents of Göteborg:

1. Community Benefits
2. Individual Benefits
3. Cultural and Musical Life Benefits
4. Social Costs
5. Environmental Costs

These findings were similar to those of Delamere (2001) mostly because his instrument (FSIAS) was initially used in order to study the social impacts of the Way Out West festival on the residents of Göteborg. However, the structure of factors differed and additional factors were identified such as Cultural and Musical Life Benefits and Environmental Costs. This is explained by the fact that: 1) the original scale was modified, 2) the modified scale was applied on a different environment, on the people who come from a different socio-cultural background, and 3) the modified scale was applied in relation to a different event. Therefore, fluctuations in structures seem to be acceptable and understood. All in all, FSIAS, even modified, proved to be a robust scale still showing high extent of reliability and validity. Therefore, the study validates the FSIAS scale by confirming its reliability in a new cultural setting and another type of a festival. However, the authors are aware of the limitations of the study and that its results cannot be generalized upon the other (music) festivals.

The analysis showed also that in general the residents were rather positive in assessing both social benefits and social costs of the festival. However, a number of considerations were brought up in the focus group and open-ended questions such as, for example, the absence of a

possibility for the local musicians to have their own scene during the days of the festival, expensive ticket prices and damage to the environment nearby.

In relation to the second research objective being to discover any differences between socio-demographic subgroups of the residents of the city of Göteborg on the positive and negative impact factors, the following differences were revealed: 1) attendance causes variations in how the residents perceive Community Benefits, 2) professional involvement in music, personal income and age are important for Individual Benefits assessment, 3) Cultural and Musical Life Benefits evaluation by the residents depends on age, 4) Social Costs evaluation depends on attendance and occupation and, finally, 5) gender plays a role in how Environmental Costs are assessed by the residents. More specifically, the findings show that:

1. Attendees of the festival assess Community Benefits more positively than non-attendees.
2. Those residents who are not professionally involved in music evaluate Individual Benefits more positively than those residents who are professionally involved in music.
3. The residents with lower income assess Individual Benefits more positively than the residents with higher income.
4. Those residents who are 15-20 years old assess Individual Benefits more positively than those residents who are 31-35 years old.
5. Those residents who are 15-20 years old assess Cultural and Musical Life Benefits more positively than those residents who are 31-35 years old.
6. Those residents who attended the festival assess Social Costs more positively than the non-attendees.
7. Those residents who work in public sector assess Social Costs more negatively than those residents who work in the private sector.
8. Female residents of the city are more negative toward assessing Environmental Costs of the festival than male residents (in both attendees and non-attendees groups).

Therefore, the results of this study indicated that residents from different socio-demographic groups evaluated the perceived consequences of the Way Out West festival differently. This means that the organizers should understand that a number of residents do not fully support the festival. They also should realize that formation of the residents' perceptions is a complicated ongoing process and that it depends, in particular, on their socio-demographic characteristics. From an academic point of view, this study contributes to the research on residents' perceptions on the social impacts of music festivals. Since there are a limited number of studies in this particular area, the study contributes to a deeper understanding of this complex phenomenon.

Results of this study may be utilized by the organizers in order to maximize the positive impacts and minimize the negative impacts of the festival on the residents of the city of Göteborg in accordance with the implications following from Ap's (1992) Model of the Social Exchange Process presented in the analysis section. With this knowledge, the organizers of the event should better understand the existing complexities, as well as be equipped with knowledge on how to also allocate resources in order to effectively increase positive residents' perceptions of the social impacts generated by the Way Out West festival and decrease their negative perceptions in regards to it.

7. Recommendations

7.1 Recommendations for Further Research

To fully assess the impacts of the Way Out West festival on the city's residents and other stakeholders involved, it is recommended to the city of Göteborg and the management of Way out West to apply a triple bottom line approach research (economic, social and environmental) framework of the festival. The main focus of this study was on the socio-cultural impacts of the festival, but in order to embrace sustainable strategies, to maximize the benefits of this festival, to understand the big picture and interests of all stakeholders, it is important to use the TBL approach in the future (Hede, 2007). Although it is easier to measure and quantify economic impacts in comparison to vague, intangible and difficult to measure socio-cultural impacts, a TBL mindset could enable a fair and comprehensive evaluation of both benefits and costs to the community. Furthermore, most social impact studies (including this one) define social impact studies in terms of either positive or negative and by that implying negative connotations, and thus failing to recognize the existence of the diversity of opinions of those impacts and the "shades of grey". Maybe the use of social consequences could be a more appropriate term for future studies (Reid, 2007).

Another opportunity for future research exists in an in-depth study of the Social Capital (Appendix 8) that festivals might generate for the city. Festival attendance might generate social capital through social cohesiveness in the community where members have the opportunity to unite and share a worldview through common bonds and through giving a voice to various sub-groups with various lifestyle preferences (Arcodia & Whitford, 2006). The importance of social capital and networks is apparent in terms of *individual and collective beneficiaries*. On the individual level, the social capital proposition is that better connected people do better. On the collective level social capital is seen as an asset that enhances people's quality of life and capacity, and as a bridge that enables accomplishment of activities that might not otherwise be achieved with conventional ways of working. (Pickernell et al., 2007; Reid, 2007). However, there are some problems related to measuring social capital. The concept of social capital is difficult to benchmark quantitatively explaining the fact that most studies today still focus on economic rather than social benefits of festival attendance. Furthermore, there are few reliable tools to measure social capital (Schuller, 2000).

