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EDUCATION
HEALTH
SOCIAL WORK

ANALYSIS & DESCRIPTION OF THE NIGHTLIFE CULTURE IN FIVE DIFFERENT EUROPEAN COUNTRIES

ALAMA-nightlife project

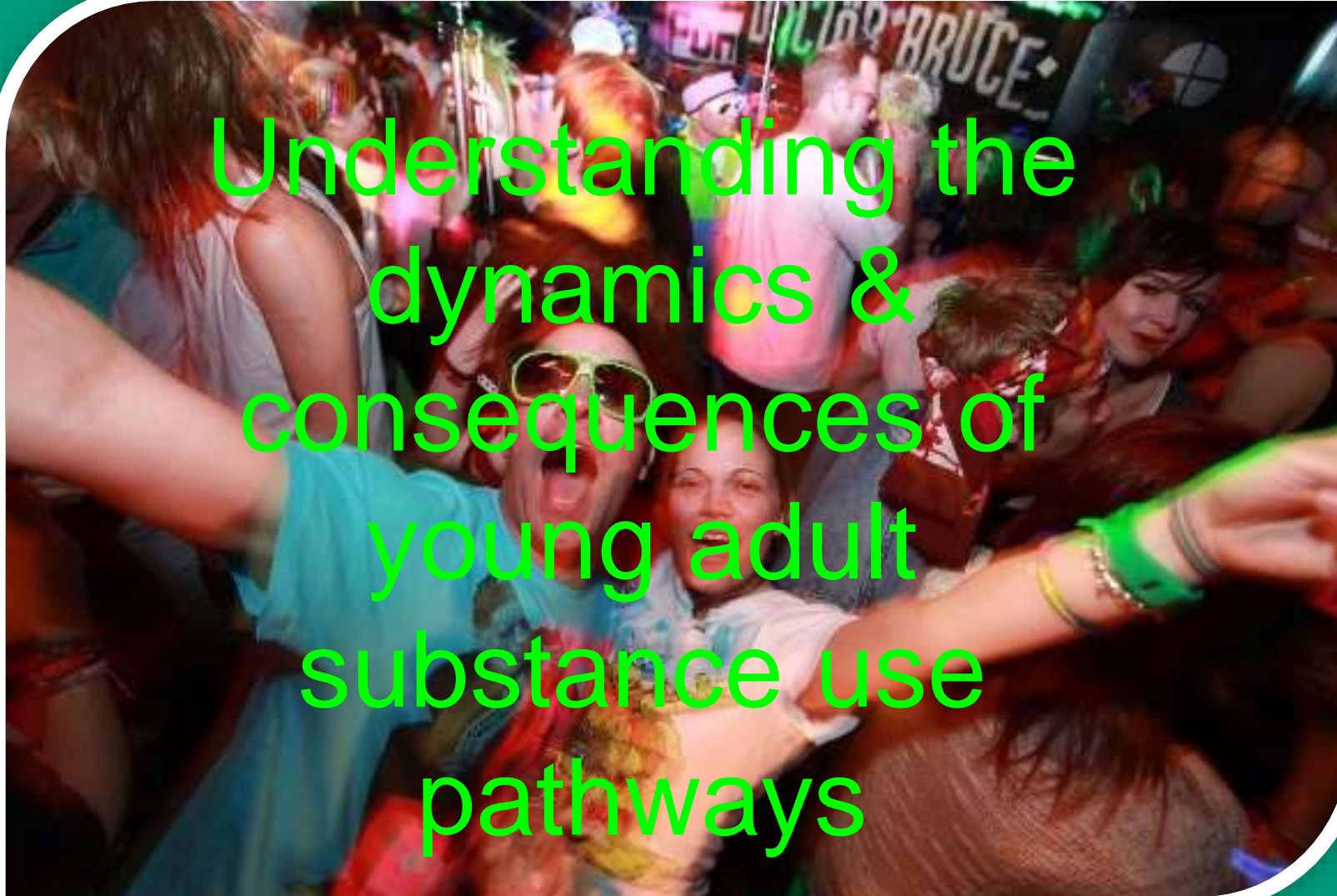
Bert Hauspie (University College Ghent)



