

FEDERAL RESEARCH PROGRAMME ON DRUGS

ALAMA - nightlife

UNDERSTANDING THE DYNAMICS AND CONSEQUENCES OF YOUNG ADULT SUBSTANCE USE PATHWAYS: A Longitudinal And Momentary Analysis in the European nightclub scene

ALAMA is part of the European Research Area Network (ERANID) (2016-2019) funded by the European Union under the 7th Framework Programme

On behalf of the research teams

Dr. Margriet van Laar (NL)
Prof. Dr. Valerie Curran (UK)
Dr. Johanna Gripenberg (SE)
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Final progress report and report on WP6

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FINAL PROGRESS REPORT AND REPORT ON WP6

To give an idea on the whole project we will start with giving the summary/overview of the different WP's in this ALAMA project. WP6 is published integral in this final report since this was the conducted by the Belgian team together with the Italian team. Other WP's are being published in articles. These articles can be requested from Tina.VanHavere@hogent.be

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Final progress report: overview of all WP's

1. INTRODUCTION

Background

It is widely known that drug use is abundant in the nightlife scene, costing –in extreme cases- young adult lives. These fatalities, as well as and non-fatal health incidents and other adverse consequences, are potentially preventable. Due to the upsurge in the European nightlife economy, the increase in illicit substance use and rapidly changing drug markets (high potency drugs, New Psychoactive Substances), a comprehensive and up-to-date understanding of young adult's patterns of use, transitions over time and short and long term consequences – both 'in the moment' and over time – is crucial for optimally informing preventive and legal policies.

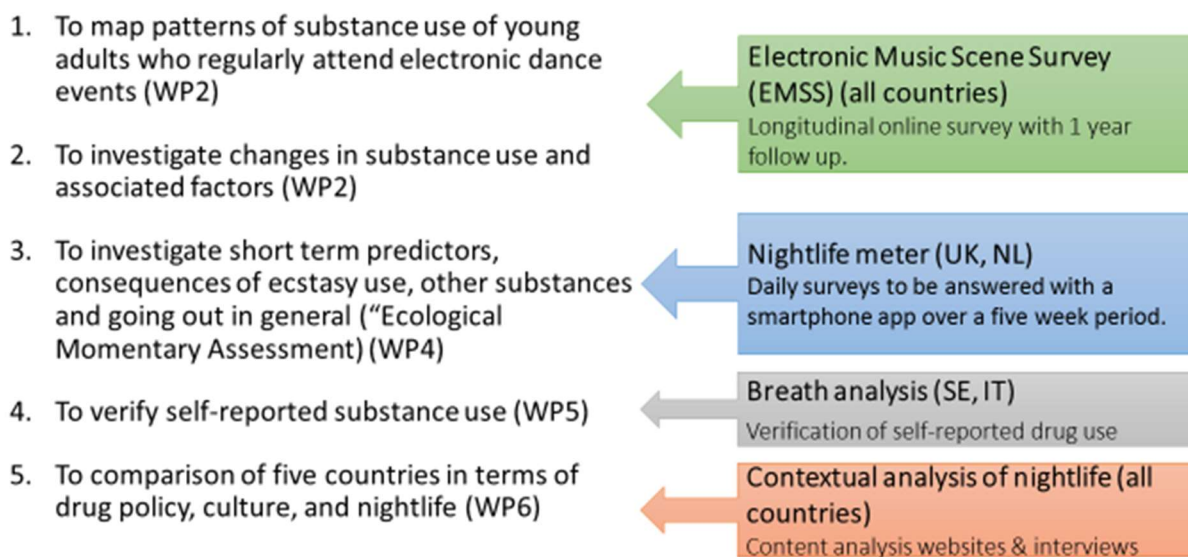
The ALAMA nightlife study, part of the European Research Area Network on Illicit Drugs (ERANID), aimed to provide this knowledge by investigating longitudinal and momentary pathways of drug use and their consequences among young adults attending electronic dance events in five European countries (Belgium, Italy, the Netherlands, Sweden, United Kingdom).

Objectives and work packages

The general objective of ALAMA is to gain insight into drug use and nightlife participation in the European nightclub scene, to investigate how drug use patterns change over time as well as their short and long term consequences. With a number of complementary and innovative methodologies a unique and rich data set with a European scope has been generated, reflecting different cultures and drug markets to address a wide range of practice and policy based questions. Different methodological approaches were used.

Specific objectives and study elements addressing these objectives are given in the figure below:

Specific objectives









These study elements are represented in different work packages (WP). The overall project was coordinated by the Dutch team (WP 1). The EMSS was part of WP2, with the UK team in the lead, leader and all other countries participating and contributing to the survey. WP3 (not described in this report) was excluded from the final project; for practical purposes the numbering for successive WPs was not adjusted. The EMA study was part of WP4 conducted only in the Netherlands and UK, with the Dutch team as WP leader. The breath analysis study was part of WP5, conducted in Sweden and Belgium, with Sweden as WP leader. The contextual analysis of the nightlife scene was conducted by the Belgian and Italian team (with the Belgian team as WP leader) with contributions from all other countries.

The ALAMA Consortium

The project was conducted by collaborative teams in each of the five participating European countries.

- The Netherlands: Margriet van Laar (PI), Ruben van Beek, Matthijs Blankers, Marloes Kleinjan, Peggy van der Pol
- United Kingdom: Valerie Curran (co-PI), Jon Waldron, Meryem Grabski, Tom Freeman
- Belgium: Tina van Havere (co-PI), Jochen Schrooten, Bert Hauspie, Nicky Dirx
- Italy: Sabrina Molinaro (co-PI), Sara Rolando, Enrico Petrilli, Carla Rossi
- Sweden: Johanna Gripenberg (co-PI), Kristin Feltmann, Tobias Elgán

Collaboration

Organisations	
	Trimbos Institute
	University College London - Clinical Psychopharmacology Unit (CPU)
	HoGent – University College Gent
	VAD: Vlaams expertisecentrum Alcohol en andere Drugs
	IFC-CNR: National Research Council- Institute for Clinical Fysiology Ce3s (Centre for Statistical and Social Studies); Eclectica, CNCA (National Coordination of Care Communities)
	Karolinska Institute STAD: Stockholm prevents alcohol and drug problems



2. ELECTRONIC MUSIC SCENE SURVEY (EMSS) (WP2)



The UK was work package 2 leader; and all countries contributed and participated in the baseline and follow-up survey.

Background & Methods

Work package 2 was a longitudinal online survey of young adults regularly attending nightclubs, festivals & parties in Belgium, Italy, the Netherlands, Sweden and the UK (for content covered see Table 1). In order to take part participants had to be 18-34 years old, attend a minimum of 6 nightlife events in past 12 months, and be resident in one of the participating countries. Baseline data were collected between May and November 2017 and 12-month follow up data between May and November 2018. Baseline participants were recruited online and offline (at clubs and festivals in Belgium, the UK, the Netherlands and Italy). A shorter questionnaire version of the survey was filled in by 3529 eligible volunteers during offline baseline data collection.

Sample size and initial findings

8045 participants completed the baseline survey. The average age at baseline was 24, and the sample was predominantly male (70%). At baseline 25.5% of participants resided in the UK, 26.4% in the Netherlands, 16.7% in Belgium, 17.2% in Sweden and 14.2% in Italy. With regard to the most widely used substances, past 12 months alcohol use was indicated by 96.1% of baseline completers,

past 12 months cannabis use was indicated by 62.3%, past 12 months use of ecstasy by 53.7% and past 12 months use of cocaine by 36.4%.

2897 participant completed the follow-up survey (36.0% response rate). At follow-up 26.0% of participants resided in the UK, 24.9% in the Netherlands, 16.5% in Belgium, 17.0% in Sweden and 15.6% in Italy. Past 12 months alcohol use was indicated by 95.9% of follow-up completers, past 12 months cannabis use was indicated by 64.1%, past 12 months use of ecstasy by 52.2% and past 12 months use of cocaine by 38.6%.

Initial empirical findings suggest that online sampling can be successfully used to recruit a population that is representative of young European adults attending nightclubs and festivals (planned publication 1; see below). An analysis of changes in prevalence, frequency and uptake of 20 substances across all countries shows the greatest increase in ketamine use and the greatest decrease in 4FA use (planned publication 3). An analysis of ketamine users matched on other substance use with non-ketamine users indicates an increased risk of mental health and substance use problems in ketamine users (planned publication 4) Six distinct profiles of polydrug use have also been identified at baseline, each exhibiting differing patterns of wellbeing and problematic alcohol and drug use (planned publication 5). Furthermore, polydrug use profiles have been found to differentially endorse harm reduction behaviours, which in turn have been associated with positive and negative experiences following drug use (planned publication 6).

Box 1. Areas covered in EMSS

- **Demographics:** Recruitment source; age; gender; country of residence; area code; sexuality; relationship status; urbanicity; education; mother's education.
- **Nightlife engagement:** N events in last 12 months; genre preference; motivations for going out; lifetime and past 12 month venue attendance and frequency (nightclubs, festivals, illegal raves, pubs, house parties); age of first attendance; age of last attendance; most regular attendance period.
- **Drug use:** Lifetime and past 12 month drug use and frequency (licit drugs, illicit 'traditional' drugs, NPS); age of first use; age of last use; heaviest use period; where used most often; amount of ecstasy used; motivations for and intentions to future change at baseline; actual change and influences on change at follow-up; problematic alcohol and drug use (AUDIT-C; DUDIT).
- **Risks and experiences:** risk perception; positive and negative experiences following drug use at events; social acceptability of drug use; perception of how positive or negative impact of drug use; mood (WHO-5); depression (PHQ2); anxiety (GAD2).
- **Harm reduction:** Whether or not employ various harm reduction strategies before, during and after use.

3. ECOLOGICAL MOMENTARY ASSESSMENT OF SUBSTANCE USE AMONG ECSTASY USERS: PREDICTORS, PATTERNS AND SEQUELAE (WP 4)

This WP focused on ecstasy users in the Netherlands and UK, where this is the most commonly used ‘party drug’. The Dutch team was leader of this work package.

Background

The drugs markets changed: the average MDMA dose in ecstasy tablets has increased in the past decade, which has been associated with an increase in (severity of) ecstasy-related health emergencies, and a range of new (psychoactive) substances with unknown risk profiles emerged in the past decade. Moreover, ecstasy users are notably poly-substance users, which may potentiate the health risks and consequences of ecstasy itself and circumstances of use, like the dance scene environment.

Ecological Momentary Assessments (EMA) is a generic term for a variety of research methods that are characterized by repeated measurements assessing people’s current states or behaviours in their natural environments at strategically selected moments in time. One of the major advantages of EMA is that it results in more ecologically valid measures, as data are collected in real-world environments, and reduces biases relying on retrospective recall. EMA therefore provides an excellent opportunity to detail short-term drug intake patterns and sequences during weekend days, and to link drug use during weekends to individual and/or contextual factors shortly before, during or the days/week after intake (such as mood, functioning, alcohol use). This method has only been applied once (in 2006) as a pilot study in a small sample of ecstasy users, and not specifically in relation to nightlife behaviour.

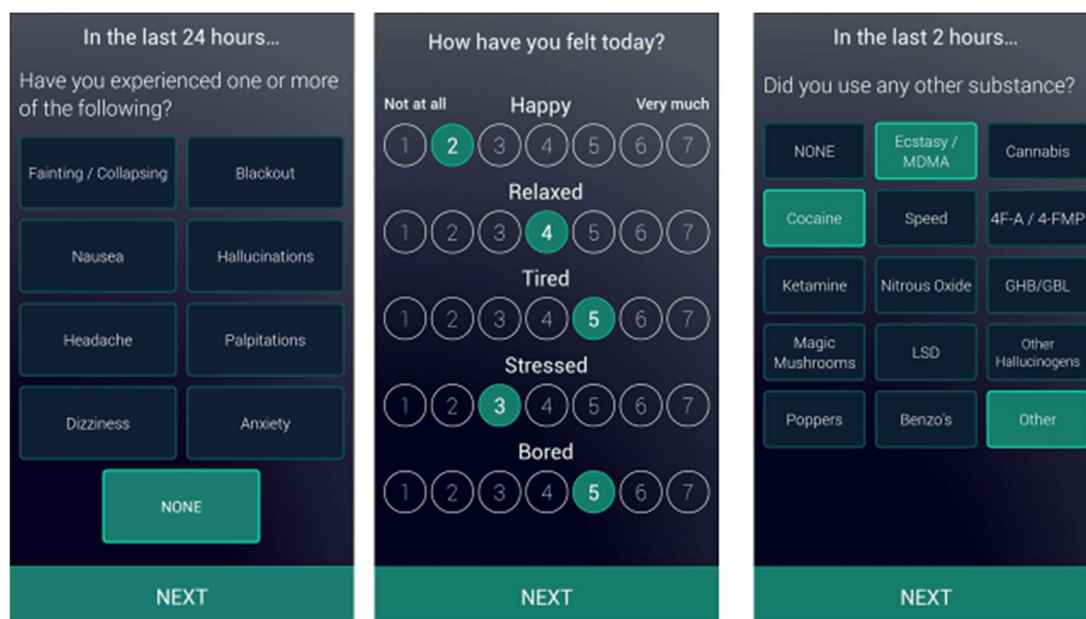
Research questions

1. Which substances are typically combined with ecstasy and in what order are they taken during weekend days?
2. What are the effects of ecstasy (and other substance) use during the weekend on mood, concentration and daily functioning on subsequent week days?
3. Which factors (mood, social environment, planned behaviour) predict substance use during the weekend?

Methods

A smartphone app (“Nightlife Meter”) was developed to collect detailed data on substance use, mood and functioning, during a five-week Ecological Momentary Assessment (EMA) study. Daily surveys to be completed by participants on their mobile phones included brief questions on mood, (e.g. relaxed, happy, stressed, bored); substance use (>14 substances), and sleep duration/quality and ability to concentrate. On Friday- and Saturday evening, every two hours between 22 pm and 4 am, participants received prompt messages to answer brief questions on mood, alcohol or other substance use, and their environment (location, kind of activity, company, temperature, sound and light level). Moreover, in order to find out whether participants planned their substance use, or rather used in response to situational factors, they were additionally asked on Thursdays whether they were planning to use alcohol or other substances in the weekend that followed. Finally, every Saturday and Sunday around 1pm participants were asked to indicate whether they had experienced

negative side effects of your (possible) substance use the prior evening. At the start of five week assessment period, participants completed a detailed baseline questionnaire.



Preliminary results

The EMA data collection occurred in 2018 in three waves of five weeks between July 26 and October 2 (Netherlands) and between August 16 and October 26 (UK). A total of 285 ecstasy users (164 in the Netherlands 143 in the UK) participated in this study. The mean age was 25 years in both countries; 55% of the UK sample and 58% of the Dutch sample was male.

The data set is huge and challenging. Data cleaning and analysing is still ongoing. A pilot study testing the Nightlife Meter gives a snapshot of data collected during some weekends for one subject. Figure 1 (left panel) shows that this subject experienced a ‘typical’ alcohol weekend day (Sunday April 1) followed by two ‘drug’ weekends.

Figure 1. Example of a weekend assessment of substance use in one subject (ecstasy user). Substances consumed on different weekend days (left panel) and temporal patterns of use on two weekend days (right panel).

Date and Time	Substance use	Negative effects	Date and time	Drug intake last 2 hours
Sunday 1 April	13 glasses alcohol	Nausea; Head ache; Dizziness; Blackout	Weekend 2	
Saturday 7 April	1 glass alcohol; GHB/GBL; Ecstasy / MDMA	Nausea	Saturday 7 April 15:04	½ ecstasy tablet
Sunday 8 April	Amphetamine; GHB/GBL	Head ache; Nausea	Saturday 7 April 17:04	GHB + amphetamine
Saturday 14 April	None	None	Saturday 7 April 19:02	½ ecstasy tablet + amphetamine
Sunday 15 April	Ecstasy / MDMA; Amphetamine; Ketamine; GHB/GBL	Hallucinations	Saturday 7 April 21:01	amphetamine
			Weekend 3	
			Saturday 14 April 22:00	amphetamine
			Sunday 15 April 00:05	amphetamine
			Sunday 15 April 02:02	½ ecstasy tablet + GHB
			Sunday 15 April 04:11	½ ecstasy tablet + GHB + amphetamine

We have collected a huge data set, which is now being analysed to answer and report on the 3 research questions mentioned before. The outcomes will be described in successive papers (number 2-4) , as listed in section 6 (Dissemination and publications).

In addition, data from the EMSS baseline survey was used to draw up different substance profiles among regular ecstasy users and their intent to change their substance use behavior (see section 6, publication number 1 of the Dutch team). For this purpose, latent class analysis was applied to data from 1077 participants from the UK and 1178 from the Netherlands aged 18-34 who attended six or more EDM events and used ecstasy on at least three occasions in the past year. The results showed that in spite of differences in the prevalence of use of various substances, three types of users could be identified in both countries: Low polydrug use (LPU), moderate polydrug use (MPU), and high polydrug use (HPU) types. About half of all users or more reported the intention to decrease (but not stop) their substance use, with highest rates among the groups using more different substances (e.g. HPU:UK: 61%; NL: 67%). These findings suggest that poly substance users may be open to interventions aiming to moderate use to ultimately reduce health risks.

4. INSIGHT INTO THE RELIABILITY OF SELF-REPORT OF SUBSTANCE USE IN NIGHTLIFE POPULATIONS: A BREATH SAMPLING STUDY (WP4)

This study was conducted in Sweden (WP leader) and Belgium.

Background

The prevalence of substance use is often studied using self-report data. However, the reliability of self-reported illicit drug use can be uncertain due to under- or over-reporting. In the present study, self-reported substance use was compared with biological samples among nightlife populations in Sweden and Belgium, representing different nightlife cultures and drug policies.

Methods

Microparticles in the participants' breath were collected through a validated filter-device and analysed in a laboratory for the presence of 69 different substances. Through comparison between self-reported data on substance use during the past 48 hours and the results from breath tests, the reliability of self-reported data can be estimated and compared between the two countries.



Preliminary results

Visitors at two Belgian and one Swedish electronic dance music festival were invited to participate anonymously in a study on alcohol and substance use. After completing a questionnaire on alcohol and substance use habits, as well as on substance use during the last 48 hours, participants were asked to sample their breath into a validated filter-device for analysis of different substances at a later time-point. Nearly all participants agreed to being tested. In total, samples were collected from 328 participants in Belgium and 769 participants in Sweden. In both countries the median age was 21 years. A higher percentage of participants were male in Belgium compared to Sweden (71% to 56%).

The median breath alcohol concentration was higher in Sweden (0.076%) than Belgium (0.033%). Self-reported life-time substance use was more common among Belgian participants compared to Swedish participants. The most frequently used substances used were similar between the countries (in order of falling frequency): Belgium: cannabis, ecstasy, cocaine and amphetamine; Sweden: cannabis, cocaine, ecstasy and amphetamine. Whereas, 4% of the Swedish participants reported having used an illicit drug during the last 48 hours, the same figure was 54% among Belgian participants. The breath samples have so far only partly been analyzed. Preliminary results, based on the samples so far analyzed (n=373), should be interpreted with great caution but reveals both under- and over-reporting. For example, over- and underreporting could be seen for amphetamine, cocaine and ketamine use. Heroin use was underreported in all cases tested positive. The samples tested positive for heroin were in many cases also positive for noscapine, an impurity typical for "street heroin". Overreporting occurred mainly with cannabis probably because the detection window using exhaled breath is just a few hours.

Concluding remarks

In general, four aspects should be considered regarding the results. First, the large difference in self-reporting between the countries could reflect both real differences in substance use but may also reflect a difference in the acceptance and willingness to report substance use, despite being an anonymous assessment. Second, significant over- and under-reporting could be related to the fact that substances are purchased from illegal, unreliable sources and may therefore contain other substances than the anticipated one. Third, the detection window of approximately 48 hours may not be reliable and might differ for different substances. Fourth, there might be issues with recall bias particularly bearing in mind that substance use and not least poly-substance use affects memory function.

5. CONTEXTUAL ANALYSIS OF THE NIGHTLIFE SCENE IN FIVE EU COUNTRIES (WP6)

This work package was conducted by Belgium (WP leader) and Italy, with the participation and contribution of all countries.

Background

To better understand the nightlife settings of the European countries involved in the ALAMA nightlife project one particular work package of the project focused on the description and analysis of nightlife culture in the different countries involved.

The first part consisted of a content analysis, by using the global online electronic music magazine and community platform 'Resident Advisor' as data source. As introduction, an overview of the (top)clubs per country was given, which was based on the available information mentioned on Resident Advisor. Secondly a Facebook analysis was conducted, analyzing the Facebook pages of different clubs in the electronic dance music scene. The underlying objective of this Facebook analysis was to study the online communication among club owners and partygoers. In the second part, interviews with nightlife experts were executed in every country involved. The aim of this part was to double check the main findings next to their knowledge and perceptions of the nightlife culture in their country.

Part I: The content analysis

Resident Advisor offers a relevant list of clubs and events situated in the electronic dance music scene. This is the case for all five countries participating in the ALAMA nightlife project, however, Resident Advisor is more popular in one country than another. Through a descriptive analysis, an overview is given of all clubs mentioned on Resident Advisor per country (see annex 1).

Based on the preferences of their community members, Resident Advisor made a top-12 of the clubs for each country or region. The 12 top-clubs for each country involved were selected for the Facebook analysis – more specific a retrospective content analysis on the Facebook platform of each club. In the end 56 clubs were involved in the analysis spread over the five European countries (see annex 2). A few clubs were shut down or non-existing at the time the data collection was started.

