

Nightlife culture compared in five European countries. The results of an explorative Facebook analysis as part of the ALAMA nightlife project

Amsterdam, 17th of May 2019

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# The bigger picture: the ALAMA nightlife project

Understanding the dynamics & consequences of young adult substance use pathways.

A Longitudinal And Momentary Analysis in the European nightlife scene

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# Collaboration between different partners

country	organizations
	Trimbos-institute
	University College Ghent VAD
	National Research Council ECLECTICA
	STAD
	University College London

# Objective & Work packages

- The general objective of this study is to gain insight into drug use and nightlife participation in the European nightlife scene, to understand how drug use patterns change over time as well as their short and long term consequences.
- Different Work Packages:
  - Longitudinal study on short-term dynamics in substance use among club and partygoers (WP2)
  - Ecological momentary assessment of predictors and sequela of ecstasy use in nightlife settings (WP4)
  - Study to verify self-reported substance use among regular visitors of nightclubs and parties (WP5)
  - **Analysis & description of nightlife culture in five different European countries (WP6)**

ANALYSIS & DESCRIPTION OF THE NIGHTLIFE  
CULTURE IN FIVE EUROPEAN COUNTRIES

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# General objective & Methods

- To get a better understanding of the different contexts in the participating countries (NL, UK, SE, IT & BE)
- Different Methods:
  - Part I: Content analysis
    - Descriptive analysis of Resident Advisor
    - **In-depth content analysis of the top clubs: An explorative Facebook analysis**
  - Part II: Interviews with nightlife experts / stakeholders

# Resident Advisor

Screenshot  
of a part of  
the website  
of Resident  
Advisor  
(14/05/2019)  
→→→→



- What?
  - “An online music magazine and community platform that's dedicated to showcasing electronic music, artists and events across the globe”
- Top-12 of clubs in each country or region available on Resident Advisor based on their popularity (RA-members indicate their favorite clubs)
  - 5 countries x 12 top clubs mentioned on Resident Advisor
  - All selected clubs → Facebook page

# Data

<b>Belgium</b>	<b>The Netherlands</b>	<b>Sweden</b>	<b>Italy</b>	<b>United Kingdom</b>
10 clubs	12 clubs	10 clubs	12 clubs	12 clubs

Table 1: Number of clubs involved per country

<b>Belgium</b>	<b>The Netherlands</b>	<b>Sweden</b>	<b>Italy</b>	<b>United Kingdom</b>
9 clubs	11 clubs	8 clubs	8 clubs	4 clubs

Table 2: Number of clubs who allowed reviews on their Facebook page (per country)



# Facebook analysis



- Set point: 5<sup>th</sup> of April 2017
- Collection of data on the Facebook page of the selected clubs
  - The last 15 posts (including text-, picture- and video-posts) situated on the wall of the Facebook page + comments/reactions by clubgoers and organizer
  - The last 20 reviews posted by the clubgoers + comments/reactions by clubgoers and organizer
  - The last 2 Facebook-events of the selected clubs
    - All the information provided by the organizer(s) of the event in the 'About' section
    - The last 10 posts (including late night text-, video- and picture-posts) on the 'Discussion' section of the Facebook-event + comments/reactions by clubgoers and organizer(s)

# Facebook analysis - Research questions

- About what topics are the organizers (club owners) communicating on their Facebook channels?
  - About what topics are the partygoers (clubgoers) communicating on the Facebook channels of the clubs?
- Extra focus on the topics of alcohol & other drugs, other health issues and nightlife culture or club culture in specific