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Introduction ALAMA-nightlife project








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Background

- Changing drug markets
 - Stronger products, NPS
- Leisure time economy
 - Strong increase parties/festivals
- Fatalities & non-fatal health incidents
 - Potentially preventable
- Link between nightlife and substance use
 - Substance users and **electronic dance music**
(Calafat et al, 2003; Van Havere et al, 2011 ; ...)



Collaboration between different partners

land	organisatie
	Trimbos-instituut
	University College Ghent VAD
	National Research Council ECLECTICA
	STAD
	University College London



Objectives

- 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.
- Specific objectives:
 1. Identify substance use profiles of young adults regularly attending electronic dance events (WP2)
 2. Investigate transitions in substance use & factors associated with these transitions (WP2)
 3. Investigate short term predictors & consequences of ecstasy (+other substance) use & nightlife participation (WP4)
 4. Verify self-reported substance use (WP5)
 5. Compare different European countries, with varying drug policies, cultures and nightlife scenes with regard to 1-4 (WP6)

ANALYSIS & DESCRIPTION OF THE NIGHTLIFE CULTURE IN FIVE DIFFERENT EUROPEAN COUNTRIES

Work package 6 of the ALAMA-nightlife project

Objective

- To get a better understanding of the different contexts in the participating countries NL, UK, SE, IT & BE
 - A context overview which ...
 1. assists in determining possible recruitment channels for the survey in this study
 2. helps to interpret various study components in light of contextual differences between the countries
- This information is pivotal to understand the differences and similarities that are found in the other work packages