Comparing the Facebook data of all European countries involved, there can be determined that these five different club scenes have actually a lot of characteristics in common. Most importantly, in terms of music culture, deejays are much discussed. Overall, club experiences are communicated in a positive way among most partygoers, while negative club experiences are concentrated around a few clubs in every country. Most of these negative experiences are related to the door policy, which manifests often in discussions about discrimination executed by bouncers. Finally, many partygoers communicate about the intention to go (back) to a certain club or express their excitement related to a certain announcement. Nevertheless, differences across the countries were observed as well concerning the Facebook data of the clubs.

Notwithstanding this research has put an extra focus on the communication concerning the topic of alcohol and other drugs, not a lot of communication was mentioned on Facebook among organizers and partygoers about this topic. Moreover, most communication concerning alcohol and other drugs was not communicated out of a health perspective both by organizers and partygoers. On the contrary, organizers did communicate about alcohol promotions as a marketing strategy – this was however not or less the case among Swedish and British organizers. Also a few partygoers – mainly Swedish partygoers – communicated in a more critical way towards alcohol use. In terms of illicit

drugs, health related communication about this topic was as good as non-existing. Just one exception by a British organizer was analyzed, who communicated about the implementation of some drug policy measurements at their club. Partygoers among all countries did communicate about illicit drugs, nevertheless in a more hidden way, by using slang language.

Part II: The interviews with nightlife experts

Out of the interviews with the different nightlife experts there can be concluded that Resident Advisor doesn't represent 100% the electronic dance music scene. Three different perspectives can be accountable for this: Firstly, geographically seen, more international oriented clubs end up in our research, which are in general situated in the capital city or bigger cities of each country. Secondly, Resident Advisor represents mainly the techno- and house scene in all countries involved. Other sub scenes in the electronic dance music scene are less, hardly or not represented. Finally, there can be concluded that clubs situated in the underground- and more hidden scenes are not or less represented in most of countries involved in this study, except for Belgium. However, no single nightlife expert questioned Resident Advisor as it would be no reliable platform which represents the electronic dance music scene.

During the interviews, country specific findings from the Facebook analysis were presented to the nightlife experts. In general, the nightlife experts confirmed the results conducted out of the Facebook analysis. Also the results from the ALAMA survey were globally confirmed by the nightlife experts. No strict explanation could be found for the lower rates in Italy.

In general, the link between drug use and nightlife or the electronic dance music scene was not questioned among the nightlife experts. However, nuances were given by several nightlife experts. They specified drug use had to be seen as a societal phenomenon.

Concerning trends and evolutions in terms of substance use, the normalization or increase of drug use in the electronic dance music scene was the most discussed topic. However, some nightlife experts observed less heavy use, others stated more risky behavior among specific groups (e.g. young users or tourists). A general consensus was found in the rise of ketamine, which was indicated by the nightlife experts from almost all countries. It can be concluded there seems to be more awareness concerning drug use.

When the topic was raised during the interviews about drug policies at clubs or festivals, health related issues (e.g. harm reduction initiatives) were put forward by the nightlife experts, hereby discussing the role of the club owner or organizer. They had different opinions concerning how organizers (should) adopt their role in the context of implementing a good drug policy at the club. The zero tolerance policy was stated as the legal framework for drug policies. Nevertheless, some nightlife experts were very critical towards this restrictive policy in the nightlife context.

Annex 1

Country	Regions	Total number of clubs	Number of inhabitants (Eurostat, 2011)	Number of clubs/100.000 inhabitants
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		

Table 1: Descriptive analysis of all clubs situated in the participating countries of the ALAMA nightlife project mentioned on Resident Advisor (situation January 2017)

Annex 2

Belgium	The Netherlands	Sweden	Italy	The United Kingdom
10 clubs	12 clubs	10 clubs	12 clubs	12 clubs

Table 2: Number of clubs involved per country

WP 6: Analysis & description of the nightlife culture in five European countries

INTRODUCTION

To better understand the different contexts of the nightlife settings under study in the participating European countries¹ involved in the ALAMA nightlife project, nightlife cultures are described, analyzed and finally compared in this work package through an ad hoc web-based mixed-methods comparative study, divided into two main parts. The aim is to build a context overview which assists in determining possible recruitment channels for the other work packages and which 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.

The first part consists of a content analysis, including a descriptive and content analysis. Therefore we make use of the global online electronic music magazine and community platform www.residentadvisor.net in the first place, which is used as the main information source for this purpose. To be as least biased in the recruitment phase, we proposed in the original proposal to use this common channel which is available in all participating countries. Secondly a Facebook analysis will be conducted, analyzing the Facebook pages of different clubs in the electronic dance music scene. In the second part interviews with nightlife experts will be executed in every country involved. The results from the content analysis will be submitted towards them – in other words: the analysis on Resident Advisor and Facebook through the eyes of the nightlife experts.

PART I: THE CONTENT ANALYSIS

Resident Advisor as data course

Established in 2001, Resident Advisor (RA) is an online music magazine and community platform that's dedicated to showcasing electronic music, artists and events across the globe (<https://www.residentadvisor.net/about.aspx>). The overall focus of RA seems on the techno and house scene, however, this is the same for every participating country in this project.

Resident Advisor is a community platform, which means you can subscribe as a member to this online platform. Consequently a member can add events, vote for their favorite club or deejay, etc. With this kind of information of all the members worldwide, RA is able to make charts of the most popular deejays or clubs of the moment – sorted by country or region for example. RA draws 2.5 million visitors from around the world each month (Sisario, 2015).

¹ The Netherlands, United Kingdom, Sweden, Italy and Belgium

Figure 1 gives a view on the popularity of the search item ‘Resident Advisor’ seen over the last ten years (from the 1st of October 2006 until the 30th of September 2016) all over the world – based on the information available through Google Trends². December 2013 was the peak moment (value of 100). The results take into account the number of inhabitants, so this is the relative popularity.

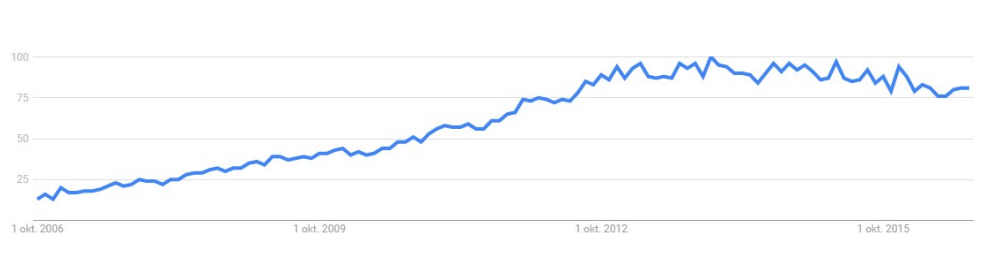


Figure 1 - Interest over time (last 10 years) concerning ‘Resident Advisor’

When countries are compared with each other, we can distinguish a difference in popularity among the participating countries in the ALAMA-project. Not surprisingly RA is the most popular in the United Kingdom (the country where RA is founded and where RA has its head office) among all countries in the world. In proportional terms, the popularity of RA is more or less four times bigger in the United Kingdom comparing to The Netherlands, Italy, or Belgium. Comparing to Sweden, the popularity is even eight times bigger.

Nevertheless, on a global level, the popularity of RA in these five countries is situated in the top 15, when compared to the popularity of RA in all countries of the world. For more details per country, see attached the excel file of Bert which gives an overview.

Again, values were calculated on a scale from 0 to 100. A value of 100 is given to the location where the search for ‘Resident Advisor’ is the most popular. A value of 50 means that the search item is, proportionally, half as popular as in the most popular location.

Position	Country	Value
1	United Kingdom	100
2	Ireland	70
3	Germany	42
4	Switzerland	32
5	The Netherlands	27
6	Italy	23
7	France	23
8	Australia	23
9	Belgium	23
10	Spain	21
11	Portugal	15
12	United States	12
13	Austria	12
14	Sweden	12
15	Canada	11

² Google Trends offers free information about the frequencies of searches on Google. Values are calculated on a scale from 0 to 100. A value of 100 is the peak popularity for a particular word or term. A value of 50 means that the word is half as popular as it was at its peak moment.

Table 1 - Popularity of RA in a comparison between countries

Resident Advisor offers a relevant list of clubs and events situated in the electronic dance music scene. Although, RA is more popular in one country than another, still in all five countries participating in the ALAMA-project the relevance of this website inside the electronic dance music scene is there. Especially because it offers an overview of the most relevant and popular clubs in this particular scene. An overview of the number of all clubs mentioned on RA divided by country and region is given below (table 2).

Country	Regions	Total number of clubs	Number of inhabitants (Eurostat, 2011)	Number of clubs/100.000 inhabitants
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		

Table 2 - Descriptive analysis of all clubs situated in the participating countries of the ALAMA nightlife project mentioned on Resident Advisor (situation January 2017)

Based on the preferences of their community members, Resident Advisor made a top-12 selection for each country or region. Based on this selection, we selected 12 top-clubs in the electronic music scene for each country involved.

The Facebook analysis

First of all, the selected clubs were analyzed whether they make use of the popular social media platform 'Facebook'. Secondly, an extra inclusion criterion was introduced: clubs organized at least 3 events in the last 12 months. If these criterion was not accomplish or the Facebook page of a certain club was not found, this was only because of the fact the club was (recently) closed.

Through a retrospective content analysis of their different communication channels on Facebook³: the online platform where the interaction between club owner and partygoer and among partygoers takes place. April 5th 2017 has been agreed as the date when the researchers will start to collect the data for the retrospective content analysis.

The aim of this content analysis is to have a closer look on the content posted by the organizers and reactions and interactions among partygoers, which results in following 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?

An extra focus of the content will be put on the topics of alcohol & other drugs, other health issues and nightlife culture or club culture in specific. Moreover, the aim of this study is to compare the similarities and differences about the different topics analyzed from the country level – in order to have a broader framework for the results in the longitudinal quantitative study (work package 2 in the ALAMA nightlife project).

The data is collected in all five countries in a similar way by collecting these specific content on the Facebook page of the clubs involved:

- Content posted on the wall (cf. home page) of the Facebook page
 - The last 15 posts (including text-, picture- and video-posts) + comments/reactions by clubgoers and/or organizer
- The last 20 reviews posted by the partygoers + comments/reactions by partygoers and/or organizer
- Content posted on the last 2 Facebook-events which took place at the particular club
 - All the information provided by the organizers on the event
 - The last 10 comments on 'the wall' of the Facebook-event (including late night text-, video- and picture-posts) + comments/reactions by clubgoers and/or organizer

In a first selection the top 12 of clubs mentioned on the online music magazine and community platform 'Resident Advisor' of every participating country were selected. In the end 56 clubs were involved in the analysis spread over five European countries (an overview per country is given in table 3). A few clubs were shut down or non-existing at the time the data collection was started.

Belgium	The Netherlands	Sweden	Italy	The United Kingdom
10 clubs	12 clubs	10 clubs	12 clubs	12 clubs

³ Keep attention for the difference between a Facebook page, Facebook group, and Facebook event.

Table 3: Number of clubs involved per country

The use of Facebook as a data source to describe, analyze and compare nightlife culture in different countries is an explorative way of studying a particular research topic. In general, it was a very harsh task to collect, analyze and compare the data available on Facebook. First of all, there was sometimes a huge difference in terms of available data. Some particular Belgian, British or Dutch clubs had an enormous amount of data to be collected in terms of raw data (e.g. the habit by many partygoers to tag⁴ their Facebook friends in a certain post communicated by organizers) – while especially in some Swedish clubs, not much of communication (including content) was happening on Facebook by both organizers and partygoers. Secondly, not all data were very useful in relation to the research topic – mainly in terms of locations who were not solely a night club. To be clear, in all selected clubs, club nights were occurring, nevertheless sometimes other kind of events were organized as well in that same location, which were not related to the electronic music scene. A last difficulty, in terms of the comparability between countries, is the (non)availability of Facebook reviews by some clubs (see below for an overview per country). While in nearly all Dutch and Belgian clubs, partygoers can give reviews, only 1/3 of the British clubs made it possible to write a review about their club. Nevertheless, partygoers found other possibilities to communicate to different kind of aspects linked to the club (e.g. on the Facebook page or –events of the club).

Belgium	The Netherlands	Sweden	Italy	United Kingdom
9/10 clubs	11/12 clubs	8/10 clubs	8/12 clubs	4/12 clubs

Table 4: Number of clubs who allowed reviews on their Facebook page (per country)

The Belgian study

CLUB CULTURE

▪ **Music culture**

Except for communication concerning event advertisement or other event publicity, music culture is the most cited subcategory on Facebook to communicate about among the Belgian organizers in our data. In terms of cited across the most different data sources, deejays is the most cited subject by organizers. The subcategory of music culture includes: deejays, music track, music style, sharing music culture, and music experience.

Deejays

Announcements of a deejay playing at the club in the near future is a common practice on Facebook by the organizers. All club organizers (out of the 10 Belgian clubs) were mentioning the deejays that were playing at their event. Often a picture – or sometimes a video – of the deejay is used. Facebook is also used to communicate the whole line up (list of all deejays playing) of a particular evening or event at a club.

⁴ To tag someone on Facebook (or other social media) is to link a Facebook users' profile to some digital content (a picture or a post). By consequence the tagged person will receive in most cases a notification about the fact he or she is tagged to a certain content.

Likewise deejays are often subject of communication as well on Facebook by the partygoers. In 8 out of the 10 Belgian clubs, partygoers communicate on Facebook about the deejays. Regularly deejays are mentioned in reviews by partygoers – mainly by expressing their delight about the performance of the deejay or exceptionally about the worse performance of the deejay. Less frequently the deejay is mentioned when partygoers are looking forward to the deejay performance in the near future.

Music track

Sharing music tracks on Facebook is popular as well among the organizers. In 8 out of the 10 Belgian clubs, organizers are mentioning music tracks in their communication on Facebook. The music track is often nourishing the Facebook message – e.g. an announcement of a deejay playing that night accompanied by a music track of that deejay. Often deejays are posting music tracks as well to settle the atmosphere of the upcoming event, not necessarily self-produced music tracks, but an up beating, popular music track the deejay will play at the upcoming event. Most shared music tracks originate from Youtube.com – less frequently from Soundcloud.com or Mixcloud.com.

Partygoers are also sharing music tracks on Facebook, however less frequently than organizers do. In 5 out of the 10 Belgian clubs, partygoers are mentioning music tracks in their communication. As good as all music tracks are originating from Youtube.com shared on Facebook by the Belgian partygoers.

Music style

Not at every club involved in this research, music style is mentioned on Facebook. Nevertheless it is still frequently used by the organizers – especially to describe the details of an upcoming event or to introduce and describe the deejays who will be playing at the next event. In 7 out of the 10 Belgian clubs, the organizers are communicating about the music style, while in 5 out of the 10 Belgian clubs, the partygoers do communicate about the music style. The communication by the partygoers about the music style was mostly mentioned in the reviews on Facebook. A few times partygoers were asking specifically for the music style that will be played at an upcoming event.

Techno is obviously the most mentioned music style by partygoers (11 times), while other genres (hip-hop, electro, house, psy-trance, industrial, EDM) were mentioned only once by Belgian partygoers. This is in far contrast to the communication about music styles by the organizers. They are communicating about a diverse range of music styles: house (4 times), hip-hop or rap (4 times), techno (3 times), RnB (3 times) and disco (3 times) were mentioned most frequently. Followed by drum 'n bass and afro (beat), who were mentioned both two times. 14 other (sub) music styles were mentioned one single time. Notable is that organizers don't mention often the general music style that will be playing at their upcoming event for example, but instead, they are bringing up sub genres in their communication to specify in detail what kind of music will be playing at their club.

Organizer of a Belgian club (25 March 2017): [...] *“Tony Lionni a producer and deejay that essentially fuses the tin line of Berlin with the warmth of motorcity Detroit and the jackin dancefloor sounds of Chicago”* [...]

This quotation indicates perfectly the very detailed, almost poetic communication about describing the music style. ‘Berlin’ and ‘Detroit’ are referring to a specific techno music scene and Chicago is well known for its house music scene.

Sharing music culture

This topic/code was introduced by the researchers to indicate Facebook posts who are going into depth about a particular subject concerning music culture, e.g. a detailed description and biography of a deejay, a brief history about the night club, or an interview with a deejay. Only organizers communicated or shared this in-depth posts, by consequence no partygoers did.

Music experience

Mainly in review posts by partygoers the music experience is accentuated. In all the Belgian clubs involved in this research (10 clubs), partygoers were mentioning their music experience on Facebook. By consequence, music experience seems like an important factor how to evaluate a club in the scene of electronic dance music by the partygoers. Opposite from the ‘sharing music culture’ topic, no organizers mentioned the music experience as such on Facebook, consequently only partygoers did.

▪ **Belonging and social relations**

The subcategory of belonging and social relations is mainly used by the Belgian partygoers, but also the Belgian organizers are using this kind of communication through Facebook – especially in sharing *pictures of the crowd* or showing *gratitude* towards their audience by e.g. saying “thank you” towards the clubgoers present last night.

On the opposite, partygoers are showing gratitude as well towards their club, even more frequently than the other way around (organizers showing gratitude towards their partygoers). The Belgian partygoers are mentioning *the crowd* on a similar frequency. So, partygoers are not only identifying themselves with the club they are visiting. They are also grateful about their fellow partygoers:

Partygoer at a Belgian club (8 November 2016): *“Grosse boite de night. MAGIQUE !!!! Les gens sont vraiment bien cool :)”*

(Translation: “Great nightclub. MAGIC !!!! The people are really cool :)”)

Some of the partygoers are not only grateful about the other partygoers participating in the club night, they are even calling their fellow partygoers as “their family” or the club they are attending as “their second home”. These kind of citations we coded as *community*:

Partygoer at a Belgian club (4 November 2016): “*One of my favorite! My second home*”

The topic ‘*shutdown*’ was a last important topic under the subcategory of belonging and social relations. This topic can be seen as an outsider topic, because this topic was almost only applicable for that one club who was in a state of closing down permanently during the data collection period. If the situation occurs, both partygoers and organizers communicated a lot about the shutdown topic. Mostly nostalgic or regrettable feelings are posted on Facebook by the Belgian partygoers, while the organizers are focusing on the publicity of their last event ever and on the history and the achievements of the club.

- **Art, fashion and subculture**

The subcategory of art, fashion and subculture is rather not that much used in the communication among the Belgian partygoers and organizers. Both groups are communicating about the subcategory in a different way. While the communication by the partygoers is mainly fitting into the topic of subculture, the communication by the organizers is divided into the different other topics: artist or artwork, dress code or party theme, exposition and LGBT.

The communication from partygoers concerning *subculture* is mainly focused on the unique and original, or underground style of the club. Few partygoers are communicating about the club as a place of *art*.

In general, only few communication by the Belgian organizers is handling about art, fashion and subculture. A few club events are communicated and organized in a specific *party theme*. Therefore, the organizers are communicating for example a specific *dress code*.

At a few other club events, the *artist* was mentioned who did the artwork or the organizer referred to an *exhibition/exposition*.

- **Club experiences**

Except for gratitude and atmosphere, all codes concerning club experience are communicated by the partygoers. The atmosphere is the most frequently used topic by the partygoers in the subcategory

of club experience. In all 10 Belgian clubs, partygoers are writing about the atmosphere of the club, mainly in the reviews on Facebook. In many cases, the communication about the atmosphere of the club goes hand in hand with communication about the music experience (for more information about this topic, see subcategory of music culture). Further, only one partygoer is mentioning the topic of dancing.

Not surprisingly most club experiences by the partygoers are positive experiences. In numbers, 38 positive experiences were analyzed spread over the 10 different Belgian clubs, while 5 negative experiences were spread over only 2 different Belgian clubs involved in this research. Notable to mention is that more than two third of the positive experiences (25) by the partygoers are handling about only 4 different clubs. The negative experiences were mostly very detailed in the description and the reasons for the negative experience were very diverse: paying for the toilets, no free water available, bad service at the entrance or cloakroom, bad intercourse with the club owner, etc. On the contrary, the positive experiences were mostly briefly described with no further details. If any details given, the positive experiences were handling about the club (4x), the party concept (4x), the deejay (2x), the sound installation (2 times), the people (2x), the music played (2x) and the atmosphere (1x).

CLUB POLICIES AND MANAGEMENT

▪ Clubs' infrastructure and services

In general, the Belgian partygoers are much more communicating about the infrastructure and services of the club than the organizers do. The only few communication among the organizers is about the sound system (2x), the food (1x), and the toilets (1x). In this last case the organizer was very proud to introduce the new toilets.

Space

'Space' is the most communicated topic concerning the subcategory of infrastructure among partygoers. Mostly the topic is handling about the big or rather small space inside the club, the division of the club in different rooms and different floors, the special design inside the club, or just the brief description mentioning the inside of the club is top.

Partygoer at a Belgian club (20 March 2017): *"Good party's, great music and nice interior design" [...]*

Toilets

The second most mentioned topic by partygoers is perhaps surprising: the toilets. Mostly they are communicating about it in a negative way. The biggest issue is the fact that clubs are charging money for the use of the toilets. Half of the communication about the topic of toilets by the Belgian partygoers was about this financial practice, including one positive remark, because the specific partygoer was communicating about the fact the use of toilets was free that night. Other communication about toilets was the waiting lines at the toilets (only few toilets available), clean or dirty toilets, and one positive remark of the friendly toilet staff.