Another suggestion is to study how the social exchange theory influences various stakeholders' perceptions of the festivals impacts. This study has focused only on the residents of Göteborg, but it is recommended to examine how other stakeholders perceive this festival as well. Possible research methods could involve consumer and social surveys, focus groups, in depth interviews of different stakeholders. A content analysis of media attention of the festival should be performed in order to find out what attention has been given to Göteborg's image-enhancement and how this attention might generate increased tourism demand and shape the different attitudes towards the festival.

In order to create a better festival and improve the festival activities for the residents, the organizers (Luger and Göteborg & Co.) should strive to gain a deeper understanding of

consumers' hedonic and utilitarian attitudes (Gursoy et al., 2006) and to study why residents of Göteborg attend local festivals. For example, this study has revealed that family togetherness is more important to older residents than the younger. The organizers could use this information in order to send a message to families and convince them that visiting Way Out West is a nice way of having fun, to spend quality time as a family, to improve knowledge and to meet other community members. Additionally, the organizers and city officials could use hedonic attributes such as escape, excitement and emotional arousal to expand the festival into new geographical market and to increase tourism opportunities for the city and local businesses.

The present study examined the residents' perceptions on the social impacts of the Way Out West festival at a single point in time. However, in order to deeper analyze the complexities of attitudes formation in regards to the festival, it is recommended to conduct a longitudinal study (a repeated study of the same elements over a period of time) which will enable researchers/practitioners to obtain a more accurate measure of the differences observed.

7.2 Recommendations to Luger

The analysis of the residents perceptions of the environmental impacts of Way Out West festival on Slottsskogen have shown that there is a significant difference between what women and men think. This is supported by previous research which acknowledged that females at all ages are more sensitive towards environmental issues then men and they tend to be more involved in environmental justice activism. This should have an implication for the Way Out West since the management wants to leave a positive footprint and is environmentally certified by the city of Göteborg and still, women described some negative environmental problems. *One recommendation* for Luger is to hold an exhibition, a seminar or small workshops about the environment and sustainability issues during the festival, or to involve a big artist as a spokesperson on stage before the performance to talk about the environmental problems that the world is facing today. Additionally, many people raised the issue of the disturbance and a high music volume to the animals that live in Slottsskogen Zoo. Some information should be provided regarding this problem to all residents in a media statement. The analysis of the open-ended responses showed that most people had a concern regarding the animals.

The results have also shown that people in Göteborg that were professionally involved in music assessed the Individual Benefits of the festival more negatively than those who were not professionally involved in music. This was supported by the focus groups revealing that Way Out West books mostly foreign artists and that it is difficult for young and local musicians to benefit professionally from the event. Also, the ticket prices were perceived as high for musicians. *A second recommendation* for Luger is to discount ticket prices particularly for artists and musicians that are professionally involved in music in Göteborg, to hold a competition for the local bands and to consider booking more artists that live in Västra Götaland. This could turn the perceptions to positive and to inspire young people in the world of music and art.

Additionally, this study revealed that those residents who were 15-20 years old assessed Cultural and Musical Life Benefits more positively than those residents who were 31-35 years old. In other words, people in Göteborg above their 30's (attendees and non-attendees) did not think that

this festival encourages and supports talented musicians in Göteborg or exposes the residents to a variety of cultural experiences as much as residents in their 20's. A *third recommendation* for Luger is to work more closely with the local media channels in order to market the festival from another side than just informing the public about which artists are coming to Göteborg this year. The management could consider a stronger cooperation with local museums such as Röhsska Museet, Museum of World Culture or cultural centers in order to promote art, film, photography, street fashion and music combined with workshops and seminars. In this way the general public of various ages in Göteborg would maybe feel more connected to the festival and feel like they are a part of something great.

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Table 24. Way Out West festival profile

Characteristics	
Location	Slottsskogen, Göteborg, Sweden
Theme	Rock, electronic and hip-hop music
Duration	3 days
Number of years running	3th year 2009
Local population	Approx. 500 197
Visitor numbers	Up to 25,000 tickets sold for 3 festival days

Adapted from Small (2007)

Information leaflet for potential respondents

**WAY OUT WEST FESTIVAL ENKÄT**

Hej,

Vi gör en uppsats på Handelshögskolan om sociala och kulturella effekter av festivalen "Way Out West" där invånare i Göteborg har möjlighet att säga sitt. Resultatet av den här undersökningen kommer att användas av de organisationer som står bakom festivalen i syfte att utveckla de positiva aspekter som festivalen genererar samt att minimera de negativa effekterna som festivalen kan ha på kommunen. Frågorna är formulerade som påståenden och vi vill att du svarar på den 5-gradiga skalan hur påståendet stämmer överens med dina upplevelser och uppfattningar.

Inom kort kommer du att få en email från Survey Monkey (Way.Out.West) till din email, öppna länken och fyll i frågorna. All information om dig och din email adress kommer vara privat och ingen annan kommer att få den informationen om dig. Du kan alltid kontakta oss på patrycja.ekner@hgu.se om du har frågor. Vänligen, ta 5-10 minuter av din tid och fyll i frågeformuläret så har du en chans att **vinna en biljett till Way Out West Festivalen!** Ditt deltagande är väldigt viktigt för oss. Vi tackar Dig för att du har tagit dig tid att besvara våra frågor.

TACK!