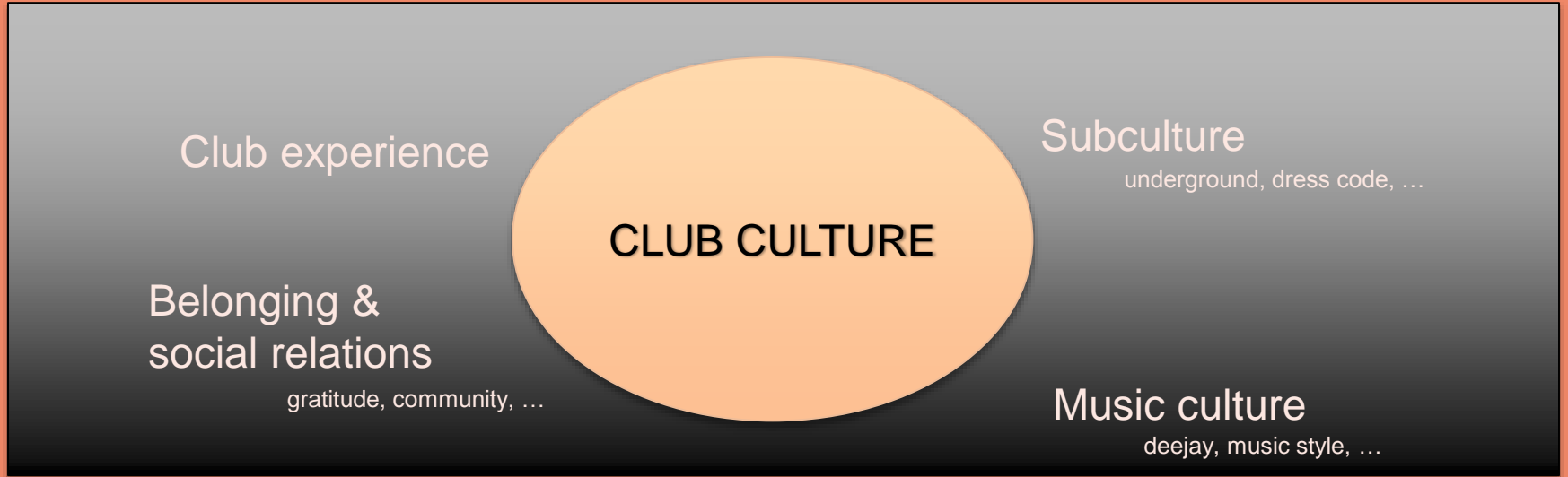
# The analysis (inductive approach)

- Step 1: Every post has been coded → codes (topics)
- Step 2: Structured all codes → family codes (sub categories & categories)

3 main categories:

- Club culture
- Club policies & management
- Marketing & communication

# Results – Club culture



## Results – Club culture

Post by a Belgian club owner (3 April 2017) :

18 minutes of pure Laurent Garnier-joy at [Time Warp](#) last Sunday morning. One month before he's back at



346 reactions (likes)

34 comments (textual responses)

Review posted by a partygoer at a Belgian club (4 November 2016):

*“One of my favorite! My second home”*

Review posted by a partygoer at an Italian club (25 March 2017) :

Era la mia seconda casa.....non vedevo l'ora che fosse sempre sabato.....l'atmosfera e il posto parlavano da soli.....spettacolo dall'inizio alla fine sempre un mondo a parte pieno di emozioni e sensazioni!!!! E fare mattina aspettando la luce non volendo mai che finisse!!!! Insomma ancora oggi dopo 15anni è il posto più adatto per sfogarsi e andare in orbita!!!!

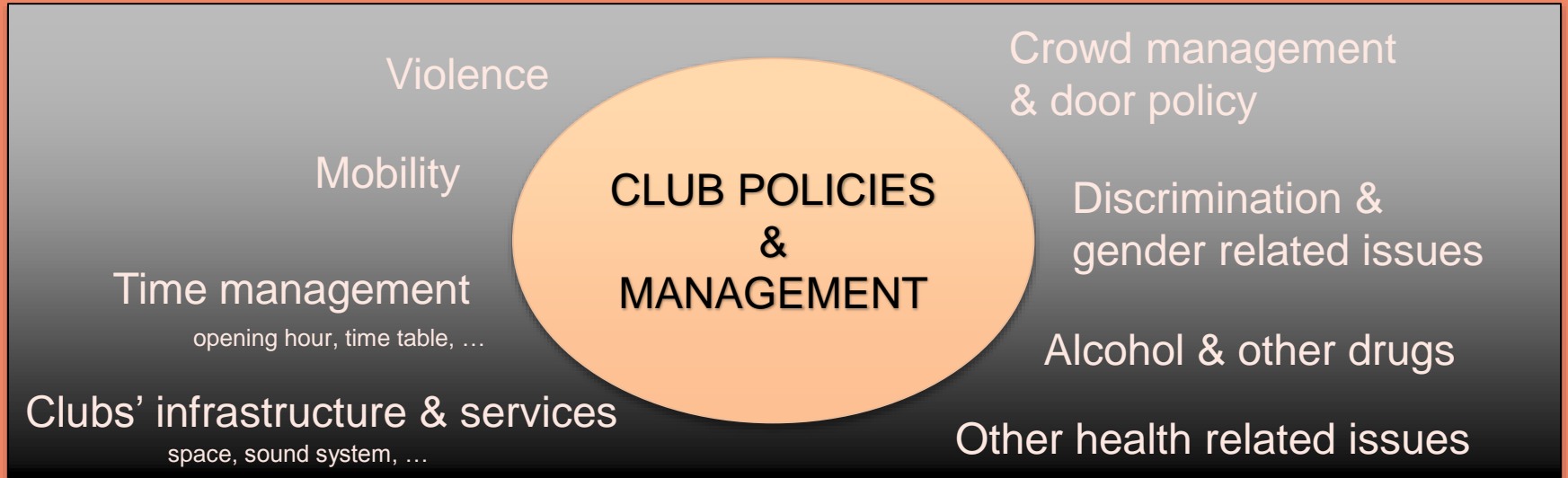
👍 Mi piace

💬 Commenta

➦ Condividi

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# Results – Club policies & management