Sound system

The sound system or sounds are important to communicate about for the Belgian partygoers. A good sound in the club or a good sound system is worth communicating about. The partygoers are only communicating about the sounds in a positive way.

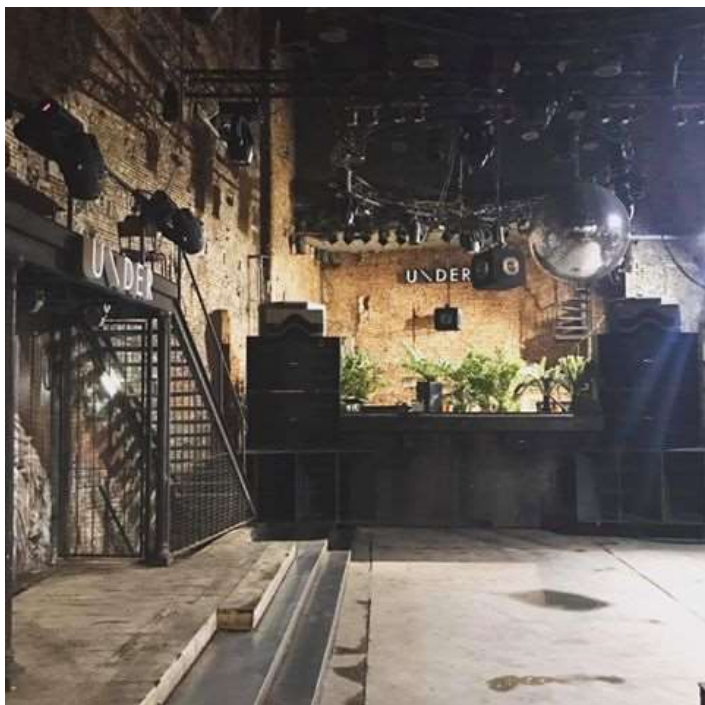
Other services and infrastructure

Other topics were discussed as well among the partygoers, but less frequently. These topics were mentioned two times: chill out, climate control, cloakroom, light infrastructure, and wifi availability. The bar and food was mentioned only one time.

Pictures of the infrastructure

Concerning clubs' services or infrastructure, organizers do prefer communication in terms of pictures instead of text communication only. The most used communication by organizers here is posting pictures of their infrastructure: the music installation, sound system, light equipment, dance floor, etc. In many cases the pictures are posted to give some extra, last promotion for the upcoming event.

Picture by an organizer concerning the infrastructure of a Belgian club (31 March 2017):



- **Time management**

In this subcategory the most communication is done by the organizers. The communication concerning the time management by the Belgian partygoers is almost nonexistent: timetable (2x) and time (1x). No Belgian partygoers are communicating about afterparties.

In 7 out of the 10 Belgian clubs involved in this research, the organizers are communicating in particular about time management issues. Either by putting the spotlight on time issues like the (changing) opening hours of the club or upcoming event, else by putting the spotlight on communicating the timetable of that night. This means organizers communicate about the line up (of deejays) and the time that deejays are performing that night. Only one Belgian organizer was posting information about an afterparty.

- **Crowd management and door policy**

The subcategory of crowd management and door policy is integral subject of communication among the partygoers. In 7 out of the 10 Belgian clubs, partygoers are communicating about the *bouncers* or other entrance staff. Perhaps surprisingly, but in most cases (6x) the Belgian partygoers are communicating in a positive way about the entrance staff. Only in half of the cases (3x) partygoers are unsatisfied about how they were treated at the entrance.

Partygoer at Belgian club (27 March 2017): *“Top personeel en security altijd vriendelijk en met een lach! Zijn veel dancings dat hier een voorbeeld aan kunnen nemen 😊”* [...]

(Translation: “Top staff and security always friendly and with a smile! Many discotheques could take here an example out of it”)

In 4 out of the 10 clubs, partygoers are communicating about the *crowd density* inside that club or at the entrance. All partygoers (8x) are communicating about it on Facebook in a negative way.

- **Alcohol and other drug**

Concerning the topic of alcohol and other drugs, most communication is again coming from the partygoers and less from the organizers. In 7 out of the 10 clubs, partygoers are communicating about alcohol or other drugs on Facebook. Concerning alcohol the partygoers are communicating very openly about it, while communicating about other partydrugs is more through hidden- or slang language. Out of the 12 references about alcohol or other drugs by the Belgian partygoers, not surprisingly, more than half of them (7x) are handling about alcohol. One of these alcohol references is handling about the awareness of alcohol abuse, the other six alcohol references are handling about the consummation of alcohol (drinking with friends, good beer selection, etc).

Partygoer at a Belgian club (28 March 2017): *“Beste sfeer, beste bier en beste muziek for miles and miles....”*

(Translation: “Best atmosphere, best beer and best music for miles and miles....”)

Three other references are mentioning more delicate subjects concerning alcohol or other drugs, by using hidden- or slang language. This kind of communication made it difficult to analyze the drug related topic. Probably we did not discover all hidden language communication concerning alcohol or other drugs by consequence. Examples of these more delicate subjects were communicating about getting wasted, smoking cannabis, and licking powder of your finger. Another reference was handling about the drug policy related to the shutdown of a Belgian club. A last topic communicated by a partygoer was concerning the spacious smoking area or lounge of the visited club.

Picture with hidden language concerning smoking cannabis by a partygoer at a Belgian club (30 March 2017):



Only 4 references by the organizers in our Belgian data is related to alcohol or other drugs. Specifically, 3 posts are related to alcohol promotion, by using pictures or using a text form. All references are coming from different clubs.

Picture with alcohol related communication by a Belgian organizer (2 April 2017):



- **Health related issues**

Rather exceptionally, organizers and partygoers are communicating about health related topics. Only one organizer is sharing a video about the topic of safer sex. Two partygoers are communicating about the problem of having no free water available at the club they are visiting.

Partygoer at Belgian club (5 March 2017): *“Chouette espace, mais par contre aussi bien les serveurs que le patron m'ont envoyé balader lorsque j'ai demandé un verre d'eau. On m'a envoyé me mettre la tête sous l'évier des toilettes (payantes, bien sûr)”* [...]

(Translation: “Nice space, but on the other hand both the servers and the boss sent me to walk when I asked for a glass of water. I was referred to put my head under the sink of the toilet (paying, of course)”)

- **Discrimination- and sexe-related issues**

Some communication has been made concerning the topic of discrimination- and sexe-related issues. Most of these communication is coming from the organizers. Most communication is about the topic of discrimination. 5 out of the 6 posts communicated by the organizers is a call against discrimination and stereotype thinking or a support for the LGBT community.

Event description by a Belgian organizer (22 March 2017): [...] *“Weg stempels, bye bye clichés: zeg hallo tegen het openmindste feestje van het jaar! Dik, dun, klein, groot, holebi, hetero, trans, travo, zwart of blank: mensen zijn het zout van de aarde en dat vieren we uitgebreid! De free hugs zijn van het huis”*

(Translation: Bye labels, bye bye cliches: say hello to the most open-minded party of the year! Fat, thin, small, big, LGBT, hetero, trans, travistite, black or white: people are the salt of the earth so let us celebrate! The free hugs are on the house”)

The other post by an organizer is a promotion for free alcohol for girls only, which can be seen as an act of positive discrimination.

Organizer of a Belgian club (22 March 2017): *“FREE: one bottle for every group of 6 girls until 1AM”*

Another 4 posts by different Belgian organizers, we coded as ‘sexualized’ pictures or videos, which means the human body is eminently present in an attractive perspective.

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



Concerning the communication about discrimination among partygoers, merely 2 posts were communicated by two different partygoers. Notably to mention is that the posts are handling about both two positive reviews of the clubs mentioned. Specifically, the one partygoer is mentioning there is no discrimination in the club. The other partygoer is describing another Belgian club as ‘multi’ – referring to multicultural.

- **Mobility**

In the subcategory of mobility a few communication has been made by the partygoers and just one single organizer. Most communication is on the topic of travel, which is referring to the international audience at the Belgian clubs. In 2 out of the 10 Belgian clubs, 4 partygoers are referring to their foreign background. The countries they are coming from are England (2x), Poland (1x), and Mexico (1x). This does not mean that all other partygoers involved in this research are partygoers originating from Belgium. On the contrary, many other partygoers have a foreign background, only it is not clear if they are traveling just to go clubbing in Belgium or if they are already living in Belgium.

Partygoer at a Belgian club (28 March 2017): *“We came from England and it was the best night!!! You've converted a few ravers to the Techno sides”*

Other mobility issues are rarely described. One partygoer is communicating about the location of the club in his review, as perfectly situated. Another partygoer is communicating about the possibilities to visit the club by public transport. Also one organizer is communicating explicitly about mobility, because in the city where the club is situated, the city council introduced a new mobility plan. The organizer is referring to that plan and explains that their club is still perfectly accessible by bicycle, public transport, or car.

- **Safety and violence**

Almost no communication is giving concerning the subcategory of safety and violence. Just one partygoer communicated about the safe feeling he has when visiting a specific Belgian club. No violence issues were communicated among the partygoers. Another partygoer communicated about his stolen bicycle (together with a picture of his bicycle) – after visiting another specific Belgian club. Not any organizer communicated anything about the topics of safety and violence.

- **Additional measures and problems**

In 5 out of the 10 Belgian clubs, 7 partygoers communicated on Facebook about things they have lost during a night out. More than half of the posts was about a lost smartphone. Further, one partygoer was complaining about a bad smell inside the venue.

MARKETING AND COMMUNICATION

- **Entrance fees and other budget related issue**

Facebook is for organizers a popular way of communicating about the ticket sale of their organized events . In 8 out of the 10 Belgian clubs, organizers are using Facebook to communicate about the

sale of tickets explicitly. In 7 out of the 10 Belgian clubs, organizers are communicating as well about the ticket price on Facebook towards their audience. Tickets sold at the door is the most common practice for the Belgian clubs (7 out of the 10 clubs), while only in 2 out of the 10 clubs, organizers are communicating about presale tickets (available at a cheaper price). Furthermore 3 out of the 10 clubs are making a difference between doorsale tickets before and after midnight. Finally two other differences were made concerning the ticket price: in one club a distinction was made for women who are on the guestlist who could enter for free before a certain hour. Another club gave the possibility to choose between 4 drinks included in the ticket price of 20 EUR or the possibility of 4 drinks, free cloakroom, free toilet, and fast entrance included in a higher ticket price of 30 EUR.

Except for the last two differences an overview is given below of the range of ticket prices communicated on Facebook by the Belgian clubs involved in this research:

TYPE OF TICKET	TICKET PRICE
PRESALE TICKETS	10-12 EUR
TICKETS AT THE DOOR	0-14 EUR
<ul style="list-style-type: none"> • BEFORE MIDNIGHT • AFTER MIDNIGHT 	<ul style="list-style-type: none"> • 0-8 EUR • 12-14 EUR

Regarding the Belgian partygoers, the topic around tickets and ticket prices is commonly discussed on Facebook (18 references). In 5 out of the 10 Belgian clubs, partygoers are using Facebook to communicate about tickets or ticket prices. Almost half of the communication concerning tickets and ticket prices is handling about selling their ticket(s), which from a few partygoers are using Ticketswap (an online platform to sell and buy tickets among each other on a safer way). Other communication about tickets are: questions about the possibility of door sale tickets (2x), questions about where to buy tickets (2x), questions about the possibility to still buy tickets (2x), questions about member cards (2x), and questions about the entrance price (2x). Other budget related topics communicated among the partygoers were mainly about the high drink prices (4x), critics on the payment system for drinks (3x), acceptable drink prices (1x), and cheap drink prices if there is a 'happy hour' (1x).

▪ **Organizers' marketing strategy**

Facebook is by far the most used in terms of the organizers' marketing strategy. Advertisement for their upcoming events are common practice among all Belgian organizers involved in this research (10 out of 10 Belgian clubs). Nevertheless, different content is used to advertise their events by the organizers. The most popular ways are sharing pictures (51x) and sharing Facebook-events (35x). Concerning the pictures, mostly a party flyer is used as picture (32x), followed by a picture of the deejay (10x). Exceptionally, pictures are containing a (funny) cartoon as teaser, a 'real time' picture of the empty party place (as a kind of teaser to join the party place), or event pictures of the previous edition. Next to the pictures and Facebook-events, also videos (16x) are used as content or music tracks (11x) to promote their upcoming event. Exceptionally a link to an external website (e.g. media website), own website, or different social media channel (e.g. Instagram) is used as

promotional content for the upcoming events at the Belgian clubs involved in this research. Remarkable is the fact that some organizers are using one specific way of advertising their upcoming events, for example, at one club the organizer is mostly sharing Facebook-events, while at another club the organizer is mostly sharing party flyers in picture format for the same purpose.

Event advertisement by a Belgian organizer (30 March 2017):

“KAISERR invites Art Department at La Rocca Ballroom

A brand new monthly concept by rising star KAISERR at La Rocca on Sunday.

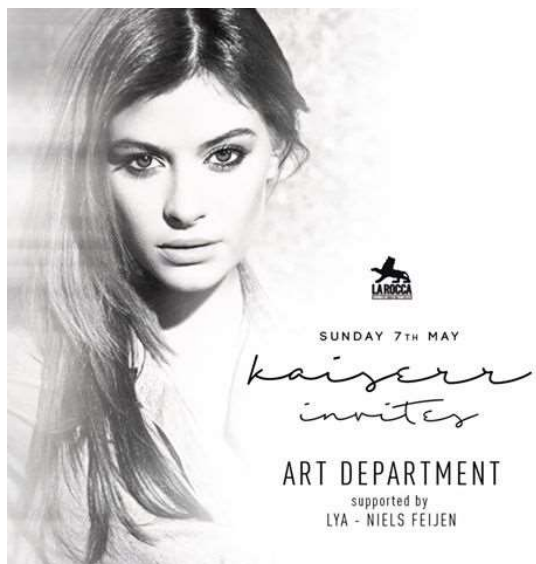
Line up:

Art Department

KAISERR

Niels Feijen

Lya”



Concerning event advertisement, there are also other actors than the organizers who are sharing event advertisements on Facebook. As many as in all Belgian clubs, these practices are conducted. Mainly other Facebook-events are shared (8x), for example: events with a similar music style, pre- or after parties organized around a specific event. But also communication about a Facebook-group that serves as a platform for electronic events are shared (5x). Less frequently, party flyers (in picture format) of a particular event are shared (2x).

Another way to promote their upcoming event or in general their club, is through the organization of a contest on Facebook. Only in 3 out of the 10 clubs organizers are using this way of interaction, but the response by the partygoers is sometimes huge.

Contest post and picture by a Belgian organizer (1 April 2017):

It's amazing to see how fast our Ampere community is growing: 25 000 Facebook Likes within such a short time. Wow! A huge Thank You to all our supporters and friends.

To celebrate, we are giving away:

- 5 tickets and 25 drink tokens for upcoming events
- 2 exclusive vinyl packages with records from R&S Records, Perlon, Ostgut Ton, Sound Architecture, Ekster and Sushitech
- 1 Ampere T-shirt
- 1 Ampere Hoodie

To participate:

- Share this post on your Facebook wall
- Invite at least 50 friends to one of our upcoming events
- Comment below for which event you have invited your friends
- We announce the winners on april 8th.

Find all Terms & Conditions here: <http://ampere-antwerp.com/25k-contest-terms-conditions>



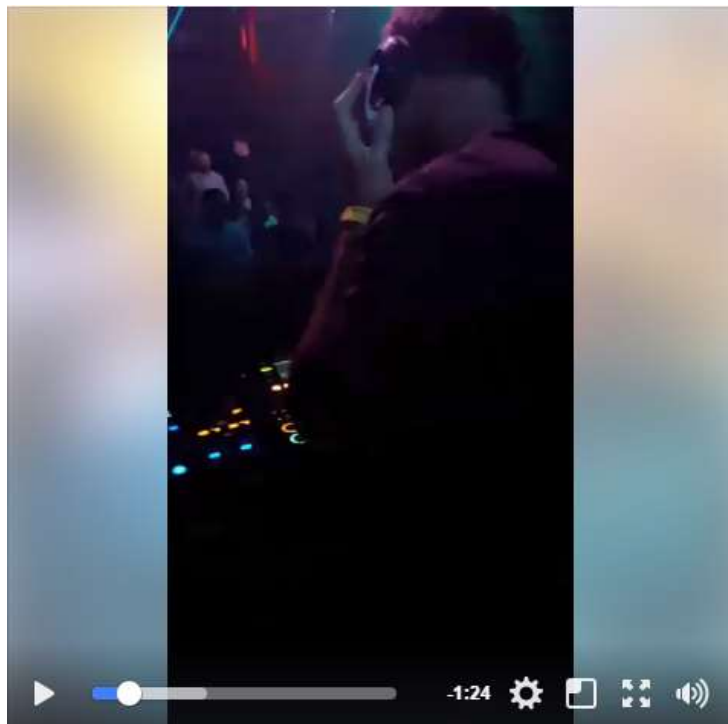
In 3 out of the 10 Belgian clubs, organizers are sharing the pictures of the past event. But also partygoers are sharing their pictures or videos on the Facebook-event during or after the event. These practices by the partygoers were conducted in 2 out of the 10 Belgian clubs. In 3 out of the 10 clubs, partygoers are specifically asking for the organizers if there are any pictures taken during the past event. Notable to mention is that none of the Belgian organizers did share an after movie of one of their past events.

Further, in 2 out of the 10 clubs organizers are using a 'live video' (live streaming) on their Facebook. This is only in a small proportion of the clubs used, but this way of communicating with their audience was a fairly new practice on Facebook at the time the data collection took place. Perhaps more organizers will use this communication practice in the near future.

Live streaming video by a Belgian organizer (2 April 2017):

[Café d'Anvers \(Official\)](#) was live.

PRINZ & AKIRA B2B



▪ **Partygoers' digital reactions**

Except for the subcategories of music culture and club experience, the subcategory of partygoers' digital reactions is the most popular subcategory to communicate about among the Belgian partygoers. In 9 out of the 10 Belgian clubs, partygoers are communicating about their *intention* to go (back) to the club or a specific event of that club. In total 42 references of this topic were collected.

Partygoer at a Belgian club (31 March 2017): “Edith Let's have Some fun in our techno-heaven tonight! 😊”

Another topic that is similar to the topic of intention, is the topic of *excitement* in the category of communication among the partygoers. This topic includes the communication by the partygoers who express their excitement for an upcoming event. By consequence there is an overlap with the topic of intention. In 8 out of the 10 Belgian clubs, partygoers are communicating in an excited way about an upcoming event. In some cases they refer specific to the deejay who will be playing. In total 40 references were collected.

Partygoer at a Belgian club (1 March 2017): “Oh mon dieu Cabanne extended set 🤩💕”

Additionally, partygoers do also communicate if they are *missing a party*. In 6 out of the 10 Belgian clubs, partygoers are communicating about missing a party of that specific club. In total 7 references were handling about missing a party by the Belgian partygoers.

Further at one specific club, partygoers are asking for extra information (3x). One partygoer was asking for more information about a specific event. Finally, two partygoers were asking if there is an event organized on a specific date.

To end, in 3 out of the 10 Belgian clubs, partygoers are giving critic on what is communicated on Facebook. One specific case is handling about the deejay performance (visible on a shared video by the organizer), which is not appreciated by two partygoers who are giving critic. Another case is a discussion among some partygoers handling about 'the golden years' of a specific club who is shutting down. A last case of critic is giving by a partygoer who is tired of seeing sponsored publications on Facebook by one specific Belgian club.

The Italian study

CLUB CULTURE

- **Music culture**

Techno was the most frequently mentioned style among organizers (24 quotes). The historical influence of the Berlin techno scene on this genre was evident, as there were expressions such as "Berlin techno" or the "king of German techno". However, the most common genre across clubs was house, mentioned by 7 organizers out of 9. This style took on different nuances and variations such as "deep tech house", "proto-house" or "psychedelic house". The third most popular genre was drum'n'bass, cited 11 times. It was more frequently mentioned by clubs at the bottom of the RA chart (#9, #10, #11), while among the top five clubs only one (#5) employed this genre to describe its events or hosted DJs. D'n'b seemed a more alternative style compare to others, since organizers demonstrated attachment towards this genre, with recurring slogans such as "WE ♥ D'n'B" or "100% d'n'b", not found about any other music genre. These three genres alone covered more than two thirds of the organizer's musical quotes. If we look at the numbers of other styles, they were very limited, as showed in the table below. It was also remarkable that 3 out of 12 Italian clubs did not mention any musical style on their Facebook wall or on their event pages.

Organizers quotations of electronic dance music styles

Music style	Freq.
Techno	24
House	20
D'n'b	11
Disco	3
EDM	2
Commercial music	2
Dance	2

Dubstep	1
Electro	1

As far as clubbers are concerned, they rarely referred to musical styles and genres in their online discussions, with only 13 quotes in total. The most quoted genre was even in this case techno (5 times), followed by bass music (2), while all the other genres were mentioned only once: trance, dub, d'n'b, dubstep, house, disco. While being one of the genres most cited by organizers, house was one of the less mentioned genres among clubbers, similarly to what happened to the d'n'b. All in all, it could be argued that Facebook is not a platform where Italian clubbers discuss music, for two reasons. First, in only one occasion a clubber asked for the title of a track, and, second, in only one case a genre became subject of an online debate. One person even attacked an organizer for describing an event as techno, which he considered insulting for his favourite genre, since in his opinion the DJ "makes aperitif music".