The original message sent to the potential respondents

To: [Email]
From: way.out.west.research@gmail.com

Subject: Fyll in enkäten och vinn biljetter till Way Out West Festivalen
Body: Hej,

Vi gör en uppsats på Handelshögskolan om sociala och kulturella effekter av festivalen "Way Out West" där invånare i Göteborg har möjlighet att säga sitt. Resultatet av den här undersökningen kommer att användas av de organisationer som står bakom festivalen i syfte att utveckla de positiva aspekter som festivalen genererar samt att minimera de negativa effekterna som festivalen kan ha på kommunen. Frågorna är formulerade som påståenden och vi vill att du svarar på den 5-gradiga skalan hur påståendet stämmer överens med dina upplevelser och uppfattningar. Vänligen, ta 5-10 minuter av din tid och fyll i frågeformuläret så har du en chans att vinna en biljett till festivalen!

Ditt deltagande är väldigt viktigt för oss. Vi tackar Dig för att du har tagit dig tid att besvara våra frågor. TACK!

Med vänliga hälsningar,

Patrycja Ekner and Ksenia Dinaburgskaya
Masters of Tourism and Hospitality Management
Graduate School of Business, Economics and Law

Here is a link to the survey:

<http://www.surveymonkey.com/s.aspx>

This link is uniquely tied to this survey and your email address. Please do not forward this message.

Please note: If you do not wish to receive further emails from us, please click the link below, and you will be automatically removed from our mailing list.

<http://www.surveymonkey.com/optout.aspx>

Table 25. Text Analysis of Focus Group 1

Focus Group 1 Non-Visitors of the Way Out West Festival					
Date: February 20th, 2010					
Person	Age	Education	Income in SEK	Children	Place of stay
Male 1	34	High School	150 000- 300 000	0	Backa
Female 1	56	Trade School	400 000- 500 000	3	Kungshöjd
Female 2	30	High School	0- 150 000	1	Centrum
Female 3	34	University	0- 150 000	0	Backa
Female 4	26	University	0- 150 000	0	Härlanda
Male 2	23	University	0- 150 000	0	Centrum

Results from Focus Group 1 (non-attendees)		
Item	Positive Comments	Negative Comments
Importance of WOW for the city	"It is good for the variety", "the festival puts Göteborg on the map", "important music wise", "for the bands", "being booked at WOW is a really big thing for a band", "one of most popular festivals in Europe", "WOW is good for music culture", "after visiting Sweden in the summer the tourists would like to visit Göteborg in the winter"	
Traffic increase during the festival	"You cannot complain about the traffic", "Why would you drive to the festival when we have such a good public transport?", "I don't think that traffic affects the locals at all"	
Community overcrowded during festival	"I wouldn't agree, I am from Hong Kong", "No, people in Göteborg: if they have to commute for more than 15 min. that is an awful long time for them"	
Disruption of daily routines for the community	"No"	"There might be long queues at the local cash point or when you go grocery shopping or long waiting times"
Ecological damage to Slottsskogen	"I guess that people that manage Slottsskogen, if they thought that the animals will be hurt they wouldn't have the festival in the park", "the crowd is older and responsible and aware of environmental issues"	"I am sure that 25 000 people can make an impact"
Intrusion into lives of community residents	"There will always be 90% people that will not complain and 10% that will. No matter what you do", "I live in city centre and I haven't noticed that there is a WOW festival", "I think that public football games have more impact than WOW", "I live in Haga and I don't notice WOW", "WOW stops at midnight so they don't play late", "I think that Sportlovet has a bigger impact on Göteborg"	"People living in the area probably expect the worst"
Crimes, alcohol increase	"I think that during Göteborgs Kalaset there are more drunk kids", "people don't drink that much", "prices are ridiculous at the festival, so people can't afford drinking"	"It is probably natural, pick pocketing is normal"
Festival is a celebration of my community	"I think that WOW chose Göteborg to hold the festival because of the type of music and the bands", "It wouldn't be the same in Stockholm", "I agree", "I think that it has given Göteborg a positive image, people hear about the city, they know that WOW is in Göteborg"	

The festival show others that my community is unique and special	" Because I think that Göteborg is special, we have the film festival and also where Göteborg is located is quite unique", "It is not just Luger, but the smaller bands and the clubs gain from WOW"	
Festival contribution to local music development	"The modern bands and alternative music are becoming bigger", "The bigger bands at WOW are not really mainstream artists in the world. So they kind of help to develop a broader variety of music in Göteborg. People will be more aware, have more local concerts", "The organizers are inspiration for young people in the industry", "Inspiration for the musicians in the city"	"It is hard to play at the festival because you need to have a name or an album released"
Price of festival		"Prices are really high and ridiculous", "newspapers were angry that you cannot bring your own water and people were angry about it", "you can't even bring an umbrella with you", "WOW is about the kids getting into the music but with these high prices they will not achieve this. they can't afford it"
Festival as a platform to socialize- community involvement	"I think that people that buy the tickets are affected in a positive way", "I think that WOW should cooperate with Kultur Kalaset for a better impact", "WOW could create a subculture before the festival, music acts that are not famous before, maybe some competition between young bands and if they win they could be a part of WOW. Getting people involved", "If WOW wants to create subgroups, they cannot just work with WOW, they have to work on the whole thing, longer, the whole summer to motivate people", "it is more for professionals", "WOW should extend the festival from 3 to 5 days. The first 2 days should be for younger people, bands and competitions"	" Too short and exclusive", "WOW would need to get the community more involved", "most people don't know it WOW happens until it ends", "WOW should incorporate more city activities into their program, more clubs and the whole city", "people that don't buy the tickets to WOW have nothing to do with the festival at all", "the festival is restricted for the rest and they cannot develop", "most people that visit WOW are older, so there will be no subgroups impact. You get this impact from younger people", "We shouldn't be talking here about younger people", "If that is subgroups impact that WOW is aiming at then they are not on the right track"
WOW identity		"The logo looks like a nature wall or a cowboy experience", "a cowboy festival and country music", "confusing identity", "But what is more important for Göteborg & Co: to create big events and to bring big bands or to give a clear picture and bring a better life to the community?"
Comments to improve the festival	"one more day", "To follow the footsteps of Film Festival-more seminars", "seminars about music business, live speeches for everybody, workshops", "to make the festival more open, to invite artists that are in line with green, and only work with artists that are actually promoting green and the environment"	"Lower the price", "tickets are sold out too quickly"

