

Master's Dissertation Questionnaire Research: Music Festival Organisers

My name is Emma Powis and I am currently studying for a Masters in International Events Management at Manchester Metropolitan University. I am conducting research into festival organisers opinions on the importance of crowd psychology in the management of crowds at music festivals. The questionnaire consists of 13 questions and will take no longer than 10 minutes to complete. All responses will be kept anonymous and no one will be identifiable in the research.

Once complete please e-mail back to emmapow1s@live.co.uk

Please tick the box provided to show your consent to be part of the research ☐

1. What is your role within the music festival?

2. How long have you worked in the music festival industry?

☐ Less than a year ☐ 1-5 years ☐ 5-10 years ☐ 10 years +

3. Which of the following guides are followed in relation to the music festival?

(Please mark all that apply)

☐ Purple Guide ☐ Cabinet Office: Understanding Crowd Behaviours ☐ HSE: Managing Crowds Safely
☐ Home Office: The Good Practise Safety Guide ☐ Other (Please State)
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4. Are you aware of any of the following theories on crowd behaviour?

☐ Contagion Theory ☐ Social Identity Theory ☐ Freud's Crowd Behaviour Theory
☐ Social Loafing ☐ Emergent Norm Theory ☐ Deindividuation Theory

5. If you are aware of any of the above theories do you think they are relevant to crowd management at music festivals?

☐ Yes ☐ No

Please explain your answer:

6. Does the music festival you are involved in take these theories on crowd behaviour into account when planning for crowds?

☐ Yes ☐ No ☐ Don't Know

7. **How important do you believe crowd psychology is in relation to crowd management at music festivals?** (Please rate from 1-5. 1= Not Important 5=Very Important)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

8. **At your event what do you think are the 5 main causes of crowd disruption?**
Please rank these in order of 1-5. 1= main cause, 5= small cause.

1.
2.
3.
4.
5.

9. **Is the profile of potential attendees taken into account during the planning phase for the event?**

☐ Yes ☐ No ☐ Don't Know

10. **Have you been involved in any form of crowd management training?**

☐ Yes ☐ No

11. **Briefly explain how the crowd is monitored during the music festival:**

12. **Are you aware of the following types of crowd identified by Berlonghi (1995)?** Please mark all that apply.

<input type="checkbox"/> Ambulatory Crowd.	<input type="checkbox"/> Disability or Limited Movement Crowd.	<input type="checkbox"/> Cohesive or Spectator Crowd.
<input type="checkbox"/> Expressive or Revellous Crowd.	<input type="checkbox"/> Participatory Crowd.	<input type="checkbox"/> Aggressive or Hostile Crowd.
<input type="checkbox"/> Demonstrator Crowd.	<input type="checkbox"/> Escaping or Trampling Crowd.	<input type="checkbox"/> Dense or Suffocating Crowd.
<input type="checkbox"/> Rushing or Looting Crowd.	<input type="checkbox"/> Violent Crowd.	<input type="checkbox"/> None

13. **Who do you believe is responsible for effective crowd management implementation at the event?**

<input type="checkbox"/> Police	<input type="checkbox"/> Festival Organiser	<input type="checkbox"/> Festival Stewards
<input type="checkbox"/> Crowd Management Specialists	<input type="checkbox"/> Local Authority	<input type="checkbox"/> Combination of all

Thank you for taking part in my research.

Please e-mail your response back to me as soon as possible.

If you wish your response to be withdrawn from the research contact me via the above e-mail address.