DJs were mentioned much more often than music genres, by both clubbers and organizers (respectively 64 vs. 13 times, 160 vs. 67). Even if the music genre was not a matter of discussion for clubbers, musical and subcultural terminologies were used to describe clubs. This was the case of the term "underground", employed by the patrons of two clubs to positively connote them, as spaces that are non-mainstream, different from other clubs and therefore more authentic. The first one was #11, which was praised online to be "a piece of history of the Rome underground" or to be "in the forefront to promote the underground of our city", while the second was Club#10 that was described as the right place for those not looking for the "classic disco". As in the previous case about the "aperitif music", even here the subcultural aura of a venue was criticized and judged as not authentic. Two patrons of Club#11 judged it as a "consumerist and pseudo-alternative" club.

A few organizers referred also to subcultural terminology to describe their events, but much more rarely than clubbers (only three clubs, #2, #3, and #8). Therefore, a DJ was described as a "pillars of the city's underground scene" or a label considered as "the most interesting in the underground scene". In two cases the term underground became even part of the name of an artist and of a record label, as in the case of DJ Jeremy Underground or the event organizer Underground Area.

Clubbers rarely discussed music on FB even if organizers used this social network as a place to share informative material about electronic music or club culture. Half of the clubs – the ones at opposite ends of the RA ranking – posted interviews, reviews or articles of various kinds on their wall or on an event page, with an average of only one link per club. The three clubs on the RA podium shared the same type of link, an interview made by an online magazine (RA or Soundwall) to the DJ who will perform in the club, while the bottom-ranking clubs shared more refined materials, for connoisseurs. Such as an article on the use of vinyl as a musical support in the first Jamaican dance halls and information about a documentary dedicated to the legendary Roland 808.

However, in the organizers' online communication, words left space to sounds, since it was much more common sharing music or videos, rather than interviews or reviews. For publicizing invited DJs or for presenting the sounds of an event, the vast majority of organizers posted single tracks

uploaded on Youtube, but there were also longer contents like podcasts and live sets on Soundcloud or audios and videos recorded by the popular online platform Boiler Room. This was a common strategy especially among the most popular clubs, since the first five clubs in the RA ranking posted the majority of the collected videos (34 out of 43).

- **Belonging and social relations**

The collected material showed how clubs are a socially significant space for both organizers or clubbers. This emerged looking at how the social relationships established during electronic music events were represented online. There were 13 public thanks from DJs and organizers, but the gratitude expressed by organizers were often accompanied by advertising information on upcoming events, while those made by DJs seemed more heartfelt and disinterested.

Also clubbers employed Facebook to show gratitude and appreciation towards DJs and organizers. The clubs represented as “alternative” (Club#3, #10, #11), collected together the 50% of thanks and appreciations (11 out of 20). Clubbers expressed a sense of community and attachment toward their favourite clubs describing them as a second home. This happened for all these three alternative clubs plus two mainstream clubs (Club#1, #6). However, clubbers’ attitudes were not uniform: 3 clubs out of 6 among those that received more appreciation and gratitude, also received very negative judgments. In particular, clubbers wished a tight police supervision or the immediate closure of Club#1, #3 (at 1st and 2nd position for number of appreciations) and Club#6 for reasons that will be discussed in the following paragraphs.

With respect to the relationships among clubbers, the three clubs represented as underground (Club#3, #10, #11) collected more than 50% of the positive reviews about crowd (8 out of 13), with the audience described as "cheerful", "beautiful", and "wonderful". On the contrary, Club#5 was the club with the rudest and noisiest crowd according to online reviews, as 4 out of 8 negative comments are referred to this venue.

- **Art, fashion and subculture**

5 out of 24 analysed events were a theme party, that is, events characterized by a common thread, which differentiate them from more conventional electronic music nights. Clubs in which this kind of party were organized were the least popular in the RA chart, from the seventh position upwards. 2 out of 6 themes had a purely musical connotation because they had entirely dedicated to vinyl (Club#11) and a Silent Disco (Club#9), while the other 4 referred to more general topics: the 90s (Club#12), the hippie subculture (Club#7), folklore festivities (San Patrizio, Club#7) and trash culture (the official party of a Facebook page called Sex, drugs and pastoralism, Club#10).

Almost none of these themes apparently stimulated clubbers’ online discussions, with the exception to those referring to the clubbers’ clothes. E.g. for the "Flower Party" and the "Fever at 90" events it was specified that a "hippie chic" and "a 90s dress code" were appreciated, and the clubbers asked for clarification or joked about it, showing more interest than in other theme parties.

The Italian passion for food was able to invade the dance floor, with 2 of the 12 analysed clubs that organized events in which it was possible to get what in Italy is called “apericena”, an aperitif accompanied by a buffet which replaces dinner. In other cases, food became a means to better characterize parties: "candies [from the] 90's" were distributed at the entrance of 90s themed party at Club#12, or a bizarre slogan was employed by Club#8 organizer to connote an event with only Italian DJs: "arrosticini⁵ and deep tech house".

In addition to theme parties, clubs hosted artistic exhibitions. In the collected data this happened in three clubs: Club#11 organised an exhibition entirely dedicated to the d'n'b artworks, Club#8 hosted a photographic exhibition of a Berlin collective, and an artistic performance was hosted at Club#12 where a collective of artists transformed the lighting system of the dance floor to enhance the clubber experience.

A very little interest emerged for the VJ, the artist who takes care of the event's visuals. Only one event out of all those analysed only one mentioned this figure. About this lack a clubber commented: “everything was beautiful, visuals should ALWAYS be there”.

CLUB POLICIES AND MANAGEMENT

▪ Clubs' infrastructure and services

Only 8 clubs out of 12 allowed FB users to leave a review. In all these cases at least one clubber left a comment in which he evaluated the club appearance. Generally, the reviews were very good, with patrons rewarding the interior design and the organization of the spaces, while only 5 out of 29 reviews were negative. Club#1 and #3 stood out for their ability to fascinate the audience: clubbers praised the Berliner setting of the former and showed almost a devotion for the famous pyramid-shaped main dance floor of Club#1.

In the clubbers' reviews the sound system turned out to be a rather important element. It was cited 17 times, 4 of which left by non-Italian clubbers. In 6 clubs out of the 8 that allowed FB users to leave a review, sound system and acoustics were mentioned at least twice by clubbers in their online comments. The top five clubs had positive ratings about the quality of their sound system – “a scary system” or “impressive sound and lighting” - even when the review was overall negative. On the contrary climbing down the RA charts the clubs had mixed reviews. E.g., Club#9 got 3 reviews about: for a clubber “the acoustics is also disgusting”, for another “the system and the acoustics were discreet, just the essential”, for the last one it was such powerful “that will break your stomach”.

A few customers cited wardrobes, bathrooms and climate control in their reviews. The few comments collected on wardrobes and bathrooms all referred to Club#4 and #9, climate control to Club#1 and #4. All the comments about wardrobes were negative - complaining about the low number of staffs, their slowness and lack of sympathy - as well as those about the climate control, apparently not working well. Also comments about bathrooms were generally critical - complaining

⁵ Arrosticini is a typical food from Abruzzo, they are skewers made with small chunks of ovine meat, sheep or mutton.

about their shortage or for not being serviceable - but there was at least a positive review, left by a clubber who rewarded the Club#9 for having restructured it.

▪ **Time management**

Looking at the party opening and closing times two different types of events can be identified. The first and most common was the typical electronic music event starting around 11:00 pm and lasting all the night, at least until 4:00 am and at maximum until 7:00⁶. The second was a sort of hybridization between an electronic music event and a rock concert, starting around 10:00 pm and ending a few hours later, never past 2:00 am⁷. Among the 24 analysed events there were no after parties or afternoon parties, except for one event advertised on the wall of Club#2, beginning at 6:00 pm. Only a few clubbers - especially non-Italians - requested information about after parties.

Organizers referred to the events times either to promote or to defend them from criticism, writing sentences like "10 hours of music" or "[the DJ] started playing 1 hour before of the established timetable and played 3 hours".

▪ **Crowd management and door policy**

The crowd management and door policy were rarely mentioned by the event organizers on their FB pages. There were a few clubs sensitive in this regard: Club#3 for every FB event recommended to buy tickets in advance in order to avoid the queue. Club#4 was the only club to inform that there was a door selection and some clubbers may not enter, while only 3 clubs (Club#4, #8, #10) explicitly clarified that only adults could access to the premises and that identity cards were necessary. However, clubbers' comments and reviews provided a more complex and problematic picture about door policies. In different clubs (Club#4, #9 and #10) organizers were criticized for exhausting waiting times and someone even insinuated that the queues were useless, a trick to make the place seem full. Differently, the Club#3 queues-related strategy seemed to work since no one complained about the time spent at the front door. The door selection was discussed by clubbers mostly about the alternative clubs, such as Club#3 and #11, where the reviewers accused bouncers of accepting people who use drugs (also mentioned as junkies), while leaving other people outside for no reason.

A last important topic regarding crowd management and door policy particularly relevant for clubbers was the organizers' apparent failure to respect club maximum capacity. Clubs such as Club#4 or #5 were calmly criticized for this issue, but it did not substantially change the more general clubbers' evaluation which remained positive. Differently, Club#6 was harshly criticized by clubbers in half of the collected reviews (10 out of 20). This uncomfortable situation seemed to occur every week-end and became particularly critic and dangerous when something unexpected happens. Clubbers claimed to be treated as slaughter animals during a blackout and the organizers

⁶ Exceptional case was that of the New Year's Eve party at Club#6, remained open until 10:00 in the morning.

⁷ When there were the artistic expositions mentioned above the clubs had similar hours of this concerts, usually they are not an all-night long event.

were accused to think only about their income putting their health at risk. The organizers did not let clients exit out because they had not paid, yet. In many reviews an intervention by law enforcement was invoked and clubbers openly expressed the hope that the club would close.

Consistently, reviewers complained about the staff's inability to manage long queues and overcrowded dance floor ("unreliable staff"), and accuse it of being rude ("unkind staff", "oafish, irrational") and even aggressive ("they were the first who wanted to fight").

However, it must be highlighted how there were also many cases of clubbers thanking the staff and organizers for a night of having done a good job. Positive reviews were almost equal to negative ones (17 quotes against 16). According to the Facebook reviews and comments, the clubs with the best staff were Club#4, #5 and #10, which, along with some criticism, received numerous compliments.

▪ Alcohol and other drug

On the clubs' Facebook pages, organizers never mentioned alcohol or drug-related issues neither with respect to health risks nor to legislation. On the contrary alcohol promotions were used by organizers to connote and advertise a venue or event. Club#8 used expressions like "#cocktail bar" or "#freeaperitif". Some clubs openly incited to drink, e.g. the organizers of a trash party at Club#10 ("Sesso, droga e pastorizia") expressed all their disapproval for those who buy "a bottle of Belvedere just to take pictures".

Club#7 stood out among Italian clubs for using alcohol to characterise its events. One of the two analysed events – during the St. Patrick feast – was entirely dedicated to beer, with open bar from 21:00 to 24:00. Another event announced on their Facebook wall was sponsored by Cîroc vodka. A strategy that perhaps inspired another Milanese club (Club#9), which announced that it would host "open bar" parties.

Only one club openly referred to illegal drugs (Club#11) quoting the word "joint" twice, since a so called "golden joint" was the prize of a radio DJs' competition hosted by the club.

Looking at clubbers' posts, allows to better investigate this issue, since they were more talkative than organizers. Some clubbers (5 in total) openly complained about some clubs' clients - described as "drunk", "only junkie or drug users" or "under-age groups of kids [...] under heavy drugs influence" - or about the "drug dealing" spread "as a coffee shop in Amsterdam". However, it must be specified that these reviewers were angry because they could not enter into the club.

Clubbers did not openly discuss their drug use on Facebook, but traces of this kind of behaviour could be detected online. There were some posts (4 in total), in which expressions such as "it is still pumping", "we will be fucked up", or "the right place to go in orbit", may refer to psychoactive substances. Obviously, alcohol is more frequently mentioned by clubbers than illicit drugs. 11 posts were found in which clubbers complained (5 quotes) or congratulate (6 quotes) for aspects related to alcoholic beverages, particularly about cost and quality. Despite smoking is banned in public

places, a few clubbers' critical reviews emerged about the fact that this ban was not always respected.

- **Discrimination- and sex-related issues**

The issue of sexual discrimination was almost absent in the analysed posts, but few cases were retrieved. The most evident is that on a trash page of Facebook (Sex, drugs and pastoralism) that used a sexist tone inviting "pussy" to participate to an advertised event. A more implicit form of sexual discrimination was that of Club#1, which distinguished the ticket price between males and women, with the latter always enjoying a 5 euros discounts. Finally, Club#6 promoted an event by advertising the attendance of female dancers in order to attract male audience.

Differences in sexual and ethnic orientation were never mentioned by organizers and clubbers, with one exception. One complained about the staff rudeness and the clients' average age of Club#5, stating that "it was better when they had gay party". Sexuality was rarely employed as a promotional tool for events, images and erotic language were used by event organizers only in two cases: a picture of two girls kissing each other was the most visible photograph of an Facebook album and another organizer invited to "get ready, get horny".

- **Mobility**

Only few clubs provided information on how to reach the venue, precisely 3 out of 12. The Club#10 stood out among these because it offered a dedicated shuttle service that connected the club to the Bologna city centre. Furthermore, only Club#4 provided directions about where to park.

In addition, two clubs on their Facebook walls advertised affiliated hotels with special offers to clubbers and shuttle services that connects them to other Italian cities. They were Club#1 and #6, both on the Adriatic Riviera, an area characterised by tourism and intense nightlife. While Club#6 organized this service internally, the #1 entrusted it to external tour operators.

There was little information about clubbers' mobility. As we will see in the digital reactions paragraph, many of them planned or fantasized about trips to other cities in order to attend an exhibition of their favourite DJ, but only two users published a request to share transport on the event pages.

- **Violence**

Violence was a rarely apparent topic in clubbers' discussions on Facebook. However, there were sparse comments about the Club#1, as a place where "quarrels and fights in or out of the club are always on the agenda", and about Club#6, which somebody hoped that would be shut down because of "too many fights and drunks". There were also two comments concerning fights referred to other clubs (Club#4 and #12). Thefts were mentioned by 3 clubbers who were robbed during an

electronic music event held in the latter quoted clubs, with the addition of Club#3. Interestingly these cases of violence and theft were reported to both most mainstream and alternative clubs.

As already mentioned, to be accused of physical or symbolic violence were not only other clubbers, but also the clubs' staff. In particular, the bouncers were described as "strong with the weak and weak with the strong" or to be authoritative regardless of safety standards and clubbers' well-being.

- **Additional measures and problems**

Italian organizers and partygoers never talked online about health related issues and initiative as free water rule or safer sex campaign.

3 out of 6 clubs at the top of the RA charts received negative reviews by clubber regarding their ventilation system. In addition to Club#6 (with the serious problems caused by the above mentioned blackout), other two clubs (#1 and #4) were criticized. Nevertheless, the temperature control was never mentioned in the organizers' posts, neither they responded to any of the critical reviews.

MARKETING AND COMUNICATION

- **Entrance fees and other budget related issue**

The entrance fees and the sale of tickets resulted to be organized in a rather complex and diversified way. However, it was possible to find some patterns: the pre-sale of tickets was a mode implemented by almost 50% of the Italian top-ten EDM clubs (7 out of 12) and the pre-sale was generally (in 5 cases out of 7) a favourable formula to get discounts on the ticket price, free tickets, free drinks, or to save time (at Club#3 they call it "skip the queue pre-sale").

With regard to the tickets sold at the door, two main strategies were identifiable: some clubs (mainly those at the bottom of the RA charts) had a fixed tickets price for the event, while others changed it due to various factors such as being on a list or timing. The most articulated and striking case was that of Club#1, which had a first tickets price for the pre-sale, a second tickets price for those on a list (valid only until 02:30) and a third price for all the others. In addition, for each of these three tickets prices, there was a distinction between men and women, who had a further discount. Distinguishing the ticket prices based on gender was a strategy commonly employed in the past that nowadays seems no longer a trend.

Other clubs used other strategies to improve the tickets purchase: discounts were provided for university students (Club#3) or people registered on a website (#10), while free entry was granted to those who bought the pre-sale ticket of another event (#5).

Half of the clubs (6 out 12) gave a discount if clubbers were signed on a list. Most of these clubs were in the upper part of the RA ranks, 4 out of 6 were in the top five positions. How to subscribe to this list varied according to context: in two cases was enough to write clubbers' name on the FB event, while in the other two cases was mandatory to contact the organizers or the PRs by phone. One club did not specify, neither on the event page nor on its FB wall, how to be added to the list, while in the reviews section some clubbers advised to contact the PRs.

One more factor impacting on the tickets cost was to book specific spaces, that is, the so-called *tavolo* (literally *table*) and *privé*. This kind of service was available for 4 out of 12 analysed clubs. The *tavolo* was an area on the edge of the dance floor where clubbers could sit, and drink alcohol "offered" by the organizer. For example, Club#9 advertises a table "for 10 people with two bottles of spirits" for 250 €.

Instead, the *privé* was a separated area that could only be accessed by selected people, e.g. Club#5 allowed clubber to choose between two private spaces: the first was for 6 people with a bottle of "champagne or superior alcohol" for € 200, the second was for 6 people near the console, with a bottle of "champagne or superior alcohol" at € 250. Club#6 actively promoted this kind of services, with a lot of PR writing ads on the various FB pages with their phone number to book *tavoli* and *privé*. It is interesting to note that the Club#6 prices list is not presented on-line, because it is a matter of "private negotiations" as specified by a PR.

If we look at the clubbers' point of view about fees and prices, it is possible to draw some rather general observations. Some clubbers complained in equal measure for two economic issues: the entry price - judged too high either compared to the offered services or to the DJs skills - and the price of alcoholic drinks, with peaks of 10 € for a cocktail at Club#5 and 12 € at Club#3. An issue that attracted the attention also of non-Italian clubbers, who also complained about alcohol prices.

However, it must be pointed out that the clubbers' attitude is rather a complicated issue, since opposite positions were presented. An example is offered by two clubs at the poles of the RA chart: both historic clubs from the early 90s, Club#11 was an alternative club born from a squat of Rome, while Club#1 was the most famous mainstream club in Italy. In spite of their different targets, it was possible to observe similar contrasting positions about price policies of both clubs. If there were those who praised Club#11 for its "ridiculous prices" or described Club#1 as "not an expensive place for what it has to offer", at the same time there were those who accused the former of having "unrealistic prices" and of having become a "place of profit and speculation", and the latter of having a "crazy entry price". The presence of different opinions suggests that these clubs are frequented by people with different economical resources.

It is worth mentioning that – since only about half of the clubs allowed to buy pre-sale tickets - there was a few cases of buyers who tried to resell a ticket for a party that they were not going to attend anymore.

- **Organizers' marketing strategy**

A common strategy to advertise an event was sharing videos with a music track, a live performance or a mix done by the DJs who would perform. There were 10 clubs that used this marketing strategy, but with at least two substantial differences. The first concerned the frequency of the use of this practice, since some clubs used it several times in the observed time-span (like Club#1, #2 and #5) and others only once (like Club#6 and #8). The second concerns the concurrent provision of information about the video, giving to the audience some qualitative info to better frame the event. It is worth mentioning that clubs sharing multiple videos were also those that most often added an

introductory description to them, while other clubs provided little information and often not related to the DJ or music, but to organisational aspects as timetable or pre-sale tickets.

The live streaming of DJ performances was a marketing strategy rarely used by Italian organizers: only 4 clubs shared this kind of video. In addition, only 2 of them (Club#8 and #10) shared original and live contents during their event, while others (Club#1 and #5) shared streaming videos published on Facebook by DJs or online music services.

In a similar way, trailers or teasers were used as marketing strategy only by 3 Italian clubs, and only one of them (Club#3) produced an original content, while the others (Club#4 and #9) employed those made by other subjects, such as a record label.

With regard to the publication of videos after the event, this happened only twice when two emerging Italian DJs thanked both audience and organizers. Instead, among organizers was much more common to publish an album of photos that "tells" the event, a strategy put in place by 9 out of 12 clubs. Considering that more than half of them (9/16) contained more than 100 pictures, these photographic albums can reach considerable dimensions. The most striking case is that of Club#6, with an album with more than 340 photos.

A last organizers' marketing strategy was to advertise other events or services. Most of the retrieved cases were about events that would be held in other venues, but there were also information about partner hotels or a lamp inspired to the club architecture.

▪ Partygoers' digital reactions

In all analysed Facebook pages, clubbers had the opportunity to actively participate into the online activities of clubs, reacting to the organizers' posts. The most common digital reactions were those expressing the will to participate to an event (90 comments), followed by those showing their joy and excitement for an upcoming event or for a DJ's performance (64), while there were relatively few posts in which people publicly exhibited their displeasure due to the impossibility of attending a party (15). The table below shows how the distribution of digital reactions was not uniform among the examined clubs. The wall and events of Club#6 (60), Club#10 (39) and Club#4 (38) were very popular among clubbers, while those of Club#8 (0), Club#5 (1) and Club#7 (1) were less popular, receiving little reactions. It seems relevant to point out that, if we exclude the Club#1, all the other 8 clubs with less than 10 digital reactions were in Milan or Rome, while the ones with more digital reactions (Clubs#4, #6 and #10) were in smaller cities, like Jesolo, Bologna, and Florence.