<p>Opportunities for young musicians</p>	<p>"WOW should be more open for cats and bands that are not signed yet and maybe that don't have a record deal, but they have an audience through MySpace and they have recognition in Göteborg"</p>	<p>"There is no impact on the local bands if WOW doesn't want to help to promote the local bands and music scene", "WOW is strict about their music selection. They just choose bands that you can hear on the radio and they exclude smaller bands", "I wonder if WOW is influenced by P3 radio, a music channel that almost control the next big act and alternative music"</p>
<p>Socio-cultural impact of WOW on Göteborg</p>	<p>"people might bring or move their business to our area and region", "the reputation the city gets is great from this event"</p>	<p>"No", "no, not really", "I didn't think that was their aim", "you don't even notice the festival", "it is interesting that they have 25 000 visitors and we don't even notice the festival", "this is a private concert for profit and it is not for the local people at all, no social impacts for me"</p>

Table 26. Text Analysis of Focus Group 2

Focus Group 2 Visitors of the Way Out West Festival					
Date: February 22nd, 2010					
Person	Age	Education	Income in SEK	Children	Place of stay
Male 1	20	High School	0- 150 000	0	Centrum
Female 1	26	High School	150 000- 300 000	0	Härlanda
Female 2	20	High School	Undisclosed	0	Majorna
Female 3	25	High School	0- 150 000	0	Frölunda
Female 4	25	High School	150 000- 300 000	0	Örgryte

Results from Focus Group 2 (attendees)		
Item	Positive Comments	Negative Comments
Traffic increase during the festival		"Probably agree", "I don't think "to unacceptable levels", "it is only that area which is loud and noisy and where there is increased traffic...and there are animals in Slottsskogen which the festival has to disturb", "if you are a big friend to animals, you may probably think that it's unacceptable"
Ecological damage to Slottsskogen		"More around Slottsskogen area", "In places where WOW has performances. In clubs. During the festival you can always find beer cans there", "Yes"
Community is overcrowded during festival	" No, I don't think so", "I live in Centrum and I enjoy when there are more things going on in the city"	
Intrusion into lives of community residents	"It is such a short time so that WOW doesn't disturb that much", "Maybe some people are not satisfied, but not many of them", "People don't get bothered at all", "they stop playing around midnight", "there is a sound limit under which the festival artists are allowed to play. And the festival hold to the rules"	"Some peoples habits may be disturbed such as walking or running in the park with their dogs", "Some people during the summer want to go to the park, but during the festival they probably cannot or don't want to do that because there are drunk and loud people there"
Crime and alcohol increase	"I don't think you read news about crimes during the days of the festival, "not so many crimes", "they write more about crimes during Kulturkalaset", "if you compare WOW to Metaltown, the people at Metaltown were much more drunk than people at WOW"	"Probably. The more people, the more things like that happen"
Noteability of the festival in the city	There was an ad on MTV and Metro", "on trams", "Spotify has a lot of advertising, "I heard about WOW from friends", "I remember I was reading that they were going to do a huge festival in Slottsskogen, I did not believe it".	

Location of festival	"It is a very interesting concept that WOW is in the city centre and it cooperates with the city clubs", "It brings a lot of people to Göteborg, increases tourism and it makes the residents stay in Göteborg during summer instead of going abroad because there is something fun happening", "it is usually pretty dead in Göteborg for cafes and restaurants, so WOW is good for business"	
Inspiration that the festival creates in Göteborg	"WOW brings people together", "met a lot of people from different cities and we were spending time with them during the festival", "discovering music", "I discovered The Johnsons at the festival", "that's why I like WOW, other festivals have the same bands playing", "good mix of artists", "WOW booked Girls who are extremely new and fresh", "it is inspiring to see shows and get the chance to hear new bands and new sound", "we were listening to new music, new songs, meeting new people and learning from them", "if you see people being clean, it makes you act clean", "there are different music styles, which appeal to different people of different age categories and interests"	
Festival contribution to local music development and local culture	"I know other booking labels like one of my friends called Halleluiaah and he did kind of cross thing so to speak. He was the part of the festival but he had the song list of the Göteborg artists. But, if WOW could have a stage for local bands at WOW it would have been a pretty cool thing"	"It is rather hard since WOW books very unusual interesting bands. They rarely book artists from Göteborg", "they tend to book Luger bands and other companies around Sweden do not have much to say", "since they are a booking label they want to book their own bands", "they don't contribute very much", "probably WOW thinks that local bands already have attention from Göteborg", "pretty boring"
Festival is a celebration of my community	"Yes, very much", "WOW brings up what's the best in the community", "residents tend to embrace such happenings instead of going around and being angry", "it is a celebration"	
The festival show others that my community is unique and special	"WOW makes you proud of living in Göteborg", "it makes me proud", "you meet people who come from small towns and who think that Göteborg is big and exciting and you start feeling that excitement as well"	
Contribution to personal and city well-being	"Yes, people earning more money, people being happier", "we were impacted by WOW in a good way"	
Price of festival	"it is not that pricy because you can buy a ticket for that particular concert or day", "other festivals in Sweden charge pretty much the same price", "it is affordable"	"It is quite expensive", "it is one of the main problems of the festival"