## Results – Club policies & management

Review posted by a partygoer at a Dutch club (25 February 2017) :

*“Got refused at the door for being a bigger group than 4. We all had tickets. This stupid door policy isnt mentioned anywhere. Was a real let down.”*

Video with sexualized content by a Belgian organizer (23 March 2017) :



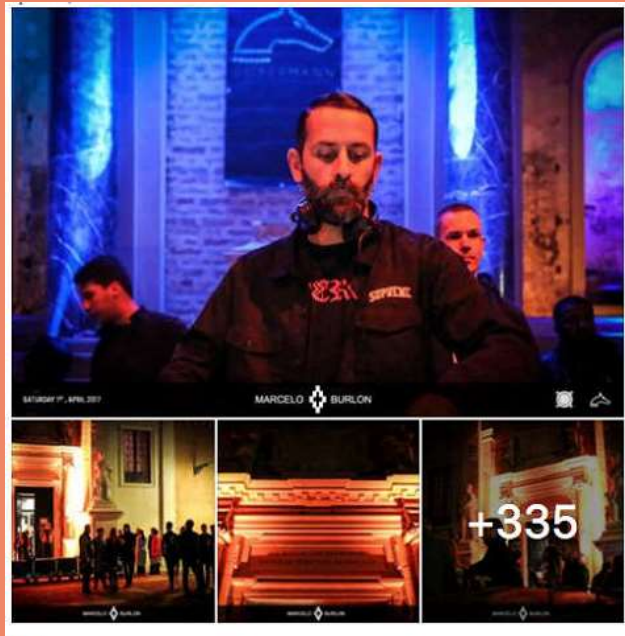
# Results – Marketing & communication





## Results – Marketing & communication

Album with event pictures posted by an Italian club owner (3 April 2017):



Post by a partygoer at a Dutch club (31 March 2017):

“So looking forward to this!  
Groove baby! 🐰”

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# Comparative study – Main findings

- Characteristics in common:
  - Music culture: deejays are at the center in the communication among club owners & partygoers
  - Club experiences by partygoers
    - Mainly positive club experiences
    - Negative experiences are always concentrated around a few clubs (e.g. door policy)
  - Marketing & communication: presale and doorsale tickets are common practice
  - Partygoers' digital reactions: expressing their excitement and intention to go (back) to their favorite club(s)

# Comparative study – Main findings

- Differences between countries:
  - Club culture:
    - Several theme parties (e.g. dress code) organized at the Dutch and Italian clubs involved
    - The concept of ‘underground’ or ‘alternative’ more used in Italian and Belgian clubs involved
    - After parties: more communicated by British club owners
    - Most early opening hours at Swedish clubs (22h) <-> in other countries (around 23h)
  - Club policies & management
    - Door policy: most negative issues among Dutch, Italian and Swedish partygoers (e.g. discrimination by bouncers) <-> Belgian partygoers did communicate more positive than negative experiences with bouncers
  - Marketing strategy
    - No sexualized content used by British club owners in terms of event advertisement
    - Implicit form of positive discrimination by a few Italian and Belgian club owners (distinction in ticket price)
    - Dutch partygoers massively resell their tickets

# Comparative study – Main findings

- Alcohol & other drugs
  - Alcohol promotions as a marketing strategy by several club owners in all 5 countries
    - However, specific situation for Swedish club owners
  - A few partygoers (mainly Swedish partygoers): critical towards alcohol (mis)use



Facebook post by a British club owner about alcohol

# Comparative study – Main findings

- Alcohol & other drugs
  - Illicit drugs:
    - communication as good as non-existing among club owners (<-> Dutch or Italian club owners: funny news / cartoons)  
<-> Exception: one British club owner communicated about implementation of some drug policy measurements
    - A few communication by partygoers: using slang- or secret language
  - Conclusion: most communication about alcohol or other drugs not communicated out of a health perspective



Picture posted by a partygoer at a Belgian club

## Limitations

- Selection of relevant clubs (fast changing nightlife scene)
- A huge amount of raw data on Facebook → difficult and very time consuming to study a topic in a profound way
- The (non)availability of Facebook reviews by some clubs