Clubbers' digital reactions

	Intention	Excitement	Missing p.	TOTALS
Club#6	30	27	3	60
Club#10	22	11	6	39

Club#4	18	16	4	38
Club#12	5	3	0	8
Club#1	4	2	0	6
Club#3	5	1	0	6
Club#11	3	2	0	5
Club#9	2	1	1	4
Club#2	1	1	1	3
Club#5	0	1	0	1
Club#7	1	0	0	1
Club#8	0	0	0	0
TOTALS	90	64	15	169

To conclude, there is a particular form of online interaction that we called a digital vibe, when people were reacting live to a live streaming performance. The limited sharing of videos by organizers reduced consequently this kind of clubbers' reactions. Anyway, it must be pointed that only a few clubbers reacted to the streaming videos (only 4 digital vibe comments collected).

The Dutch study

CLUB CULTURE

- **Music culture**

Communication concerning music culture topics is popular on Facebook among the Dutch organizers in our data. In terms of cited across the most different data sources, 'deejays' is the most cited subject by these organizers. The subcategory of music culture includes: deejays, music track, music style, sharing music culture, and music experience.

Deejays

Announcements of the deejays playing at the club is a common practice on Facebook by the organizers. All club organizers (out of the 12 Dutch clubs) were mentioning the deejays that were playing at their event. Often a picture – or sometimes a video – of the deejay is used. Facebook is also used to communicate the whole line up (list of all deejays playing) of a particular evening or event at a club.

Likewise deejays are a popular topic of communication as well on Facebook by the partygoers. In all 12 Dutch clubs, partygoers communicate on Facebook about the deejays. They are mainly expressing their delight about the performance of the deejay or expressing their excitement and expectations

about the performance of a particular deejay who will be playing at the club. Exceptionally partygoers are communicating about the worse performance of the deejay.

Music track

Sharing music tracks on Facebook is popular as well among the organizers. In 9 out of the 12 Dutch clubs, organizers are mentioning music tracks in their communication on Facebook. The music track is often nourishing the Facebook message – e.g. an announcement of a deejay playing that night accompanied by a music track of that deejay or another artist. A few deejays are posting music tracks themselves by posting (a part of) the dj-set they have played at a previous event or by posting a podcast which they have made. Most shared music tracks originate from Youtube.com and Soundcloud.com – less frequently from Mixcloud.com.

For partygoers sharing music tracks on Facebook is a common practice too. In 11 out of the 12 Dutch clubs, partygoers are mentioning music tracks in their communication. As good as all music tracks are originating from Youtube.com shared on Facebook by the partygoers. Remarkable here is the fact that a few partygoers are asking on Facebook for a particular music track that was played at the previous event (6 times).

Music style

Another frequently used topic by organizers in the subcategory of music culture is the music style. They are using the music style especially to describe the details of an upcoming event or to introduce and describe the deejays who will be playing at the next event. In 11 out of the 12 Dutch clubs, the organizers are communicating about the music style, while in 7 out of the 12 Dutch clubs, the partygoers do communicate about the music style. However there are some similarities in music styles mentioned by organizers and partygoers, it is remarkable that organizers and partygoers are also communicating about different music styles. While the organizers are communicating about a wide range of different music styles: house (15 times), hip-hop (10 times), techno (10 times), R&B (7 times), disco (6 times), soul (5 times), afrobeat (4 times), funk (4 times), dancehall (3 times), jazz (3 times), etc. The partygoers are mainly communicating about techno (7 times). One single time a partygoer was asking specifically for the music style that will be played at an upcoming event.

Notable is that some organizers aren't mentioning one single music genre, but instead are announcing a wide range of music genres to describe as best as possible the music that will be played at an upcoming event in their club.

Details of a particular event of a Dutch club (2 April 2017):

“Wicked Jazz Sounds is a weekly Sunday club night where jazz meets dance. DJs and musicians play together on a danceable mix of jazz, hip hop, soul, funk, house, disco, latin, electronica and more. Making you dance with a smile!

This week we'll be doing an Afro Special where we focus on African and African-inspired music, still with the versatility you know Wicked Jazz Sounds for!” [...]

Sharing music culture

This topic/code was introduced by the researchers to indicate Facebook posts who are going into depth about a particular subject concerning music culture, e.g. a detailed description and biography of a deejay, a brief history about the night club, or an interview with a deejay. In 8 out of the 12 Dutch clubs, organizers communicated or shared this in-depth posts.

Link shared by a Dutch organizer (4 April 2017):

DS Blog: “Detroit has produced some of house's all-time greats in Theo Parrish, Moodymann and Omar S. Ever since the turn of the century, there have not been many upcoming artists from the city as there were in the 90s, but Jay Daniel is one of them.”



Detroit's new generation

Tammo Hesselink: Detroit has mostly been known for its rich history of techno producers. It was the place where three guys started it all and afterwards saw many new waves of techno producers coming up.

DESCHOOLAMSTERDAM.NL

Partygoers did not communicate in particular about this topic, however a few 'party reports' were shared on Facebook by online platforms after the event was finished. These evaluations were written by reporters who were participating that particular event as a kind of partygoer.

Link shared by Guestzone.nl (21 September 2016):

"Ook Guestzone heeft genoten van Valtifest! Check hier ons report:"



Party Report: Valtifest 2016, NDSM Werf - Amsterdam, 03-09-2016 - Guestzone

Inmiddels heb ik al heel wat festivals versleten en vind ik dat ze steeds meer op elkaar beginnen te lijken. Valtifest is daarop een uitzondering. Dit Amsterdamse...

GUESTZONE.NL

Music experience

Mainly in review posts by partygoers the music experience is accentuated. In 9 out of the 12 Dutch clubs involved in this research, partygoers were mentioning their music experience on Facebook. By consequence, music experience seems like an important factor how to evaluate a club in the scene of electronic dance music by the partygoers. Opposite from the 'sharing music culture' topic, only 2 organizers mentioned the music experience as such on Facebook.

Partygoer at a Dutch club (15 March 2017): *"Warehouse Elementenstraat is one of the best place for to listen techno ! !! Tk's for all ! You are in my heart for life ! ♡♡♡"*

▪ **Belonging and social relations**

The subcategory of belonging and social relations is less frequently used by both organizers and partygoers comparing to the subcategory of music culture. The Dutch organizers are using this subcategory mainly for sharing *pictures of the crowd* or showing *gratitude* towards their audience,

the deejays, co-organizers or staff present at the previous event in their club. In 7 out of the 12 Dutch clubs, organizers are showing their gratitude on Facebook.

Video posted by an organizer of a Dutch club (25 March 2017):



Organizer of a Dutch club (27 March 2017): *“Wij zijn nog steeds aan het bijkomen van zaterdag want.. HET WAS FEEST! We hebben onze verjaardag maximaal gevierd en dat is, naast jullie feestgangers, te danken aan ons topteam! Dankjullie wel en op naar de volgende 6 jaar! 🎉❤️ #6jaarsoos #topteam #chicagosocialclub”*

On the opposite, partygoers are showing gratitude as well towards their club, even more frequently than the other way around (organizers showing gratitude towards their audience). Nevertheless, the partygoers are mentioning *the crowd* even more frequent than the gratitude towards their favorite club in general. In other words, their fellow partygoers are an important part of their nightlife experience in the club.

Partygoer at a Dutch club (13 February 2017):

“Ik kom hier zo graag. Dankjes, dansjes en leuke mensen ❤️”

Some of the partygoers are not just grateful towards the other partygoers at the club, they are even calling their club experience as “coming home”. These kind of citations we coded as *community*.

Partygoer at a Dutch club (20 March 2017): [...] *“The people are just wonderful and happy to enjoy the music and each other. I think the place attracts like minded people who keep coming back, not pretentious or cocky, just easy going Amsterdam locals and a mix of visitors and some tourists”* [...]

Exceptionally, one Dutch organizer mentioned one post on Facebook concerning the crowd. Another organizer even called their organization as “a family of music lovers” – which was the only community topic by the Dutch organizers.

Some of the communication on Facebook among the partygoers was about the organizational aspect. In 8 out of the 12 Dutch clubs this topic partygoers mentioned this topic. In general the posts had a positive connotation towards the organization of a particular club night or event. Exceptionally the posts were negative towards the organization. In 4 out of the 12 Dutch clubs, partygoers recommend in a strict sense the club they have visited.

A post by a partygoer at a Dutch club concerning the organizational aspect (19 March 2017):

“Met de HQ feestjes altijd alles tot in de puntjes geregeld!”

- **Art, fashion and subculture**

Similar as in the subcategory of belonging and social relations, the subcategory of art, fashion and subculture is less frequently used comparing to the subcategory of music culture – especially by the partygoers.

Among the organizers the topics about the *party theme* (8 references) and *dress code* (7 references) are the most mentioned topics in the subcategory of art, fashion and subculture. Respectively in 5 and 6 out of the 12 Dutch clubs, organizers did communicate about the party theme and dress code. In 4 out of the 12 Dutch clubs, organizers were sharing party theme pictures. Among partygoers the party theme or dress code is less frequently communicated than by the organizers and by consequence not really a topic of communication on Facebook.

Post by an organizer of a Dutch club (31 March 2017):

“Team Fuijje is ready to rumble...We zijn inmiddels al voorzien van een heerlijk Chinees outfitje! Wat trek jij aan..?”

*Event: Fuijje Chinatown - 31 Mrt - FS Green & Weslo
Tickets: <http://tinyurl.com/ChineesFUIFJE>”*

Except for deejays (which is a popular topic in the subcategory of music culture), also other artists are placed in the picture by the organizers (6 references), but rather exceptionally. Visual artists (so called VJ's), photographers, dance artists, video makers were mentioned by the organizers in 5 out of the 12 Dutch clubs. In 3 out of the 12 Dutch clubs, organizers communicated about an *art exhibition* (6 references).

Subculture is both communicated by organizers and partygoers. In 4 out of the 12 Dutch clubs, organizers are sharing the concepts of creativity, art, underground, freedom and innovation to describe their clubs and activities (6 references). In 3 out of the 12 Dutch clubs, partygoers are communicating about the concepts of underground, hipster, or dark (4 references), but also a place of art (5 references) has been shared among partygoers.

Partygoer at a Dutch club (20 February 2017): *“Top sfeer, heerlijke duistere tent! Niks gemerkt van het slechte deurbeleid! Volgend weekend weer”*

In 3 out of the 12 Dutch clubs, organizers communicated about concepts out of the *community of LGBT⁸* in specific.

- **Club experiences**

Most topics concerning club experience are (only) communicated by the partygoers. However, some topics are mentioned by the organizers as well: gratitude, dance and atmosphere. In 7 out of the 12 Dutch clubs, organizers are expressing their *gratitude* (16 times) towards their audience, the deejays, co-organizers or staff. In 3 out of the 12 Dutch clubs, organizers call for *dancing* (4 times).

Post by an organizer of a Dutch club (31 March 2017):

[...] *“Kijk deze instructievideo voor vertrek om je moves bij te werken”*



⁸ Lesbian, Gay, Bisexual, Transgender (and Queer)

Finnish guy teaches how to disco

finnish guy shows how to disco.

YOUTUBE.COM

In 11 of the 12 Dutch clubs, the partygoers mentioned in their communication on Facebook the *atmosphere* (49 times) of the club they have visited – while only in 2 of the 12 Dutch clubs, organizers were communicating about or illustrating the vibe (2 times). The partygoers were mainly communicating about the atmosphere or the vibe in general terms – e.g. top atmosphere, good vibes, etc. however, partygoers communicated several times about the cozy or intimate atmosphere in their club. Other less frequently used descriptions of the vibes were insane or unreal vibes, and chill atmosphere. Only 2 descriptions were handling about a negative atmosphere.

Most club experiences by the partygoers were positive experiences. In numbers, 72 positive experiences were analyzed spread over 11 out of the 12 Dutch clubs. However, negative experiences were mentioned as well among the partygoers: 23 negative experiences were analyzed spread over half the Dutch clubs involved in this research (6 out of the 12 Dutch clubs). Notable to mention is that almost two third of the negative experiences (14 out of the 23 experiences) were situated in only 2 different clubs. By far the most mentioned negative experiences were handling about the door policy (12 times) – which from 2 of these experiences explicitly were denouncing a discriminating or racist door policy. Other important reasons for the negative experiences among partygoers were the payment system (3 times), cloakroom or lockers (3 times), few people at the club (2 times).

Post by a partygoer at a Dutch club (17 December 2016):

“Te veel mensen binnen laten en dan mensen met een kaartje met een slecht excuus weigeren. Wat een trieste tent!”

The reasons partygoers gave for the positive experiences were very diverse, but by far the most mentioned argument was the great time they had or amazing evening they had (39 times). Other important arguments partygoers gave were: the great deejay or music (17 times), the vibe (14 times), the crowd or people (8 times), the club in general (8 times), the staff (7 times), the location in specific (6 times), the party label (5 times) and the sound (3 times).

Post by a partygoer at a Dutch club (13 March 2017):

“Geweldig! 2 keer geweest, de 2 beste nachten van me leven gehad 🍷🍷”

The music experience and gratitude by the partygoers is already described earlier in this report. To summarize briefly, partygoers were mentioning their music experience (28 times) on Facebook in 9 out of the 12 Dutch clubs involved. Several times, the link was made between music experience and the vibe there was at the club (for more information about this topic, see subcategory of music culture). In 8 out of the 12 Dutch clubs, the partygoers are expressing their gratitude (19 times) towards the club and exceptionally towards the deejays (for more information about this topic, see subcategory of belonging and social relations). Further, 8 partygoers mentioned the topic of dancing in their communication on Facebook spread over 4 out of the 12 Dutch clubs involved.

Post by a partygoer at a Dutch club (13 December 2016):

"I like to dance and its a great club to dance and to express yourself freely..."

Another new kind of communication emerging on Facebook among the organizers and partygoers, we called *digital vibe*. In total 5 partygoers gave textual reaction on the live stream videos or deejay sets who were shared during or afterwards on Facebook by the organizers. By consequence, partygoers who could not join a specific event at the club, can join a specific event on a different, online way. All reactions (4) on the live stream videos were positive reactions.

CLUB POLICIES AND MANAGEMENT

▪ Clubs' infrastructure and services

In general, most topics concerning the clubs' infrastructure and services are communicated by the Dutch partygoers. The only few communication on clubs' infrastructure and services among the Dutch organizers is about food (8x), climate control (2x), cloakroom (2x), decoration (2x), light (1x), and sound system (1x). Notable to mention concerning the topic of food is that most of the communication among the organizers was about a new publication of a 'stoner' cookbook.

Space

'Space' is the most communicated topic (26 times) concerning the subcategory of infrastructure among partygoers spread over 10 out of the 12 Dutch clubs. Most communication about the topic is handling about the division of the club in different rooms and areas, the beautiful or special location, the rough/industrial setting of the club, the big or rather small space inside the club, or the dance floor.

Post by a partygoer at a Dutch club (17 November 2016):

“Een inspirerende en artistieke lokatie met goed geluid en heerlijk vriendelijk personeel. Ruimtelijk en veel kunst en de beste artiesten en je voelt je er meteen thuis”

Sound system

A good sound in the club or a good sound system is worth communicating about for the Dutch partygoers (23 times) – spread over 8 out of the 12 Dutch clubs. In general, the partygoers are communicating about the sounds in a very positive way, with only one exception who communicated the sound could be better.

Post by a partygoer at a Dutch club (12 February 2017):

“Incredible venue. Insane function 1 sound system”

Climate control

In contrast to the communication about the sound system, most of the communication about climate control among the partygoers was in a negative way (7 out of the 9 references). More than half of the comments about climate control raised the issue of the heat inside the club, while other communication was tackling the cold inside the club. A few communication by the partygoers was about a good climate control (2 times). In 4 out of the 12 Dutch clubs the topic of climate control was mentioned.

Cloakroom

In 5 out of the 12 Dutch clubs, partygoers did communicate about lockers or the cloakroom. The topics were very diverse: from questions concerning the availability of a cloakroom till problems with the lockers. Also a positive and negative comment was given towards the staff working at the cloakroom. In total 9 references were collected concerning the cloakroom.

Light

The communication about the light and darkness inside the club is almost perfectly divided between positive comments (5x) and negative comments (4x) by the partygoers. The positive comments were mainly handling about the good light equipment present at the club, while the negative comments were denouncing the darkness inside the club. In 4 out of the 12 Dutch clubs the topic of light infrastructure was mentioned by the partygoers.

Toilets

Only in 2 out of the 12 Dutch clubs, partygoers were communicating about the toilets at the club. Similar as in the topic of climate control or cloakroom, most communication was given in a negative way (5 out of the 9 references). The reasons for the negative rating was diverse: dirty toilets, paying for the toilets, unfriendly staff. On the opposite, 2 positive comments were handling about the friendly staff at the toilets. Other communication was about a question if the toilets are freely available or not.

Bar

Concerning the bar at a club, most partygoers who communicated concerning this topic (4 out of the 6 references) were positive about the bar staff or -organization. In 5 out of the 12 Dutch clubs partygoers did communicate about the bar in specific.

Other services and infrastructure

Other topics were discussed as well among the partygoers, but less frequently. The chill out and food service were both mentioned 3 times by partygoers.

Pictures of the infrastructure

Concerning clubs' services or infrastructure, organizers were using pictures as well next to the textual communication. Organizers were posting pictures of the dance floor filled with the crowd, the light equipment, the cloakroom, sound system, etc.

Picture of the crowd at the dance floor posted by an organizer of a Dutch club (31 March 2017):



- **Time management**

Time management issues are not that frequently communicated on Facebook. However, the organizers do communicate more about time management issues than the partygoers. Either by putting the spotlight on *time* issues like the (changing) opening hours of the club or upcoming events, else by putting the spotlight on communicating the *timetable* of that night. In 7 out of the 10 Dutch clubs involved in this research, the organizers are communicating in particular about these specific time management issues. Partygoers do communicate as well about time management issues. A few questions were asked on Facebook by the partygoers at what time the last entry will be at a specific club event (3 times). Other partygoers were complaining about incorrect information about the *time* among the organizers (2 times). Questions about the *timetable* or when a deejay will be playing did occur as well among the partygoers (2 times). In the communication about the *afterparties*, partygoers did communicate more than the organizers, respectively 4 times and 2 times. However, half of the communication among the partygoers in this topic was in fact sharing pictures about the 'day after' modus.

- **Crowd management and door policy**

The subcategory of crowd management and door policy is almost integral a subject of communication among the partygoers. Only the topic of *age* is several times communicated on Facebook by the organizers (7 times) spread over 4 out of the 12 Dutch clubs. In all cases organizers are communicating an age restriction. In 5 out of the 7 times, there was an age restriction communicated of +21 years old and in 2 out of the 7 times, an age restriction of +18 years old (in one of the posts concerning the +18 age restriction, the organizer explicitly mentioned the restriction of drinking alcohol under the age of 18 years). Two other topics were just mentioned once by the organizers: a post concerning the *crowd density* (an advice to come early to avoid long waiting lines at the entrance) and a post concerning *the staff* (a thank you from the organizer towards the staff).

In 10 out of the 12 Dutch clubs, partygoers are communicating about *the staff* working at the club. More specific, in 8 out of the 12 Dutch clubs, partygoers are communicating about *the bouncers* working at the entrance of the club. For both staff and bouncers, partygoers are communicating about them in a negative way. In 24 out of the 34 cases, partygoers are posting negative comments on Facebook about the staff, while in 17 out of the 30 cases, partygoers are posting negative comments about the bouncers. Almost all partygoers who had a bad experience concerning the bouncers, are specifying the bouncers are rude, unfriendly, impolite, discriminating, etc. Just one partygoer was complaining about the non-strict door policy. Despite in 12 out of the 30 cases, partygoers were positive about the bouncers present at the entrance of the club.

Post by a partygoer at a Dutch club (26 September 2016):

“I did come here alot, but the last time i went there me and my friends could not get in even if we had out names on the guestlist, the guy with the long ponytail who worked as a security was the most unfriendly and rascist person ive ever met, sugarfactory by losing me you lost many costumers, i never go there anymore, melkweg across is much better anyway”

In 6 out of the 12 Dutch clubs, partygoers mentioned the *crowd density* in their communication on Facebook. In 12 cases, partygoers were posing issues concerning the long waiting line outside or inside the club or concerning the overcrowded club. In 2 cases, partygoers were complaining there was not enough crowd present at the club.

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

“Great artists, but most of the staff is unnecessarily rude and standing in line for concerts here is the worst”

Post by a partygoer at a Dutch club (4 February 2017):

“Wel een beetje lang wachten voor ik naar binnen kon. Maar erg vriendelijk personeel en fijne sfeer!”

The topics of *age* and *neighbor* were rather an exception in the communication on Facebook by the partygoers. Both topics had just one partygoer communicating about it.

- **Alcohol and other drug**

In 7 out of the 12 Dutch clubs, organizers are communicating about the topic of *alcohol or other drugs*. Most posts are related to alcohol, by making publicity for a specific alcohol brand (4 times), publishing a contest for free alcohol (1 time), or announcing a reduction for a specific cocktail (1 time). Another post by an organizer is announcing a ban to bring own drinks with you at the club, while they offer instead a wide range of drinks for sale (notwithstanding it is unclear if the drinks are alcoholic drinks, non-alcoholic drinks, or both).

Communication by an organizer of a Dutch club (1 April 2017):

“Op 1 april kun jij jouw oude Westeronie-muntjes inleveren bij de speciale 10-years bar van Desperados en Jägermeister op de vide”

In addition, 6 posts by organizers are related to cannabis. They are all handling about the publication of the 'Amsterdam Stoner Cookbook', food or meals that are delicious if you have smoked a joint. Another post is announcing a link about the tradition of eating 'trippy pancakes'.