<p>Environmental friendliness of WOW</p>	<p>"I saw an ad about it", "they have to be environmentally friendly since the festival takes place in Slottsskogen", "i heard that they were planning to have new grass", "it is a pretty green festival because there are volunteers who walk around and pick up the beer cans, cigarettes and stuff", "WOW cleans after themselves"</p>	<p>"Lots of people are complaining because the grass was pretty much destroyed after the festival"</p>
<p>Comments to improve the festival</p>		<p>"Cheaper, which is impossible because they have to cover all expenses connected with booking expensive bands", "Volunteers get a bad deal. They work for 1.5 days and all they get is to see some concerts. It is a pretty hard work"</p>
<p>Socio-cultural impact of WOW on Göteborg</p>	<p>"Yes, I think so", "Yes, definitely. When I go to the festival, I just want to listen to the bands, have a beer and hang out"</p>	

Way Out West Festival Social Impact Perception Scale (Original Survey)

1. VÄLKOMMEN!

Hej, vi gör en uppsats på Handelshögskolan om sociala och kulturella effekter av festivalen "Way Out West" där invånare i Göteborg har möjlighet att säga sitt. Resultatet av den här undersökningen kommer att användas av de organisationer som står bakom festivalen i syfte att utveckla de positiva aspekter som festivalen genererar samt att minimera de negativa effekterna som festivalen kan ha på kommunen. Frågorna är formulerade som påståenden och vi vill att du svarar på den 5-gradiga skalan hur påståendet stämmer överens med dina upplevelser och uppfattningar. Vänligen, ta 5-10 minuter av din tid och fyll i frågeformuläret så har du en chans att vinna en biljett till festivalen!

2. Sociala Effekter av Festivalen*** 1. Festivalen är en hyllning av Göteborg.**

Instämmer inte alls	Instämmer inte	Varken eller	Instämmer delvis	Instämmer helt
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 2. Göteborgs identitet och status ökar tack vare festivalen.**

Instämmer inte alls	Instämmer inte	Varken eller	Instämmer delvis	Instämmer helt
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 3. Festivalen bidrar med fler tillfällen för underhållning för de boende i Göteborg.**

Instämmer inte alls	Instämmer inte	Varken eller	Instämmer delvis	Instämmer helt
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 4. Festivalen förstärker Göteborgs image.**

Instämmer inte alls	Instämmer inte	Varken eller	Instämmer delvis	Instämmer helt
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 5. Festivalen ger mig möjligheten att visa andra varför Göteborg är unikt och speciellt.**

Instämmer inte alls	Instämmer inte	Varken eller	Instämmer delvis	Instämmer helt
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 6. Festivalen bidrar med en känsla av välbefinnande i Göteborg.**

Instämmer inte alls	Instämmer inte	Varken eller	Instämmer delvis	Instämmer helt
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 7. Festivalen bidrar till att öka livskvaliteten i Göteborg.**

Instämmer inte alls	Instämmer inte	Varken eller	Instämmer delvis	Instämmer helt
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 8. Festivalen spelar en viktig roll i mitt kulturella liv.**

Instämmer inte alls	Instämmer inte	Varken eller	Instämmer delvis	Instämmer helt	Jag deltog inte
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 9. Festivalen ökar min personliga känsla av välbefinnande.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt

*** 10. Jag känner en ökad känsla av stolthet genom att delta i festivalen.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt Jag deltog inte

*** 11. Jag känner en ökad känsla av samhörighet med andra genom att delta i festivalen.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt Jag deltog inte

*** 12. Göteborg får ett positivt erkännande som resultat av festivalen.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt

*** 13. De invånare som medverkar i festivalen har möjlighet att lära sig nya saker om musik.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt

*** 14. Festivalen fungerar som språngbräda och inspirationskälla för nya idéer i Göteborg.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt

*** 15. Festivalen möjliggör för Göteborg att upptäcka och utveckla kulturell förståelse och begåvningar.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt

*** 16. Jag blir exponerad för en mångfald av kulturella erfarenheter genom att festivalen hålls i Göteborg.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt

*** 17. Way out West festivalen bidrar till utvecklingen av Göteborgs musikliv.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt

*** 18. Festivalen uppmuntrar och stödjer talangfulla musiker i Göteborg.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt

○ ○ ○ ○ ○

*** 19. Entrekostnaderna för festivalen är överkomliga för de boende i Göteborg (Vuxenpass: 1345kr och ungdomspass: 1045kr).**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt Jag deltog inte

○ ○ ○ ○ ○ ○

*** 20. Festivalen har lämnat positiva minnen hos mig.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt Jag deltog inte

○ ○ ○ ○ ○ ○

3. Sociala Effekter av Festivalen

*** 21. Fordonstrafiken ökar i mitten av Augusti till oacceptabla nivåer under tiden festivalen pågår.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt

○ ○ ○ ○ ○

*** 22. Staden fylls av för mycket folk under tiden festivalen pågår.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt

○ ○ ○ ○ ○

*** 23. Festivalen är störande för djuren i och i närheten av Slottskogen.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt

○ ○ ○ ○ ○

24. Festivalen har en negativ påverkan på naturen i Slottskogen.

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt

○ ○ ○ ○ ○

*** 25. Nedskräpningen ökar till oacceptabla nivåer under tiden festivalen pågår.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt

○ ○ ○ ○ ○

*** 26. Den stora mängden av festivalbesökare minskar lugnet av privatliv vi har i Göteborg.**

Instämmer inte alls Instämmer inte Varken eller Instämmer delvis Instämmer helt

○ ○ ○ ○ ○

*** 37. Vad har du för utbildningsnivå?**

Grundskolan
 Gymnasiet
 Yrkesutbildning
 Högskolan
 Magister Utbildning
 PhD eller högre
 Annars

*** 38. Var bor du?**

Bor i Göteborgs Kommun
 Bor i Västra Götaland utanför Göteborg
 Bor utanför Västra Götaland

*** 39. Är du boende i Göteborg vänligen kryssa för din statsdel:**

<input type="radio"/> Älvsborg	<input type="radio"/> Gunnared	<input type="radio"/> Majorna
<input type="radio"/> Askim	<input type="radio"/> Härlanda	<input type="radio"/> Örgryte
<input type="radio"/> Backa	<input type="radio"/> Kortedala	<input type="radio"/> Södra Skärgården Torslanda
<input type="radio"/> Bersjön	<input type="radio"/> Kärra-Rödbo	<input type="radio"/> Tuve-Säve
<input type="radio"/> Biskopsgården	<input type="radio"/> Lärjedalen	<input type="radio"/> Tynnered
<input type="radio"/> Centrum	<input type="radio"/> Linnestaden	<input type="radio"/> Jag bor inte i Göteborg
<input type="radio"/> Frölunda-Högsbo	<input type="radio"/> Lundy	

*** 40. Vad är din personliga årsinkomst?**

0-150.000kr
 150.001-300.000kr
 300.001-400.000kr
 400.001-500.000kr
 500.001kr

*** 41. Har du eller någon i din familj tjänat ekonomiskt på festivalen?**

Ja
 Nej

*** 42. Inom vilken branch arbetar du?**

Offentliga Sektorn
 Privata Sektorn
 Ideellt
 Arbetar ej
 Studerande
 Annat

*** 43. Har du barn mellan 0-12 år gamla som bor hemma hos Dig?**

Ja
 Nej

*** 44. Är du på något sätt professionellt involverad i musik? (Band, scen,DJ, klubb, musikförening)**

Ja
 Nej

*** 45. Varför valde/ väljer du att besöka Way Out West festivalen? Vänligen kryssa för alla alternativ som passar:**

- | | | |
|---|---|---|
| <input type="checkbox"/> Jag har inte besökt festivalen | <input type="checkbox"/> Erfarenheten | <input type="checkbox"/> Nyhetsvärdet |
| <input type="checkbox"/> Atmosfären | <input type="checkbox"/> Semester | <input type="checkbox"/> Underhållningsvärdet |
| <input type="checkbox"/> Umgås med familj/vänner | <input type="checkbox"/> Följde med vänner | <input type="checkbox"/> Närheten till hemmet |
| <input type="checkbox"/> Att förhöja mitt anseende | <input type="checkbox"/> Bara för nöjet | <input type="checkbox"/> Fribiljetter |
| <input type="checkbox"/> Musiken/artisterna | <input type="checkbox"/> Träffa nya människor | |

46. Beskriv kortfattat dina upplevelser och känslor för Way Out West Festivalen.

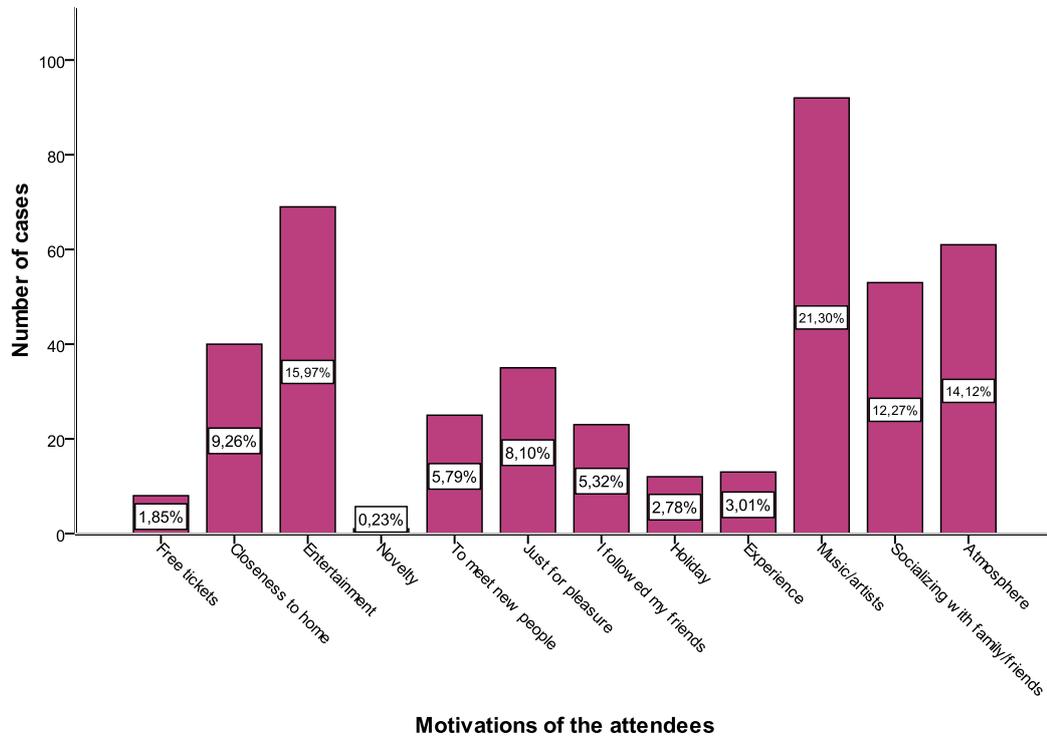
47. Beskriv några av de positiva aspekter du finner med Way out West Festivalen.