Literature review

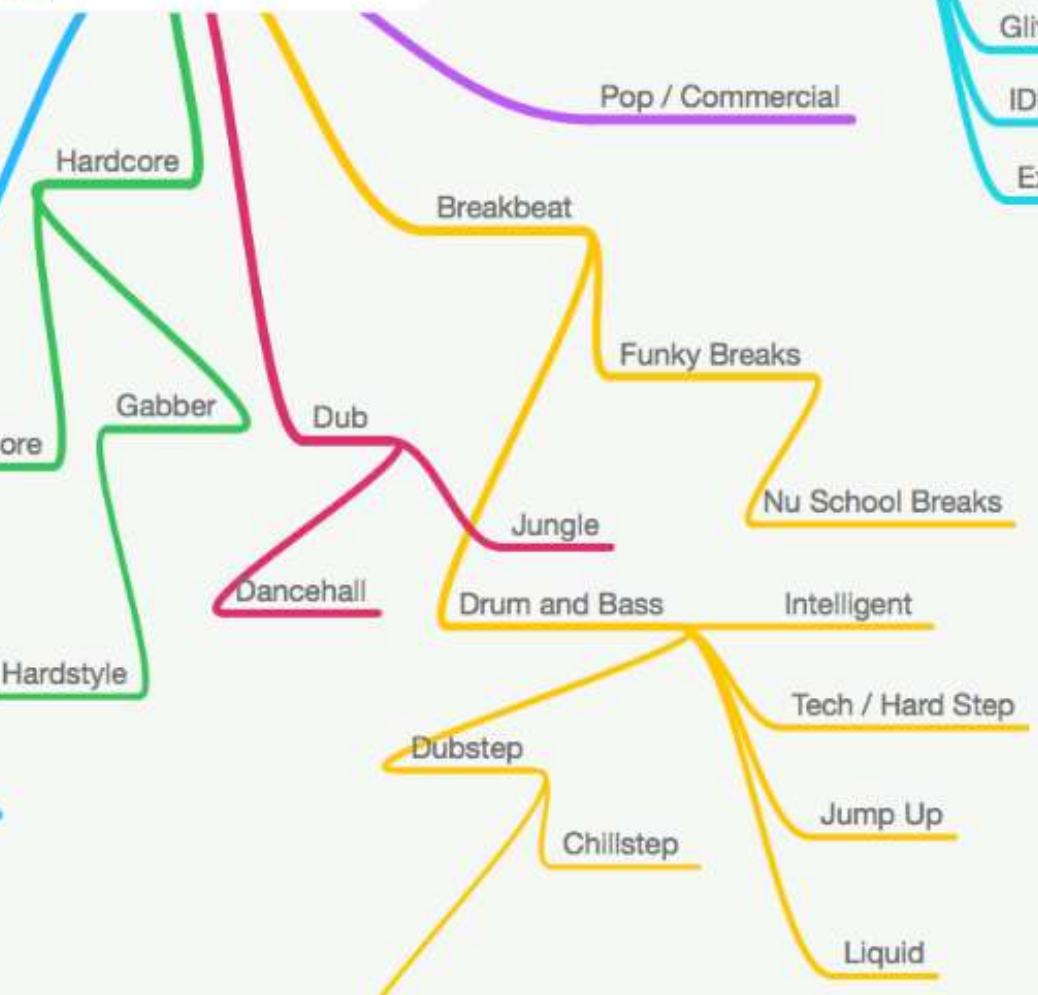
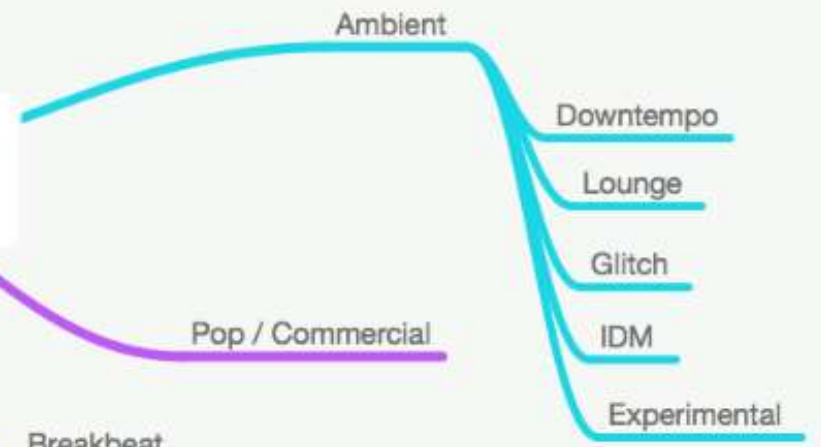
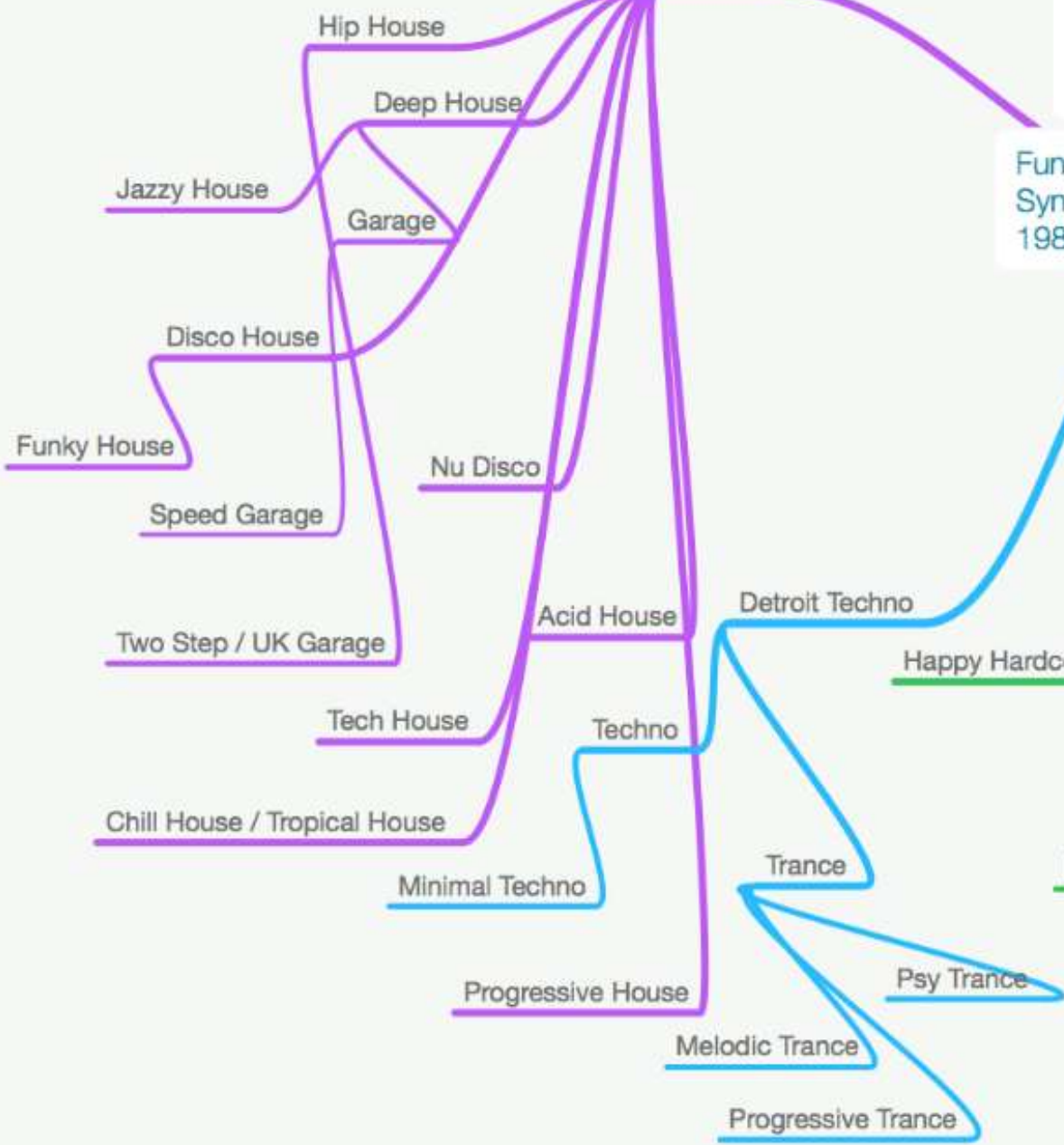
- ‘Electronic Dance Music’ (EDM)
 - Ambiguous concept
 - Definition Garcia (2015): “Electronic Dance Music (EDM) denotes a field of dance-oriented styles emerging out of the legacy of 1970s disco that includes a wide range of genres and sub-genres”
 - Grey literature (Magnetic Magazine, Thomson blog post, ...)
 - EDM as a specific music style
 - DJ’s: David Guetta, Dimitri Vegas & Like Mike, Deadmau5, Headhunterz, ...
 - The commercialized (counter)part