Video by an organizer of a Dutch club (22 March 2017):

"Je voelt de lente en het wordt heet!! In de vooravond tussen 21.00 - 22.00 de boekpresentatie van en hapjes uit de [Amsterdam Stoner Cookbook](#) met daarna HETE live acts en dj's tot bam!

Haal gauw je kaartje voor al het leuks:

Ticketlink: <https://goo.gl/RAXMxt>"



Magic System 🌟 Ome Ad 6 jaar 🌟 Booklaunch

[Meer informatie](#)

FACEBOOK.COM

Partygoers are communicating as well about the topic of alcohol and other drugs. In 4 out of the 10 Dutch clubs, comments were posted on Facebook about alcohol or other drugs among the partygoers. A majority of 5 posts were linked to alcohol use: a good review about the drinks or beer selection in a club (2 times), nasty beer served in a club (1 time), the discussion at the entrance of a club of being drunk (1 time), the unavailability of cocktails (1 time).

Post by a partygoer at a Dutch club (24 November 2016):

"Acceptable beer selection, cosy atmosphere, not a great service, though"

Additionally, 2 other posts were linked to clenching the jaw, which is related to the use of a stimulant drug like ecstasy or amphetamines. Another 2 posts were handling about the smoking area

inside a club. A last post is related to medicine use: the partygoer was asking herself if some medication for her cold is allowed inside a club.

- **Health related issues**

Rather exceptionally, organizers and partygoers are communicating about health related topics. In 3 out of the 12 Dutch clubs, organizers are communicating about safer nightlife issues (4 times). In total 2 references were handling about earplugs, another reference touched to topic of age limits for alcohol use and a last reference was handling about the presence of a first aid team.

Post by an organizer of a Dutch club (27 March 2017):

“In need of custom earplugs? Get yours made by NOIZEZZ at De Gehoordag tomorrow for a reduced price between 15:00 and 20:00”

The communication about health related issues among partygoers is even more exceptional. One partygoer was raising the question whether if water refill is possible at a specific club. Another partygoer was communicating about a fellow partygoer who stayed at the first aid service.

- **Discrimination- and sexe-related issues**

Some communication has been made concerning the topic of discrimination- and sexe-related issues. Most communication by the organizers on Facebook is focused on the LGBT-community (5 references), spread over 3 out of the 12 Dutch clubs. All these posts are meanwhile publicity for a specific event organized for the LGBT-community. One of these posts wanted to make a certain statement as well around the use of the Dutch word ‘Flikker’ (‘faggot’ in English).

Post by an organizer of a Dutch club (22 March 2017):

“On the 8th of April we have a very special collaboration with some very big names from the LGBT scene! Save the date!

Event: Liquid Kiddy - powered by Scruff

Powered by PAPA PARTY, Milkshake festival Amsterdam , Totally Events,H.I.M, House of Vineyard”

Another 3 posts by two different Dutch organizers, we coded as ‘sexualized’ pictures or videos, which means the human body is eminently present in an attractive perspective. A last post by an organizer was a call against discrimination and stereotype thinking.

Picture with sexualized content by an organizer of a Dutch club (2 April 2017):



All communication by the partygoers about the topic of discrimination- and sexe-related issues (8 references) were reviews explaining negative experiences they encounter. Most of the posts were handling about discrimination or racism (7 times). A last post (1 time) was explaining a situation violence was used against female partygoers by a male bouncer.

Post by a partygoer at a Dutch club (5 February 2017):

"I did come here alot, but the last time i went there me and my friends could not get in even if we had out names on the guestlist, the guy with the long ponytail who worked as a security was the most unfriendly and rascist person ive ever met, sugarfactory by losing me you lost many costumers, i never go there anymore, melkweg across is much better anyway".

- **Mobility**

The communication concerning the subcategory of mobility is mainly done by the partygoers. Only 4 references in total are posted by organizers concerning *the location* of the club. This was either just some practical information about the location, or a more descriptive interview what the location means for the club and the neighborhood.

There was much more communication concerning *the location* of the club by the partygoers (19 references in total). Most of them (17 references) were positive reviews about the location of the club, while 2 other reviews were commented negatively, because the location was too far.

Post by an organizer of a Dutch club (18 January 2017):

“Amazing place... full of art and all the ambience by the harbour with the boats, the containers and the warehouses makes it even greater”.

In 5 out of the 12 clubs, partygoers are communicating about the topic of *travel* – referring to the international aspect linked with the club (10 references in total). Some partygoers are just mentioning the international aspect, the tourists who are present at the club, or the flight they have been taken. Other partygoers are mentioning the country they are coming from: United States of America (2x), England (1x), Hungary (1x), and Canada (1x). Of course, this didn't had any added value to have an idea wherefrom all partygoers involved in this research are coming from. Only the few partygoers who explicitly mentioned their country of origin were integrated in this short list of countries. A last topic under the subcategory of mobility, which is handling about the possibilities of *transport*, partygoers were communicating about it on Facebook in 3 out of the 12 Dutch clubs (11 references in total). The content was rather diverse: questions were raised how to find the cheapest way to go to the club (2x), publicity for a partybus from Belgium to Amsterdam (4x), traveling by train (2x), information about parking issues (2x), public transport and a ferry (1x).

- **Safety and violence**

Almost no communication is giving concerning the subcategory of safety and violence. Only a few partygoers did communicate about this subcategory. In 2 out of the 12 Dutch clubs, the topic of *stolen* was mentioned among partygoers. 3 partygoers mentioned certain things were stolen and 1 partygoer reviewed a certain club as 'thieves'. Another partygoer raised a question of *safety* after an organizer announced a spectacular firework show.

Not any organizer communicated anything about the subcategory of safety and violence.

- **Additional measures and problems**

In 3 out of the 12 Dutch clubs, organizers did communicate about the topic of *lost and found* (4 references in total). In 2 of the cases, the announcement was made by organizers certain affairs were found. In the 2 other cases, an organizer published a system where it is possible to register your lost or found material. Concerning the topic of *lost and found* even more partygoers did communicate about this topic (7 references), spread over 3 out of the 12 Dutch clubs. In 6 cases a specific material was mentioned as lost (wallet, jacket, party glasses, ID-card & bankcard, handfan, Iphone). In 3 cases, partygoers mentioned the organizers were not really helpful or didn't answer concerning their lost material.

Another problem was raised by just one partygoer concerning the topic smell. Due to hot temperature inside a specific club, smelly people were walking around.

MARKETING AND COMUNICATION

▪ Entrance fees and other budget related issue

Facebook is for organizers a popular way of communicating about the ticket sale of their organized events . In all 12 Dutch clubs, organizers are using Facebook to communicate about the sale of tickets explicitly. In 10 out of the 12 Dutch clubs, organizers are communicating as well about the ticket price on Facebook towards their audience.

Furthermore 24 Facebook-events organized by the 12 Dutch clubs were analyzed in detail. Concerning the ticket price, presale tickets are the most common practice by the Dutch clubs involved, mentioned on 10 Facebook-events spread over 7 out of the 12 Dutch clubs. While ticket prices sold at the door are mentioned on 8 Facebook-events spread over 6 out of the 12 Dutch clubs. At 3 Facebook-events (spread over 3 out of the 12 clubs) there was introduced a presale ticket system divided in different rounds with different ticket prices, whereby the first round has the cheapest presale ticket prices and the last round has the most expensive presale ticket prices.

Unfortunately, it was not clear if the tickets prices were presale tickets or just tickets sold at the door for 3 other Facebook-events (spread over 2 out of the 12 Dutch clubs). Even so 1 club event was mentioned on Facebook to have a free entrance without ticket sale by consequence. In total on 4 Facebook-events (spread over 3 out of the 12 Dutch clubs) there was mentioned an age restriction. Finally, there was no information found about the ticket price on 10 other Facebook-events spread over 8 out of the 12 clubs.

Less frequently some other topics under the subcategory of entrance fees and other budget related issues were mentioned on Facebook. In 2 out of the 12 Dutch clubs, organizers communicated as well about the payment system (3 references). For example the communication about a payment system with specific coins. One single organizer was answering a question asked by a partygoer concerning a guest list. Likewise two other organizers communicated one single time about the possibility of buying a membership card valid for one year (with cheaper event entrance prices as a consequence) or the communication about a pre-program exclusively for partners, former staff members and staff (coded as a VIP arrangement).

Below an overview is given of the range of ticket prices communicated on Facebook by the Dutch clubs involved in this research:

TYPE OF TICKET

TICKET PRICE

PRESALE TICKETS	0 – 39,50 EUR
TICKETS AT THE DOOR	0 – 47,50 EUR
• BEFORE MIDNIGHT	• (not mentioned)
• AFTER MIDNIGHT	• (not mentioned)

Regarding the communication concerning tickets by partygoers an enormous amount of posts and comments was collected on Facebook, spread over 9 out of the 12 Dutch clubs. The main communication concerning the topic of tickets was handling about selling and buying tickets by partygoers mutually. In total 204 messages were posted among partygoers with the intention to sell their ticket or tickets. In most of the cases a textual announcement was made on Facebook, but also links to specialized websites like Ticketswap (37x) or Tickettack (37x) were posted by the partygoers who were trying to sell their ticket(s). Likewise 82 messages in total were posted among partygoers to search for a ticket or several tickets. Mainly this call was posted through a textual announcement (76x) or by posting a link of Ticketswap (6x). Moreover posts were made by partygoers who were recommending the use of specialized websites to sell or buy your tickets like Tickettack (30x), Party2travel (7x), or Ticketswap (6x). Sometimes these partygoers were giving an extra explanation why to use this kind of website to sell or buy your tickets, because it is a more safe way to do your transaction. Another 16 posts by partygoers were spread on Facebook with the information there is a ticket swindler at work. Another kind of communication among partygoers was handling about the question if door sale tickets are available (6 references). Rather exceptionally partygoers were encouraging their friends to buy a ticket of a specific event (3 references) or were asking if tickets has to be printed or just has to be showed on mobile screen (3 references).

In 5 out of the 12 Dutch clubs, partygoers were communicating about other budget related issues. The issue of expensive prices was the most common issue (6 references), while 1 partygoer was very satisfied about the good prices at the club.

Post by a partygoer at a Dutch club (25 March 2017):

“Nice place, a bit small, and the prices are a bit above average..but overall it is a good place to enjoy your event”

Other partygoers were complaining no drink prices were advertised in the club or the drink prices were not correctly advertised (3 references). A last post was handling about a question concerning the cost of a toilet visit (1 reference).

Furthermore there were 11 posts made by partygoers concerning the payment system available at the clubs. In only 3 out of the 12 clubs communication was made about this topic and mainly in a negative way (10 out of the 11 references).

Post by a partygoer at a Dutch club (26 March 2017):

“Wat een waardeloos systeem met die zogenaamde Airpas, hoe word je opgelicht.

Je bent verplicht om geld op zo'n pasje te zetten anders kun je niets bestellen, nergens een prijs van wat een drankje kost totdat opeens je saldo op €0,00 staat. Dan moet je maar gissen wat je betaald hebt, mocht je toch genoeg gestort hebben en lijkt het me vrij logisch dat je je geld wat over is terug krijgt.

Nou.. no way dus..

Dit gaat heel veel klanten kosten.”

Finally, one partygoer was asking a question if there is a guest list available. Another partygoer mentioned the presale ticket price and ticket price at the door in his communication on Facebook.

▪ **Organizers' marketing strategy**

The organizers' marketing strategy is the most used communication on Facebook used by the organizers. Advertisements on Facebook for their upcoming events are common practice among all Dutch organizers involved in this research (12 out of the 12 Dutch clubs). Nevertheless, different content is used to advertise their events by the organizers. The most popular ways are sharing pictures (44x), sharing Facebook-events (28x) and sharing Facebook videos (22x). Concerning the pictures, mostly a party flyer is used (20x), followed by a picture of a previous event (10x) and a picture of the deejay (10x). Exceptionally, pictures are containing an alcohol related message, a contest call, or a 'real time' picture of the empty party place (as a kind of teaser to join the party place). Next to the pictures, Facebook-events and videos, also music tracks (12x) and links to a website (12x) are used as content to promote their upcoming event. Concerning the websites, the own website or an external website (e.g. media website) was used as promotional content for the upcoming events at the Dutch clubs involved in this research. Remarkable is the fact that some organizers are using one specific way of advertising their upcoming events, for example, at one club the organizer is mostly sharing Facebook-events, while at another club the organizer is mostly sharing pictures of the deejay for the same purpose.

Event advertisement by a Dutch organizer (27 March 2017):

“This Saturday OWAP returns to the Elementenstraat for a very special edition: [OWAP 15 Years of Foolishness](#).

Who joins this confetti madness to celebrate the 15th birthday of [O.W.A.P.?](#)

Line-up:

- [Felix Da Housecat](#)

- [Tony Humphries](#)

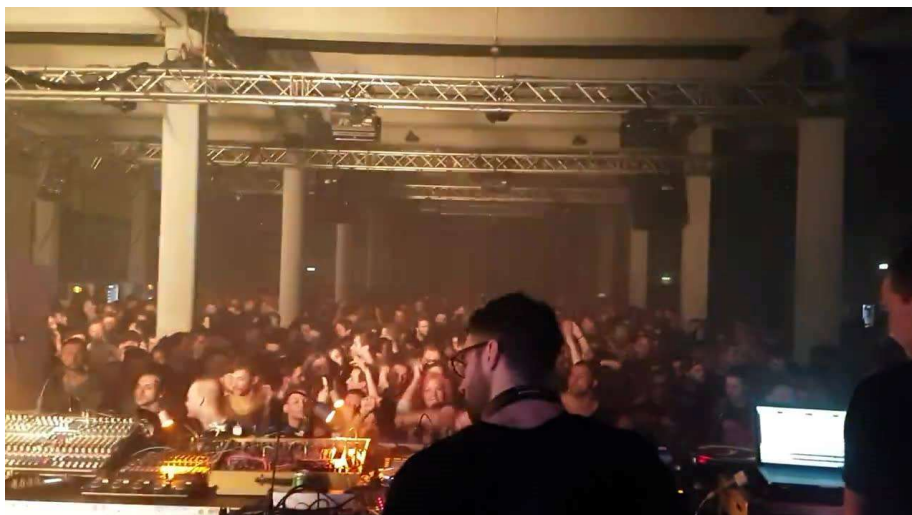
- *DANNY RAMPLING*
- *Joost van Bellen*
- *Dimitri*
& *Many more!*”



In 7 out of the 12 Dutch clubs, organizers are sharing pictures of the past event. But also partygoers are communicating about pictures or sharing their pictures and videos on Facebook. Even one partygoer shared a vlog linked to her Youtube channel. Another partygoer shared a list of pictures posted on a Instagram account. These practices by the partygoers were conducted in 4 out of the 12 Dutch clubs. Likewise, in 6 out of the 12 Dutch clubs, organizers are posting after movies about a past event happened in their club – either by posting an official after movie or by posting a video made on the past event (e.g. a short impression of the party by filming the deejay and/or audience on the dance floor). Moreover there is also one partygoer who posted his own after movie on Facebook.

After movie posted by a Dutch organizer (12 March 2017):

*“Perc & Randoner in full effect!
1:30 minutes of pure madness ❤️”*



Concerning event advertisement, there are also other actors than the organizers who are sharing (event) advertisements on Facebook. Nevertheless these practices are not common on Facebook. In only 2 out of the 12 Dutch clubs, this kind of communication was conducted. Mainly advertisement about party buses organized to visit a specific event in comfort are shared (7x). But also an event with a similar music style, and a pre party organized around a specific event (1x) are shared (2x).

Another way to promote their upcoming event or in general their club, is through the organization of a contest. In only 3 out of the 12 Dutch clubs organizers are communicating on Facebook concerning a particular contest. Nevertheless in one particular post, many partygoers did react on the contest.

Further, only in 1 out of the 10 Dutch clubs, organizers are using a 'live video' (live streaming) on their Facebook. This is only in a small proportion of the clubs used, but this way of communication with their audience was a fairly new practice on Facebook at the time the data collection took place. Perhaps more organizers will use this communication practice in the near future.

▪ Partygoers' digital reactions

The subcategory of partygoers' digital reactions is the most popular subcategory to communicate about among the Dutch partygoers. The topic of *excitement* includes the communication by the partygoers who express their excitement for an upcoming event. By consequence there is an overlap with the topic of intention (see below). In all Dutch clubs (12 out of the 12 clubs), partygoers are communicating in an excited way about an upcoming event. In some cases they refer specific to the deejay who will be playing. In total 128 references were collected.

Partygoer at a Dutch club (31 March 2017):

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

Another topic that is related to the topic of excitement in the category of communication among the partygoers, is the topic of *intention*. Again in all Dutch clubs (12 out of the 12 clubs), partygoers are communicating about their *intention* to go (back) to the club or a specific event of that club. In total 74 references of this topic were collected, whereof some posts end up in long conversations between partygoers mutually.

Partygoer at a Dutch club (13 March 2017):

“Fantastic music and venue. Would deffo go again in a heartbeat”

Additionally, partygoers do also communicate if they are *missing a party*. In 7 out of the 12 Dutch clubs, partygoers are communicating about missing a party of that specific club. In total 28 references were handling about missing a party by the Dutch partygoers.

Furthermore in 6 out of the 12 Dutch clubs, partygoers expressed their *criticism* on Facebook (22 references in total). The critics were very diverse: from critics on the communication posted by organizers, till critics on the communication by other partygoers, or critics on the deejay who was playing at a particular event. In 3 out of the 12 Dutch clubs, partygoers are asking for extra *information* or confirming the communication was informative (5 references).

To end, a new kind of communication by partygoers was discovered during the analysis process: *the digital vibe*. Since live streaming is a new kind of communication possible on Facebook, at the same time a new possibility arises for partygoers to react on these ‘live videos’ and in some way being part of the event that was live streamed. Because of the fact that only in one Dutch club live streaming was used by the organizers, this was the only club where communication was happening by the partygoers as reaction on the live stream videos, the so called digital vibe (4 references).

Partygoer at a Dutch club (2 April 2017):

“0:00 Amazing!!! Xxx”

The British study

CLUB CULTURE

▪ **Music culture**

DJs were the most recurring features in both the event presentations written by the organizers and the clubbers' discussions about clubs and parties (respectively 147 and 62 times). However, while all the 12 club organizations included in the data-set referred to DJs, partygoers mentioned them only in 10 out of 12 clubs Facebook pages (Club#10 and #9 are the missing ones).

Most of the clubs (10 out of 12) involved in the research mentioned music style in their Facebook posts. With 20 quotes, techno was the most frequently mentioned style among organizers, but 9 of these came from the same club (#1). Anyway, techno was also the genre quoted by the highest number of clubs, 7 out of 10⁹. House was the second most frequently mentioned genre (11 quotes) and it is also the one with more nuances and variations, such as acid house, bass house, classic house, power house and tech house. Then there were other genres as shown in the following table:

Organizers quotations of electronic dance music styles

Music style	Freq.
Techno	20
House	11
D'n'b	7
Disco	4
Dance	3
Garage	3
Grime	2
Trance	2
Footwork	1
Downtempo	1
Ebm	1
Dubstep	1
Jungle	1

It is also remarkable that organizers in describing EDM events also mentioned non-electronic music genres as avant-experimental music (3), hip hop (2), dub, funk, jazz and soul. With regard to clubbers, they mentioned music genres in their online discussions less frequently than organizers, except for one style: acid house. If house was cited only 3 times (similar to techno and d'n'b, both 4 times), its subgenre acid house has 15 quotes, mainly thanks to an event entirely dedicated to this subgenre, organized by Club#12. Clubbers seemed very excited about this event because of the

⁹ it must be considered that 2 out of 12 clubs did not mention any musical style at all on their Facebook pages.

music, which could suggest a return of this music genre on the scene. Among the musical styles mentioned by clubbers there is also a not-EDM one, the funk.

Organizers' often share music or videos for publicizing DJs, to give information about tickets and to excite their crowd on Facebook. 10 out of 12 organizers posted single tracks uploaded on Youtube, but there were also longer contents like podcasts and live sets on Soundcloud or audios and videos recorded by the popular online platform Boiler Room. This was a common strategy among clubs, but if organizers posted on average only 2 links each, Club#2 and #5 posted respectively 9 and 14.

The English clubbers responded actively to this kind of stimulus, commenting on the videos posted by the organizers, asking track IDs and, less commonly, posting themselves some tunes. This happened for 6 of the 12 analysed clubs, but it was especially recurring in two clubs, Club#12 and #4. Their clubbers left respectively 13 and 25 comments, while Club#1 collected only 4 feedbacks.

In their communication with the public, the organizers did not rely solely on music, but use also interviews and reviews, though to a much lesser degree. Only 5 clubs shared interviews, reviews, or articles of various kinds on their wall or on an event page, with an average of 3 links per club. However, this average was raised by Club#1, which posted 6 out of 13 links. Clubs mostly relied on interviews and reviews made by specialized sites or radios (e.g. Resident Advisor or BBC radio), while Club#1 and #11 produced also their own content, i.e. mainly interviews with DJs. To conclude, there was the case of the Club#6 that shared a special article by Red Bull about its resident DJ, an example that shows how the specialized press is attentive to what happens in UK clubs.

▪ **Belonging and social relations**

The collected material allows us to understand how clubs are a socially significant space for many people, both for organizers or clubbers. This is quite evident if you look at how the social relationships established during electronic music events are represented online. Analysed public thanks written by organizers and DJs came from 8 out of 12 clubs, showing gratitude for different reasons: there were those who thanked clubbers and DJs who attended and played a party, those who thanked for the clubs' birthday and for all those years dancing together (as Club#5), those who thanked for the support shown after the momentary shut down of the club (as Club#8) and, finally, those who thanked for being voted at the DJ Mag's Top 100 Clubs chart (Club#1, #3, #8). Most of the time the expressed gratitude was not accompanied by advertising information on upcoming events, then these emotional posts were not openly a marketing strategy. Together with gratitude, organizers (from 6 out of 12 clubs) expressed also a sense of community and attachment towards their staff and clubbers, or as they call it, their family.