48. Beskriv några av de negativa aspekter du finner med Way out West Festivalen.

49. Om Du vill vara med i utlottningen av en biljett till Way Out West Festivalen 2010, ber vi Dig fylla i Din email address nedan:

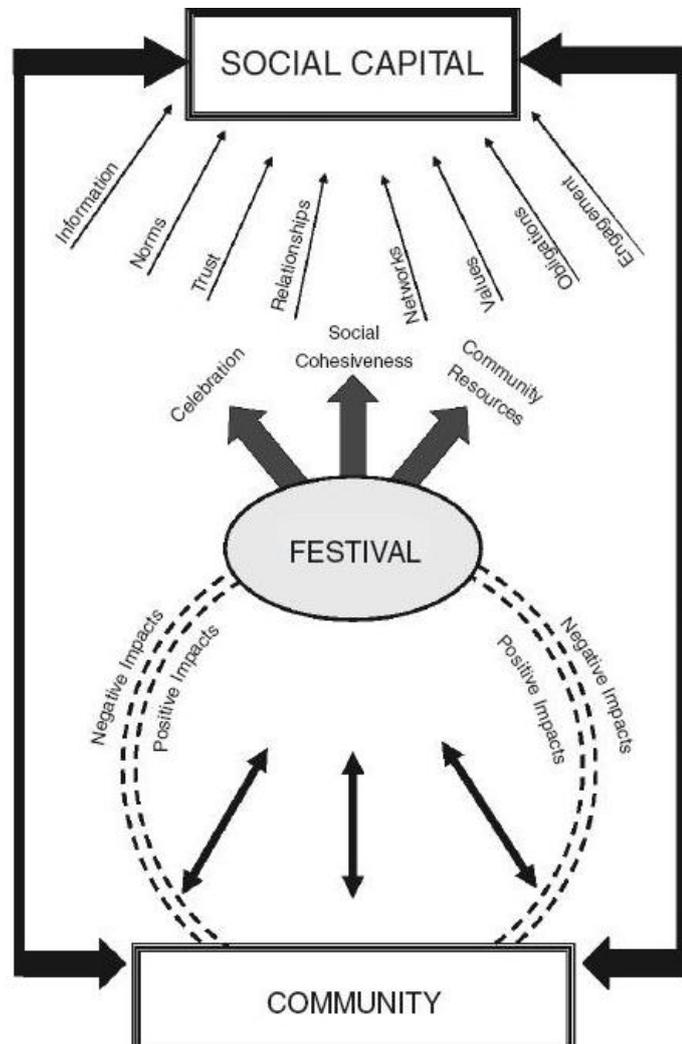
Ditt deltagande är väldigt viktigt för oss. Vi tackar Dig för att du har tagit dig tid att besvara våra frågor. TACK!

Figure 2. Motivations of the attendees to visit the festival



The vertical axis represents the number of cases the attendees chose the particular alternative (the number of cases are also counted as percentages). The major motivations to visit the Way Out West Festival included (in descended order): *Music/artists*, *Entertainment*, *Atmosphere*, *Socializing with family/friends* and *Closeness to home*.

Model 2. Conceptual Model of Festivals and the Development of Social Capital



Source: Arcodia, C., & Whitford, M. (2006). Festival attendance and the development of social capital. *Journal of Convention & Event Tourism*, 8 (2), 1-18.

Table 27. Content Analysis of the responses to open-ended questions (attendees vs. non-attendees)

Content Analysis of open-ended questions responses				
Positive impacts of Way Out West Festival				
	<i>All Attendees</i>		<i>All Non-Attendees</i>	
Good Music	8	17%	17	23%
Good mix and quality of artists	13	28%	20	28%
Socializing opportunities	9	19%	27	39%
Proximity of the festival	14	30%	15	21%
Better atmosphere in the city	11	24%	4	5%
Good use of public space	3	6%	2	3%
Increase of tourism and image for the city	8	17%	7	10%
Happiness in the city	7	15%	5	7%
Originality of the festival	5	11%	2	3%
Increase of culture in the city	5	11%	9	13%
Number of codes examined: 22	Out of 46		Out of 72	
Negative impacts of Way Out West Festival				
	<i>All Attendees</i>		<i>All Non-Attendees</i>	
Expensive ticket price	13	28%	15	21%
Nature and grass destruction	21	46%	26	37%
Disruption to animals in the park	7	15%	13	19%
Disruption to people in the area/ park closed to public	26	56%	26	37%
Park Crowded /long queues	5	11%	17	24%
No allowance to bring food or water	4	9%	0	0%
Food and water too expensive	2	4%	0	0%
No camping opportunities	3	6%	0	0%
Crime, alcohol and drug increase	1	2%	6	9%
Narrow choice of artists performing	3	6%	3	5%
Number of codes examined: 22	Out of 46		Out of 70	

Table 28. Content Analysis of the responses to open-ended questions (women vs. men)