MAGNETIC

M A G A Z I N E

House

Funk / Disco / Hip Hop / Early Synth Music / Pop (1960s - 1980s)



Literature review (2)

- Nightlife culture is about subcultures & sub scenes
 - Calafat et al (2001): categories that define a scene (age, music, drugs, aesthetics, occupation, social position, recreational environments)
 - Ton Nabben (2010): a profile of five different types of partygoers based on diverse characteristics (age, nightlife setting, music, social capital, body culture, icon, substance use)
- ...

Research design

- Resident Advisor (RA) as data source
- Part I: Content analysis
 - Descriptive part: pre-analysis of Resident Advisor
 - In-depth content analysis of the top clubs
 - Analysing both their Facebook channels and their public website
- Part II: Interviews with nightlife experts / stakeholders

Resident Advisor (1)

- Introduction:
 - Resident Advisor is an online music magazine and community platform that's dedicated to showcasing electronic music, artists and events across the globe
 - This website has over 2.5 million readers a month, including electronic music fans, club goers, DJs, producers, venue owners, promoters and record labels
- Research method: the selection of clubs is based on the available data on RA

+	-
RA offers a relevant list of clubs which are situated in the electronic dance music scene → comparable	The overall focus of RA seems on the techno and house scene → not representative for the EDM scene
A common channel available and used in all five participating countries	Regional differences in use of RA
A more or less up-to-date list of clubs and party locations	The list of clubs on RA is not completely up-to-date and also contains party locations


TICKETS ON SALE NOW

Login / Register ↓

RA Store

Basket ↓



Magazine

News

Reviews

Features

Films

Events

Listings

Clubs

Photos

Submit event

Music

Artists

New Tracks

DJ Charts

Podcasts

Search



The underground sound
of Montevideo

Magazine

Fri 19

Mon 22

Tue 23

Wed 24

Thu 25

Resident Advisor (2)

<i>Country</i>	<i>Regions</i>	<i>Total number of clubs</i>	<i>Number of inhabitants (Eurostat, 2011)</i>	<i>Number of clubs/100.000 inhabitants</i>
Belgium		959	11.000.638	8,71768
The Netherlands		1.173	16.655.799	7,04259
	Amsterdam	413		
	Eindhoven	43		
	Rotterdam	98		
	The Hague	70		
	Utrecht	69		
	other regions	480		
Sweden		327	9.482.855	3,44833
Italy		3.078	59.433.744	5,17888
	Central	1.155		
	North	1.174		
	South	537		
	Sicily	212		
United Kingdom		3.752	63.182.180	5,93838
	London	1.366		
	Midlands	335		
	North	795		
	Northern Ireland	62		
	Scotland	286		
	South+East	607		
	West+Wales	301		
TOTAL		9.289		

In-depth content analysis (1)

- Selection of top clubs
 - Based on the popularity on Resident Advisor (members mention their favorite clubs)
 - Inclusion criterion: at least organised 3 events in the last 12 months
- Variables under analysis on the level of the club
 - Number of events/year
 - Size of the club (maximum visitors)
 - Popularity on RA vs on Facebook
 - Music style and/or sub scene
 - Opening hours
 - Drug policy of the venue
 - ...

In-depth content analysis (2)

- Retrospective content analysis on Facebook

- Data collection

- On the Facebook page of the selected clubs

- Analyzing the last 15 posts (including text-, picture- and video-posts) situated on the wall of the Facebook page + comments/reactions by clubgoers and/or organizer
 - Analyzing the last 20 reviews posted by the clubgoers + comments/reactions by clubgoers and/or organizer

- On 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/or organizer

In-depth content analysis (3)

- Document analysis of visual and textual documents
- The template model analysis
 - Starting point: common, big categories (family codes)
 - Coding process: sub categories (single codes)

Information by club owners / organizers	Communication by partygoers / clubgoers
I_music (style,sub scene, ...)	C_music (style, scene, ...)
I_aesthetics (fashion, ...)	C_aesthetics (fashion, dancing, ...)
I_icon (deejay, headliner, ...)	C_icon
I_hours (programming, ...)	C_alcohol
I_prevention_or harm reduction	C_drugs
I_drug policy	C_security (bouncers, ...)
...	C_pleasure/fun
	...

Interviews with nightlife experts & stakeholders

- 1 or 2 interviews with stakeholders or nightlife experts in each of the five countries
 - Event promoters, DJs, club owners, record label owners, ... who have a national rather than local picture of the EDM scene
 - After the analysis:
 - Feedback on the results

Contact

Researchers:

- Bert Hauspie - bert.hauspie@hogent.be
- Enrico Petrilli - petrilli.enrico@gmail.com

Promoter:

- Tina Van Havere - tina.vanhavere@hogent.be
- Sara Rolando - rolando@eclectica.it