Clubbers in turn used Facebook to show gratitude and appreciation towards DJs and organizers. The club that received more often this kind of messages is the Club#5 for its 30th birthday, with many references to all the organised parties and good memories. Clubbers expressed also a sense of community and attachment towards a club describing it as a “second home”, which emerged particularly towards Club#8 after a temporary closure due to a fire. The case of Club#8 is particularly interesting since the fundraising campaign organized by the club and the numerous supporting messages from clubbers showed the sense of community of the EDM scene. Also the fundraising promoted by several London clubs to support one of the Club#2 founders who got sick is a strong example about the solidarity between clubs, though they are competitors.

The clubbers’ sense of belonging and gratitude is also directed towards other clubbers. The vast majority of comments about club attenders (14 out of 17) were positive, while only in a few cases clubbers complained about the crowd. Club#5 is again the one receiving the higher number of positive posts (7): “And it was probably one of the best nights I've had [...] But the one thing that stood out is that everyone was really nice. And that made my experience 100 better”. Differently Club#12 has ambivalent comments: one positive, one negative and one that presented both pros (“nice local people”) and cons (“people not giving a monkeys about pushing you out”). It must be reported that 15 out of these 17 posts concerned clubs that allowed reviews on Facebook.

- **Art, fashion and subculture**

Only two of all the events advertised on Facebook was a theme party, i.e. an event characterized by a certain common topic that can refer to music, dress code, decorations... They are the Italo Disco Party at Club#2 and the Summer of Love Disco Festival at Club#9. Clubbers seemed to appreciate this kind of party and to dress up: a post from the Italo Disco Party received 11 comments related to funny disguises for the occasion, such as gold cloak, silk shirt, white suit, and so on.

With the exclusion of these two parties, in no other cases there were references to a dress code, except for Club#8's birthday, where “dancing shoes [are] required”. In addition, there are two events that cannot be defined as theme parties, still had a specific music style: an evening dedicated to acid house at Club#12 and another about d’n'b at Club#11. It should be noted that 2 out of 3 clubs with events dedicated to a specific musical genre are at the bottom of the RA ranking.

Finally, none of the above mentioned clubs neither host art exhibitions nor organize LGBT parties in their own spaces.

CLUB POLICIES AND MANAGEMENT

- **Clubs’ infrastructure and services**

As before mentioned, only 4 out of 12 clubs allowed FB users to leave a review, as a result there is little material to attest their point of view about how club look like. Generally, the reviews were very good, with the patrons appraising the interior design and the room organization, with only 5 negative reviews out of 32. 4 out of 6 clubs that received comments about this, are those allowing

clubbers to leave a review on Facebook, which usually got more comments. However, despite not letting reviews, Club#8 received the largest number of comments on their official Facebook page and analysed events (14): following its reopening, many clubbers congratulated about the new "rave garden" setting, even if a few people missed the beach that went up in flames.

An element of the clubbers' reviews with a certain importance turned out to be the sound system, cited 21 times. Also in this case of the 6 clubs that received comments on this regard, 4 of them are those that allowed clubbers to leave a review on Facebook. The clubs with the worst sound systems, according to the clubbers, are those at the bottom of the RA ranking (Club#12 and #9), which received all the 5 negative comments, while those with the best sound are Club#2 and #7 with 5 positive comment each. The lighting system, with only 3 related comments (one negative and two positives), resulted to be of little interest for English clubbers.

Also the ventilation system, toilets and chill-out areas are topics rarely mentioned by clubbers and when they did, it was to complain. Club#12 is cited again only for negative aspects: it is the only club where someone complained about the ventilation system and it received two of the three negative comments about the bathrooms. While a Club#7 partygoer complained for the absence of places to sit and chill.

▪ **Time management**

2 of the 24 events analysed in this study finished before midnight, while the others ended up between 3:00 and 9:00 o'clock, but only the clubs on the podium of the RA ranking had parties ending after 6:00 in the morning. Club#8 was the only club to host a longer event starting during the day (at 13:00) and ending at night (at 6:00). Organizers and DJs referred to the event length to promote their parties, writing sentences like "all-day/all night special" or posting an ironic picture showing how much music you have on your laptop:

To conclude, analysing the organizers' posts emerged that at least 4 clubs (Club#2, #3, #9, #11) set up after parties until noon. Odd enough, none of the clubbers asked information and advice about after parties on Facebook. They were much more active in asking questions about the timetable - such as when an artist was expected to play, until what time they could enter or when the running order would have been published – which was one of the most common themes in the collected material (31 quotes).

▪ **Crowd management and door policy**

The crowd management and door policy were rarely mentioned by the event organizers on their FB pages. A few clubs seemed sensitive about the clubbers' age, since only 3 explicitly clarified that only adults could have access to the premises and that identity cards were necessary. They had different age limits: 18 years for Club#9, 19 for Club#1 and 21 for Club#6. To avoid problems at the entrance

some organizers were quite clear about the tickets sale: Club#2 kindly asked to “please don't turn up on Friday without a ticket as entry will not be permitted”, while Club#6 stated that “advance tickets have completely sold out. There will be 100 tickets available on the door from 8pm on a first-come, first-served basis”.

Though the clubbers' comments and reviews give some hint about door policy and selection, the low number of clubs that allowed reviews, makes the picture very limited. Club#12 and #10 received mainly negative comments, with the bouncers described as arrogant, “nuttled and rude”. According to narratives about unaccepted identity cards, people refused because of their appearance and problems with anti-drug measures (see next paragraph), the situation seemed particularly difficult in the second club. On the contrary, comments about Club#5 and Club#7 are mostly positive, with the clubbers complimenting the bouncers and defending them: “people saying that the bouncers are elitist is ridiculous. The bouncer took his time and asked questions to establish if we were there for music or to get steaming”.

▪ **Alcohol and other drugs**

Only 4 organizers mentioned alcohol or other drugs, but they deal with this topic in very different ways. Club#1 has been closed for 4 months, from September 2016 to January 2017, due to two drug-related deaths. Probably for this reason, this was the only club to mention illegal drugs and to declare on every Facebook event advertising that they “operate a zero tolerance policy to drugs. Anyone found with illegal drugs will be banned from the venue and reported to the police”. Another attitude emerged about alcohol: Club#2 and #11 gave alcoholic beverages (a bottle of champagne or a “cheap Italian Asti”) as a prize for their contests, while Club#4 shared 4 comic videos and images about clubbers' lifestyle that involved alcohol, most of the time they were about binge drinking and hangovers.

With 49 posts against 8, clubbers mentioned alcohol or other drugs related issues more often than organizers. The vast majority of partygoers' posts are about Club#4, which collected 31 comments for the alcohol-related 4 comic videos and images. Most of these comments were from people who laughed, saw themselves in the media contents, tagged friends and made fun of them. Clubbers discussed mainly about alcohol, but there were also references to drugs, either direct (talking about tablets or the hashtag #drugs) or more veiled (such as emoticons or jokes on a “bitter evening”), not to mention slang words like “sesh” and “banger” that can be referred to both alcohol and drugs. A final remark is that only clubbers who attended Club#7 openly complained about drug controls, namely anti-drug dogs and physical search by security.

▪ **Health related issues**

Almost no organizers and partygoers communicated about health-related topics. Only Club#1 shared a post about medical help on site, while two clubbers commented on the clubs' security measures. The first one publicly thanked the Club#7 staff for having helped his girlfriend who had faint, while the second criticized Club#2 called a “Death trap” where “health and safety is mental!”

- **Discrimination and sex-related issues**

The issue of discrimination is almost absent in the analysed posts. A case of sexual and bodily discrimination is that of a male clubber who referred to his friends with hangovers as “gay boys” and “fat mess”. Anyway, references to sex were generally rare, the only noteworthy post was the image of an event with the DJ wearing sadomasochistic clothing.

- **Mobility**

Almost no communication was given by organizers about mobility, transport and location, except for Club#11 that provided information about how to reach an event and Club#11 and #3, which wrote down their addresses in the event description. Partygoers instead discussed about their realized or dreamed travels. The reviews section is useful for collecting clubbers’ travelling stories, written by those that journeyed throughout England and those who came from abroad (Malaga) to see their favourite DJ. Most of clubbers coming from abroad were directed to the Club#12 events. There were also a lot of comments from those who fantasized with their friends to attend far events and discussing the related problems as “Brighton is far you wouldn’t wanna go for just a day” or “Manchester always ends up been a nightmare to get home from!”.

- **Violence**

No complaints or stories about acts of violence or robberies were found in the collected data.

- **Additional measures and problems**

Two cases were mentioned about people who had lost some objects (car keys and purse). One of them, the bag owner, expressed his surprise when she had it back with everything inside.

Marketing and communication

- **Entrance fees and other budget related issues**

The tickets sale and resale was the most common topic in both the clubbers’ and the organizers’ posts. There were almost 200 posts in which clubbers talked about issues related to tickets, such as their cost, when they would have gone on sale and, above all, if someone had tickets for a sold-out event. Partygoers rarely complained about the ticket price (4 quotes), but rather they regretted not being able to afford the entrance fee and having to wait until the next pay. Half of this type of reactions (“I’m broke”) were posted on the Club#4 wall, commenting one of their comic videos.

There were also complains about the timing of the online ticket sale:

Organizers’ posts and comments about tickets were more than 120, concerning issues such as where and when to buy them, sold out warnings, and how to resell them. To the count should be added also the 25 organizers’ posts about tickets price-related issues, such as early bird, special offers (like the case of Club#8, which publishes 6 times the same announcement on its Facebook pages) and

student discounts. It should be noted that only Club#11, #3, and #5 provided the ticket price in the event description, while Club#1 offered a special 10£ discount if you joined the party after 4am.

Club#4, #10, and #11 were the only three clubs to have VIP passes, which let the owner to access to special areas and got free alcoholic beverages. While Club#10 sold tickets including VIP passes, in the cases of Club#4 and #11 the possibility to access to the VIP area was the prize of a contest.

▪ **Organizers marketing strategy**

The most common ways to advertise events were sharing pictures (35) and Facebook-events (24). Most of times pictures were taken from the event flyers (26), but also pictures of deejays, clubs, clubbers and previous parties were found. In addition to pictures and Facebook-events, videos (20) and music tracks (13) were used too to promote upcoming event. A few of these videos consisted in live sets, indeed streaming of DJ performances resulted a marketing strategy rarely used by English organizers (3 out of 12 clubs). Only Club#11 shared original and live contents during their event, while others (Club#1 and #10) shared streaming videos published on Facebook by DJs, other clubs or online music services.

Another strategy quite often used to promote events were contests: 6 out of 12 clubs announced this kind of competition on their Facebook pages. The awards were usually free tickets, but there were clubs that raffle CDs, vinyls, and free alcoholic beverages.

It is worth mentioning a last communication strategy not always used to advertise an event. This is the already mentioned practice of Club#4, which produced and shared its own comic videos and images about clubbers' lifestyle. These posts joked about how difficult it is not to spend your money and not to drink during the weekend and how painful the hangover is. This kind of message seems to work very well, since they got many comments and tags.

▪ **Partygoers digital reactions**

Clubbers had the opportunity to actively participate into clubs' online activities, reacting to the organizers' posts. The most common digital reactions are those expressing the will to participate to an event (more than 150 comments), followed by those showing their joy and excitement for an upcoming event or for the DJ's performance (114). Posts in which people publicly exhibited their displeasure due to the impossibility of attending a party (38) followed. The table below shows how the distribution of digital reactions was not uniform among the examined clubs. The wall and events of Club#12 and #8 were very popular among clubbers, while those of Club#6, #7, and #11 were less popular.

Clubbers' digital reactions

	Intention	Excitement	Missing p.	TOTALS
Club#8	60+	56	4	120+
Club#12	60+	31	24	115+
Club#3	10	7	3	20
Club#1	5	3	1	9
Club#4	6	2	1	9
Club#2	2	3	3	8
Club#9	3	3	0	6
Club#5	3	1	1	5
Club#10	1	3	1	5
Club#7	4	0	0	4
Club#11	0	4	0	4
Club#6	2	1	0	3
TOTALS	150+	114	38	302+

To conclude, there is a particular form of online interaction that we called a digital vibe, when people react live to a live streaming performance. The scarce use of this service by organizers, obviously limited this kind of clubbers' reaction. Anyway, the clubbers' responsiveness to the streaming videos is lacking.

The Swedish study

CLUB CULTURE

- **Music culture**

Next to event advertisement, music culture is the second most common subcategory Swedish organizers communicate about on facebook. The most cited subject by organizers is DJs. The subcategory of music culture includes DJs, music track, music style, sharing music culture, and music experience.

DJs

The organizers from all of the ten clubs announced the DJs playing at their future events. Often line-up (list of DJs playing) is presented. One event was listing 21 names in their line-up, but usually the line-up contains 1-5 DJs. Whereas some clubs provide a more in-depth description of the DJs, including which type of music they play, who they collaborated with and in which cities (e.g.

Stockholm, Berlin) they have played, other simply mention the DJ names without further information. It is common to provide links to music tracks (SoundCloud, Mixcloud, or youtube) or to use a picture or video (Vimeo, youtube) of the DJ. Some clubs also referred to the DJs own facebook pages.

Partygoers mentioned DJs only a few times: three times saying the DJs were good, one time that they were bad and one post was complimenting and naming a specific DJ.

Music track

Almost all organizers (9 out of 10 clubs) share music tracks on Facebook, often to announce an event and most commonly to introduce a DJ. Most often links to SoundCloud were used, followed by Youtube, and less often Mixcloud and Vimeo or other links. Spotify was used to mention an album. Less often than organizers partygoers share music tracks on Facebook (6 out of 10 clubs), using exclusively Youtube links.

Music style

Organizers from seven out of ten clubs mention music style on the facebook pages. The main purpose is to describe the music that will be played at the event or to describe the music style the DJ that will play is known for. Often references to places were used, such as (translated) ["Berlin-based techno/house"]. Despite the recurring reference to Berlin, Island, Brazil and South Africa have also been mentioned. Most often a DJ's music style is described as some mixture of different music styles. The most common music styles mentioned were (times mentioned): House (13x), Techno (11x), Hip-hop (10x), Rnb (10x), Funk (5x) and Pop (6x). Other styles mentioned were Dancehall (4x), Drum n bass (3x), Electro (3x) and Afrobeat (4x). Twenty-six other (sub) music styles were mentioned only once by the organizers. Only three times has a partygoer mentioned a music style (Techno twice, House once).

Post by an organizer 30th March 2017 (translated from Swedish): [*"Rhythmic and suggestive sound-landscapes are combined with chill-wave and musical memories ranging from Berlin's dance floor to the Icelandic lava landscape"*]. This citation is one of several examples demonstrating the creativity with which organizers often describe the music style.

Sharing music culture

This topic/code was introduced by the researchers to indicate Facebook posts which were going into depth about a particular subject concerning music culture, e.g. a detailed description and biography

of a deejay, a brief history about the nightclub, or an interview with a deejay. This was detected only once in the Swedish dataset where a link to a tv clip about a new music label was posted.

Music experience

In six out of ten clubs, partygoers were communicating about the music experience on the facebook wall pages. In the majority of the cases, the experience has been positive but rather short and general (e.g. "great music"). Five times the DJs were rated (4 positive, 1 negative). However, in total, the number of posts on this subject was somewhat limited. Hence, although music experience might be important for reviewing a club, it is usually only expressed when positive and in general not mentioned that often. No organizers mentioned music experience as such on Facebook, and consequently, only partygoers did.

▪ **Belonging and social relations**

Both partygoers and organizers express gratitude and partygoers also express some feelings of community, but overall the occurrence of these type of posts is moderate. In four clubs either partygoers or organizers express some gratitude by saying "thank you". Two of the clubs were saying thank you more frequently. More of these comments were made by partygoers (9 posts) than organizers (4 posts). Most posts were a generally thank you, usually for a "great party". One organizer had also thanked a DJ. In five clubs organizers or partygoers were posting a picture of the crowd (but only six posts were made). Rarely, (four times) a feeling of community was mentioned by partygoers, but never by organizers. Two persons expressed an "at home" feeling, another described it as a "playground" for creative people and a third that the club has learned him to respect LGBT-persons. Only two partygoers, but no organizers, mentioned that it was a "great crowd".

The code "shutdown" has just been used for one club that was organizing EDM events at an art exhibition hall. The organizers were expressing their gratitude for being able to host their events there and were informing the partygoers that they were looking for a new location. This post created a couple of reactions (five times), such as good wishes, tips for new locations and expressions of disappointment and one just saying it was a good place to dance techno.

▪ **Art, fashion and subculture**

There were barely any posts on the subcategory of art, fashion and subculture. Three times (from two clubs) a specific dress code was mentioned: once to get free entrance when wearing different socks and another time wearing white clothes due to a light show being used. One time "summer" seemed to be a theme.

One partygoer at one club was mentioning the "underground" atmosphere and expressed his worries about the club aiming to recruit DJs that are more prominent names in the electronic music scene. A bouncer expressed that by working at the club he changed his negative attitude about LGBT

people into a positive one, suggesting that the club is popular among LGBT people (which potentially could be seen as a subculture).

Few times artists that had been performing at events were mentioned by the organizers, usually audiovisual shows or 'visuals' and dance shows. However, at the selected clubs a lot of non-EDM events had been hosted ranging from poetry, book release, concerts, art exhibitions and one club is also running a hotel and restaurant. Consequently, a lot of comments about art is made but unrelated to the EDM events.

- **Club experiences**

Club experiences of the partygoers were mentioned for the majority, but not all, of the clubs but the number of posts per club was few to moderate. Expressions of gratitude were only found in four clubs and more often by partygoers than organizers. For five clubs, partygoers commented on the atmosphere (mainly positive) but only 2-3 posts per club were made (considering all the pages used). For seven clubs, partygoers expressed a positive club experience, usually being brief and general such as "fun", "cool" or "great" and several times about the music (see music experience). Even here, few posts were made. Negative experiences were rare regarding club experience (e.g. one mentioning a bad DJ). However, many negative experiences were about bouncers and very detailed (read more under Crowd management and door policy).

CLUB POLICIES AND MANAGEMENT

- **Clubs' infrastructure and services**

- Space, club and pictures*

Many partygoers made comments about the space of the clubs (six clubs ranging from 3-11 comments per club). However, most comments were quite general, saying that the club was "nice" or cozy (Swedish: fint), that the arrangement was good and that the club was a good "summer place". Except for one, all of these comments were positive. Three partygoers mentioned that the clubs were a good place to dance at or that the dancefloor was good. Few partygoers made more specific comments, such as referring to a skater ramp, flowers at the bar or a roof-top bar. Only one talked about the size of the club.

Only one organizer talked about which music is played at which rooms. However, only organizers, not partygoers, posted pictures of their clubs (3 times inside the club, once the building).

Since the clubs also hosted a range of non-EDM events several visitors described the space when they had been at one of these events.

- Toilets*

Toilets were not mentioned by the partygoers or organizers except for one of the art exhibition hall (non-EDM event) where one visitor was complaining about the unisex toilets containing pissoirs. The organizers replied that they have unisex toilets to not discriminate anyone.

Sound system

The organizers of two clubs mentioned the sound system at two of their events. Two partygoers also said that the clubs had a good sound in the review pages.

Other services and infrastructure

Food was mentioned by both organizers and partygoers. Partygoers talked about the food at the review pages, but only for two clubs. At one the food was rated as being good and at the other club, several specific requests and complaints were made. One organizer was specifying the food that will be provided at the event.

▪ **Time management**

Only organizers communicated about the category of time management. Five clubs provided the opening hours of the club at one or two events. The organizers at four clubs provided a timetable, i.e. when the different DJs were playing, mostly for one event each.

▪ **Crowd management and door policy**

Organizers from four clubs posted the required minimum age for one or two of their events. The following age limits were mentioned: 18 (3x), 20 (2x), 21 (1x) and 23 (1x).

Few times partygoers talked about the crowd density, usually when it was perceived as crowded (three times over two clubs). However, one partygoer seems to have liked this crowdedness on the dancefloor.

In six out of ten clubs, partygoers commented on either the staff or the bouncers.

In five clubs the partygoers communicate about the staff, mostly in a positive, general way, e.g. saying that the staff was friendly or great and less often in a negative way (seven versus three times).

The most reaction and most protracted discussions by partygoers were about bouncers, mainly from two clubs. One club received eight negative posts on the behavior of the bouncers primarily saying that the bouncers had been ejecting people without reason or explanation, that their attitude was

terrible and that they insult guests. For the other club, there were 16 post: 13 negative posts of people that felt either mal-treated by the bouncers or that reacted to these stories, one neutral post and two positive posts. The negative posts were mostly about the bouncer being unfriendly, violent (e.g throwing people to the ground) and even making inappropriate sexual advances. People expressed their anger about this maltreatment and generally wrote quite long posts. One person suggested reporting each such incident to the police. One of the positive posts was about that he agreed to the reactions of the bouncers to take out his drunk friend and generally described them as helpful.

Two other clubs also had 2-3 posts each about the bouncers, being both positive and negative.