Content Analysis of open-ended questions responses				
Positive impacts of Way Out West Festival (attendees and non-attendees)				
	<i>Women</i>		<i>Men</i>	
Good Music	22	23%	15	26%
Good mix and quality of artists	34	36%	20	34%
Socializing opportunities	39	41%	21	36%
Proximity of the festival	29	31%	16	28%
Better atmosphere in the city	19	20%	13	22%
Good use of public space	15	16%	17	29%
Increase of tourism and image for the city	18	19%	5	9%
Happiness in the city	4	4%	9	15%
Originality of the festival	1	2%	3	5%
Increase of culture in the city	7	7%	6	10%
Number of codes examined: 22	Out of 94		Out of 58	
Negative impacts of Way Out West Festival (attendees and non-attendees)				
	<i>Women</i>		<i>Men</i>	
Expensive ticket price	23	24%	15	28%
Nature and grass destruction	30	32%	21	38%
Disruption to animals in the park	18	19%	2	4%
Disruption to people in the area/ park closed to public	18	19%	11	20%
Park Crowded /long queues	16	17%	9	16%
No allowance to bring food or water	8	9%	4	7%
Food and water too expensive	6	7%	3	6%
No camping opportunities	0	0%	3	6%
Crime, alcohol and drug increase	9	10%	3	6%
Narrow choice of artists performing	4	4%	5	9%
Number of codes examined: 22	Out of 94		Out of 56	

Table 29. Content Analysis of the responses to open-ended questions (by annual income)

Content Analysis of open-ended questions responses				
Positive impacts of Way Out West Festival (attendees and non-attendees)				
	<i>Income 0-150.000kr.</i>		<i>Income 150.000-300.000kr.</i>	
Good Music	22	31%	14	30%
Good mix and quality of artists	24	34%	11	24%
Socializing opportunities	20	28%	25	54%
Proximity of the festival	15	21%	19	41%
Better atmosphere in the city	10	14%	12	26%
Good use of public space	4	6%	2	4%
Increase of tourism and image for the city	12	17%	6	13%
Happiness in the city	19	27%	6	13%
Originality of the festival	4	6%	1	2%
Increase of culture in the city	13	18%	5	11%
Number of codes examined: 22	Out of 71		Out of 46	
Negative impacts of Way Out West Festival (attendees and non-attendees)				
	<i>Income 0-150.000kr.</i>		<i>Income 150.000-300.000</i>	
Expensive ticket price	21	28%	10	23%
Nature and grass destruction	25	35%	12	27%
Disruption to animals in the park	9	13%	8	18%
Disruption to people in the area/ park closed to public	11	15%	10	23%
Park crowded/ long queues	13	18%	7	16%
No allowance to bring food or water	2	3%	3	7%
Food and water too expensive	6	8%	3	7%
No camping opportunities	3	4%	0	0%
Crime, alcohol and drug increase	6	8%	2	5%
Narrow choice of artists performing	5	7%	3	7%
Number of codes examined: 22	Out of 71		Out of 44	

Table 30. Content Analysis of the responses to open-ended questions (by education)

Content Analysis of open-ended questions responses				
Positive impacts of Way Out West Festival (attendees and non-attendees)				
	<i>High School</i>		<i>University</i>	
Good Music	14	45%	16	23%
Good mix and quality of artists	12	38%	29	43%
Socializing opportunities	16	52%	29	43%
Proximity of the festival	8	26%	29	43%
Better atmosphere in the city	3	10%	14	21%
Good use of public space	1	3%	5	7%
Increase of tourism and image for the city	4	13%	10	15%
Happiness in the city	4	13%	6	9%
Originality of the festival	1	3%	3	4%
Increase of culture in the city	5	16%	6	9%
Number of codes examined: 22	Out of 31		Out of 68	
Negative impacts of Way Out West Festival (attendees and non-attendees)				
	<i>High School</i>		<i>University</i>	
Expensive ticket price	9	29%	16	24%
Nature and grass destruction	11	35%	23	34%
Disruption to animals in the park	5	16%	12	18%
Disruption to people in the area/ park closed to public	8	26%	16	24%
Park crowded /long queues	4	13%	11	16%
No allowance to bring food or water	1	3%	3	4%
Food and water too expensive	2	6%	12	18%
No camping opportunities	1	3%	2	3%
Crime, alcohol and drug increase	2	6%	4	6%
Narrow choice of artists performing	2	6%	5	7%
Number of codes examined: 22	Out of 31		Out of 68	

Table 31. Content Analysis of the responses to open-ended questions (Linnestaden residents)

Content Analysis of open-ended questions responses		
Positive impacts of Way Out West Festival (attendees and non-attendees)		
	<i>Linnestaden residents</i>	
Good Music	11	29%
Good mix and quality of artists	6	16%
Socializing opportunities	19	50%
Proximity of the festival	12	32%
Better atmosphere in the city	10	26%
Good use of public space	3	8%
Increase of tourism and image for the city	7	18%
Happiness in the city	2	5%
Originality of the festival	0	0%
Increase of culture in the city	7	18%
Number of codes examined: 22	Out of 38	
Negative impacts of Way Out West Festival (attendees and non-attendees)		
	<i>Linnestaden residents</i>	
Expensive ticket price	6	16%
Nature and grass destruction	17	46%
Disruption to animals in the park	3	8%
Disruption to people in the area/ park closed to public	11	30%
Park crowded /long queues	8	22%
No allowance to bring food or water	2	5%
Food and water too expensive	3	8%
No camping opportunities	0	0%
Crime, alcohol and drug increase	2	5%
Narrow choice of artists performing	0	0%
Number of codes examined: 22	Out of 37	

Figure 3. Cross-tabulation of Q42 "In which sector do you work?" by Q40 "What is your personal income per year?"