- **Alcohol and other drugs**

Partygoers communicated more often about alcohol and other drugs than organizers. At five clubs the topic was mentioned by the partygoers. Only one comment was about drugs: as a reaction to a one upset partygoer complaining about sexist and racist attitudes, another partygoer wrote ["you forgot about the drugs"], which can be seen as a negative comment. However, this partygoer also posted a youtube link to a song called ["we take coke"] (translated; slang used). All other posts (six) by the partygoers were about alcohol and were diverse in the topic. Examples are wishing for alcohol-free alternatives, complaining about too many drunk people ["but I guess that is how it is"] (translated), being positive about the bouncers' reaction to reject his drunk friend, complaining about the lack of knowledge of the staff on beer types, and mentioning high price of a drink. Two posts were also containing just comics or emojis with alcoholic drinks, which could be seen as excitement. One partygoer complained that two men had tried to invite her and her friend to "Redbull vodka" drinks (more on equality topic).

Few organizers communicated about alcohol usually saying "have a drink" (3x) or mentioning cheap drinks (1x). Rarely drinks were advertised but below is an example where a cartoon had been used together with the slogan: ["Now you know what to order at the Space station on Saturday."]



Thus, neither partygoers nor organizers communicated much on this topic. The fact that several partygoers expressed a somewhat restrictive attitude about alcohol is noteworthy. Moreover, the

fact that organizers rarely advertise alcohol, although a big part of their revenue derives from alcohol sales, is also interesting. However, Sweden has strict rules regarding the sales of alcohol, which are written in the Swedish alcohol law and whose enforcement is controlled by the Licensing board. For example, it is not allowed to animate guests to drink more alcohol (e.g. drinking games). Further quantity discounts on alcoholic drinks (e.g. buying several shots to a lesser price than each individual shot) are forbidden. Last, if there is a discount on alcoholic drinks during a certain hour (e.g. afterwork or happy hour) this discount has to also apply to the food.

- **Health related issues**

These topics did not appear on the communication by either organizers or partygoers. Perhaps important to mention is that free water is commonly provided by most clubs, bars, restaurants and cafés in Sweden. Most places have a tap available that the guests can access themselves to fill glasses with water. Moreover, tap water in Sweden contains no chlorine and is low in calcium carbonate and therefore tasty, i.e. people rarely purchase mineral water. The taps are sometimes also divided into "still" and "bubble" water. Although there is no law to provide free water, the licensing board is advising clubs to encourage guests to drink water.

- **Discrimination- and sex-related issues**

Communication about the topic of discrimination only appeared at two out of ten clubs.

The first club organized a movie-night with a talk on the topic of Down syndrome and promised free entrance for everyone that wears two different socks to raise awareness for this disorder. The discussion was meant to be about "norms, power and the rights of all to be free." Although this event might be have been a stand-alone non-EDM event it is important to mention since the same club got many critiques about discriminating bouncers. In contrast, one bouncer from that club said (translated): ["Came in as a macho-bouncer with macho-ideals to [the club] seven years ago. [the club] has thought me to like& respect LGBT-persons, that I had never been in contact with before my time at [the club]"]. Otherwise, no organizers from other clubs were mentioned discrimination.

At the same club as mentioned above many partygoers complained about discrimination. For example, six people claimed that they or their friends had been ejected from the club or denied entrance by the bouncers without being explained. People expressed their anger about the mal-treatment and their feeling of discrimination. Two people reported name-calling. One of these complains was general, about bouncers calling partygoers ["inappropriate things"] and another gave examples, including racism (e.g. Swedish: "Blatte"= black person of non-European ethnic background; Swedish: "luffare"= tramp). One partygoer called the club being discriminating in a variety of ways saying ["*Explain to me why any reasonable person would go to one of your events when [your club] apparently praises sexism, racism, transphobia and misogyny? Do you think Trump became the fucking prime minister in Sweden, don't you?*"] (translated).

At the second club, two partygoers complained about discrimination. One said that they had been looking for a female friend and the bouncer answered that ["*I see 800 girls every night*"] and ["*I have seen 15 girls that looked like this, haha*"] (translated). The bouncers had not taken their worries

seriously and afterward, the bouncer appeared with that girl who reported that he had taken her to a back room and tried sexual advances. The second post was a reaction to this post and a previous (not visible) post. The partygoer condemned such behavior and called the organizers to take action. However, the partygoer also mentioned never to have experienced discrimination by the bouncers themselves. Another partygoer commented: ["When I was at [the club] with my friend, two guys tried to invite us to Redbull vodka, and the bouncers did nothing !! So disgusting..."]. This clearly shows that she found this behavior of the men an inappropriate, unwished advance. It might be important to mention that it is quite common in Sweden for women to pay for their drinks and food and this is often seen as an issue of equality.

Together, the occurrence of discrimination seems to be very unacceptable to the partygoers and cause the strongest reactions and longest posts compared to any other subcategory.

- **Mobility**

The topic of mobility was not mentioned by organizers or partygoers, except for one partygoer's advice: "Just ask around to make sure your headed to the correct place, quite a few disco-techs in the area next to each other."

- **Safety and violence**

This topic was almost exclusively mentioned in a negative way when complaining about the violent or discriminating behavior by the bouncers. Bouncers were said to be violent, i.e. throwing people to the ground or beating them: [" I heard you beat people"]. Two times partygoers explicitly said that this behavior does not make them feel "safe" there. However, another partygoer talking about the same club just said the opposite, i.e. that she/he felt safe at the club.

- **Additional measures and problems**

One person had lost its wallet that he thanked to staff for helping him search. Another partygoer from another club had found a locked iPhone that he wanted to return to its owner. However, no more posts were made in this category.

MARKETING AND COMUNICATION

- **Entrance fees and other budget related issue**

For organizers, Facebook is a popular way of communicating about the ticket sale of events. All ten Swedish clubs provided information about where, and to what price, tickets can be purchased. Five clubs offered pre-sale of tickets for the events, but also for tables (2 clubs: one VIP-table). Door-sale was also mentioned (or implied) commonly and entry prices ranged from 60 SEK-200 SEK. However, some of these events were free of charge upon arriving before a certain hour, which was highly variable, e.g. 21 (two clubs), 22 (two clubs), 23 (many events at one club), 23:30 (two clubs) or

midnight (one club). At three clubs, a time-schedule with increasing ticket prices was presented (e.g. before 19 o'clock- free, 19-21 135 SEK (14 Euro), 21-03 185 SEK (19 Euro)). One organizer mentioned that the pre-sale at one provider was sold out but that tickets were available through another provider or at the door. Another club gave people to opportunity to enter for free if they signed up themselves and their friends on a list (first come first serve basis). One club also mentioned that the creation of an account at a particular page/app would provide free entrance.

TYPE OF TICKET	TICKET PRICE
PRESALE TICKETS	15-27 EUR
TICKETS AT THE DOOR	0-200 EUR
<ul style="list-style-type: none"> • BEFORE 23H* • AFTER 23H 	<ul style="list-style-type: none"> • 0-6 EUR • 10-20 EUR

*This schedule is an approximation (see text) and not all clubs were offering a lower price before a certain hour.

Few partygoers communicated about tickets: two asked about the entrance fee/ticket price, one offered his spare ticket and another complained about the entrance fee of 190 SEK (19 Euro).

▪ **Organizers' marketing strategy**

The organizers mostly use Facebook as a marketing strategy. Organizers of all the ten clubs analyzed advertise the upcoming events through Facebook. Nine out of ten clubs use party flyers to promote their events (36 times). Most commonly the party flyer contains the line-up of the DJs (22 times). As advertisement pictures of the DJs were also commonly used (14 times). Sometimes, these pictures were integrated into the party flyer. Nine out of ten clubs were also using music tracks to advertise the events (29 times). Rarely, cartoons or a teaser picture (currently empty party place or previous picture of events) were used for advertisement of events. Similarly, few times video teasers were used, one containing a cut of an earlier event. One time a link to a mix of a previous live DJ-session was used. Only one time a live-streaming of an event was used. No difference in the strategies of advertisement could be observed between clubs except that only one club shared the links to the facebook events on their wall page. The nine clubs that advertised events usually shared all the information of the events (between 2-13) on the facebook wall in addition to the same event information being provided at the event pages.

However, the style of the flyers was usually club-specific, often using the club logo and certain styles/aesthetics, showing branding to a certain extent. Contests were not used to advertise facebook events in the present data set.



Example of a cartoon used to advertise an event.



Example of the style of the flyer used by the club, showing the DJs and the club logo.

- **Partygoers' *digital* reactions**

In six out of the ten clubs, partygoers were expressing their *intention* to go to an event (four times) or in general to go back to the club (twice). However, in two clubs partygoers (one each) expressed no intention to go back, both times related to the negative behavior of the bouncers. One partygoer expressed its plan to go and asked if anyone wanted to go with him.

Many partygoers (eight out of ten clubs, 19 times) expressed excitement for an event, which could also be interpreted as an intention to go. Nevertheless, for each club, rather few of these reactions

were made (once or twice per club). Furthermore, twice partygoers expressed disappointment about not being able to go (missing the party).

Most often partygoers were asking about the time schedule of the DJ line-up or when a specific DJ starts/ends playing (ten times) or in general which music was going to be played (twice). Other questions were about the pre-sale of tickets (3 times), the entrance price (twice) and if there was a cloakroom (once).

The comparative study

CLUB CULTURE

- **Music culture**

The communication about the deejay(s) is a very popular topic on Facebook among the organizers in all five countries. From simply mentioning the name and picture of the deejay (e.g. in the communication about the line-up), up to more detailed material (such as music tracks or –videos) accompanied with the communication about the deejay. Less frequently in-depth descriptions of the deejay (e.g. by sharing an interview with a deejay for an online music magazine) are used. The topic of deejays is very popular among partygoers too in all five countries involved. In general partygoers in the different countries do communicate in a positive way about their idols. Less frequently, critics are posted by some partygoers about the performance of a specific deejay after the event took place.

Although the topic of music style is less frequently mentioned by organizers comparing to the communication about the deejays, the topic is still of importance. Notable to mention is that organizers are sometimes using a diverse range of (sub) genres – even non-electronic music genres – to describe the music style. An overview is given in the table below of the three most mentioned music styles by the organizers of every country.

	Belgium	The Netherlands	Sweden	Italy	United Kingdom
1	Hip-hop & House	House	House	Techno	Techno
2	House	Hip-hop & Techno	Techno	House	House
3	Disco, RnB & Techno	Techno	Hip-hop & RnB	Drum 'n bass	Drum 'n bass

Table 5: Top-3 music styles mentioned by organizers per country

The less frequent communication among the partygoers about the music style gives a rather different picture. Techno is clearly the most mentioned music style by partygoers in four of the five countries involved (in Italy, techno is the 2nd most mentioned music style). Overall, it seems that house and techno are the most communicated music styles among both organizers and partygoers.

- **Belonging and social relations**

Facebook is also used to show gratitude. More partygoers than organizers are using this kind of communication, mainly to show their gratitude towards the deejay, organizers or fellow partygoers. In some cases, but visible in all five countries involved, the assumption of a community aspect can be put forward. Mainly partygoers are communicating about the club as “their second home” for example. Moreover, in the most countries (except for Sweden) a few organizers communicated in some cases in similar terms: the club as “their family”. In the three countries (BE, SE, UK) where the aspect of the shutdown of a particular club was communicated by organizers and partygoers, the community aspect was visible as well. For example, when a temporarily closed British club organized a fundraising campaign, numerous supporting messages from partygoers showed the sense of community of this particular club scene.

- **Subculture**

In all five countries terms as “underground” were mainly cited by some partygoers and exceptionally by organizers. Nonetheless, this seems an important feature at some particular clubs. However, there is also a difference found between countries. While in Italy and Belgium, the topic of underground or alternative subculture is mentioned several times among partygoers, it is rather exceptionally communicated by partygoers attending a Swedish or British club. This subcultural aspect in the Dutch clubs is situating between the two extremes just mentioned. The link between the community aspect (social aspect) and the aspect of subculture (concept of identity) seems to be visible in the Belgian case, because all Belgian clubs where the community aspect was mentioned, are communicated as “underground” clubs as well. Nevertheless, in the other countries, this link was not found.

Parties or club nights organized in a specific theme or with a dress code is present in all five countries, nevertheless there is a difference in occurrence. In the Netherlands and Italy almost half of the clubs (5 out of the 12 clubs) are organizing such kind of events, while in Belgium and Sweden this is rather an exception (2 out of the 10 clubs). Specific theme parties or events with a dress code were organized by 4 of the 12 British clubs.

- **Club experience**

In all five countries, partygoers communicated about their club experiences – mostly by posting reviews about the club on Facebook. However, not all clubs allowed the possibility to post reviews on their Facebook page (see table 2 above for country specific details). Nonetheless, some main findings could be analyzed concerning the partygoers’ club experiences. In all countries, most of partygoers communicated in a positive way about their club or club experiences. In many cases, they described their positive experiences in general terms or rather briefly (e.g. “amazing night”). Partygoers who communicated in a more detailed way about their positive club experiences mentioned very often the atmosphere or the vibe present at the club. Other popular topics in these kind of reviews were handling about the music, deejay or sound (system). These findings were found in all five countries. Negative experiences occurred as well and different topics were mentioned by partygoers depending from country to country. While in the Netherlands and Sweden, the door

policy at the entrance of the club was one of the main issues among the partygoers (e.g. partygoers visiting Dutch clubs communicated their mainly negative encounters with bouncers), in Italy, Belgium and the United Kingdom the topics concerning the negative experiences were much more diverse: from complains about the sound (system), to problems at the entrance of the club, up to complains about the service at the cloakroom or toilets (e.g. long waiting lines at the cloakroom).

An important similarity between all five countries is the fact that most negative club experiences by partygoers are always situated around a few particular clubs, which are mostly the lower ranked clubs in the charts of Resident Advisor.

CLUB POLICIES & MANAGEMENT

▪ Clubs' infrastructure & services

The clubs' infrastructure and services is another important topic of discussion among partygoers. In general terms, mainly positive comments are given about the different kinds of infrastructure and services inside a club. Two main categories are mentioned in all five countries among the partygoers. On the one hand there is the communication about the space inside the club (different rooms, interior design, dance floor...), on the other hand the communication about the sound system. Both categories are mainly discussed in a positive way. Other categories of infrastructure and services communicated by partygoers are occurring, nevertheless not mentioned by partygoers in every single country. Two categories which are mentioned in all countries except for Sweden are toilets and climate control. The cloakroom (BE, NL, IT), light infrastructure (BE, NL, UK) and chill out (BE, NL, UK) are mentioned by partygoers in 3 of the five countries involved. An overview is given below about the most discussed topics by country and indicated if these topics were mainly discussed in a positive way (+), negative way (-) or in both positive and negative ways (+/-).

	Belgian clubs	Dutch clubs	Swedish clubs	Italian clubs	British clubs
Atmosphere & space	+	+	+	+	+
Music & sound(system)	+	+	+	+	+
Climate control	+/-	-	/	-	-
Toilets	-	-	/	-	-
Cloakroom	+	-	/	-	/
Light infrastructure	+/-	+/-	/	/	+/-
Chill out	+	+/-	/	/	-

Table 6: Main topics described in the club experiences of the partygoers according to country

▪ **Time management**

The opening hours and the time table¹⁰ are the most communicated time issues among organizers and partygoers in all countries. In general, a club night is organized in a similar way in all five countries, nonetheless there are some small differences. The most popular opening hour in four of the five countries for a club event is 23h00. For Sweden the most popular opening hour is 22h00. The average total time of event is between six and eight hours. While in Belgian clubs an average total time of an event is near eight hours, in Italian clubs the average total time of an event is little more than six hours. By far the most organized type of event is a typical electronic music event or club night, which is organized during the night time. Other types of events are infrequently organized: concert event (average total time is lower) and day time festival (average total time is higher).

Less frequently, communication about after parties did occur on Facebook by partygoers or organizers. In the first case, partygoers at Dutch and Italian clubs, asked a few times whether there are after parties organized related to a certain event. For the UK it was rather common by organizers to communicate about after parties, as in Belgium only one organizer did so. In these two latter countries, no communication about after parties came from the partygoers.

▪ **Crowd management & door policy**

In all countries involved, the door policy is sometimes subject of heavy discussions among partygoers on Facebook. Nevertheless, the picture differs from country to country. While in most countries, the clubs received mainly negative comments about the door policy (mainly handling about the bouncers), the picture in Belgium is the other way around, where more positive than negative comments are given by partygoers. Concerning the United Kingdom it is rather difficult to have a broader picture of the door policy, since only four of the 12 clubs allowed reviews on Facebook (the platform where the most communication is happening about the door policy).

Crowd density inside the club is another topic that occurs in all five countries. Overall, crowd density is mainly discussed in a negative way by the partygoers in all five countries. Most complains are handling about an overcrowded club. In Italy the picture about the crowd density is rather different, because the negative comments are mainly focused on one specific club. Even a shutdown was asked openly by some partygoers. On the other hand, the general partygoers' evaluation remains positive concerning this topic.

In four of the five countries age restriction is mentioned by the organizers, only Belgian organizers didn't mention this topic. The limit of +18 years old is the most common age restriction occurring in the four countries. In some countries there are limits set up to +21 years old and even +23 years old (in the case of a Swedish club).

The overall picture of the staff present at a club is positively evaluated by the partygoers in all of the countries. Only for the situation in the United Kingdom it is harsh to make a conclusion due to the low number of reviews (as indicated earlier).

¹⁰ Time schedule of the deejays who are playing at an event

▪ **Alcohol and other drugs**

Communication about alcohol and other drugs is not that frequently communicated in all five countries. In general alcohol is communicated by both partygoers and organizers more often and openly than drugs.

Partygoers do mainly communicate about the consumption of alcohol (the social aspect of drinking, the selection or price of alcoholic drinks, etc.), which is the case in all five countries, while some Swedish partygoers expressed a somewhat restrictive attitude concerning alcohol as well (e.g. demand for non-alcohol drinks, complain about too many drunk people). Moreover, also a Belgian partygoer did mention the risks about alcohol use.

Organizers do mainly communicate about alcohol in terms of the promotion or consumption of alcohol drinks. This is the case for all countries involved, nonetheless the communication among Swedish organizers is rather more prudent in terms of positive imaging alcohol consumption (cf. the Swedish alcohol law¹¹). Moreover one Dutch organizer mentioned the age restriction for the use of alcohol. A remarkable example of presenting a positive attitude towards a certain alcohol culture is given by a British organizer who posted several cartoons or comic videos related to the topic of alcohol (e.g. binge drinking, hangovers), with often a lot of assenting responses by the partygoers.

Concerning the illicit drugs, Belgian and Swedish organizers do not communicate about it. Italian and British organizers just exceptionally mentioned the topic about illicit drugs. While an Italian organizer made an ironic reference to cannabis, the British organizer indicated the non-judgmental attitude of the medical staff present and highlighted at the same time the zero tolerance policy towards drugs – after the club was temporarily closed due to drug related deaths. Two Dutch organizers did communicate about cannabis, which can be due to the more tolerant policy and culture present in the Netherlands in comparison with the other countries, nevertheless this communication was not related to health information (the most mentioned cannabis related information was linked to the launch of a ‘stoner cookbook’).

In all five countries partygoers do communicate about illicit drugs, nevertheless rather exceptionally and by using a hidden- or slang language (e.g. Swedish partygoer who is sharing a Youtube link with a music track titled as “we take coke” – free translated out of slang language). Except for some British partygoers, who have some direct communication about (ecstasy) tablets or using the hashtag #drugs for example. In Italy, a few cases were found of partygoers who were complaining of the negative consequences of substance use (e.g. using the term ‘junkie’, young people being under heavy influence) and even one example of drug dealing was mentioned. However, it must be specified that these partygoers were angry because the access was refused to enter the club.

¹¹ Sweden has strict rules regarding the sales of alcohol, which are written in the Swedish alcohol law and whose enforcement is controlled by the Licensing board. For example, quantity discounts on alcoholic drinks (e.g. buying several shots to a lesser price than each individual shot) are forbidden.

- **Other health related issues**

Other communication about health related issues are most exceptional or non-existing. A few cases of Belgian, Italian and Dutch partygoers mentioned tobacco related issues (about the smoking area, non-compliance of the smoking ban inside clubs). A few other Belgian and Dutch partygoers were communicating about the (non) availability of free tap water. Dutch organizers exceptionally communicated about the availability of earplugs and a first aid service. One Belgian organizer shared a safer sex campaign video on Facebook.

- **Discrimination & gender related issues**

Negative experiences among partygoers related to the door policy executed by bouncers is the most common communication in all five countries about the topic of discrimination, racism or sexism. These discussions are even more prominent by Dutch and Swedish partygoers. Furthermore, a single case was communicated by a Swedish partygoer, who perceived the situation of two male partygoers who tried to offer alcoholic drinks to her and her friend as not acceptable. Nonetheless, the occurrence of discrimination based on a diversity of characteristics – such as color of skin, gender, type of clothes wearing – seems to be very unacceptable to the partygoers and cause the strongest reactions and long textual comments.

Belgian and Dutch organizers communicated explicitly about a call against discrimination or stereotype thinking in a way of empowerment, mostly related to the LGBT¹²-community. On the other hand, several organizers across the different countries do use sexualized content as promotion for their events, except for the British organizers. Moreover an implicit form of positive discrimination was found in the communication among Belgian and Italian organizers, in the form of a distinction in the ticket price between male and female partygoers. For example, at an Italian club, the organizer distinguished the ticket price between men and women, with the latter always enjoying a 5 euros discounts.

- **Mobility**

Traveling stories or communication about coming from abroad (international party tourism) occurred in the communication by partygoers attending a Belgian, Dutch or British club. Communication about transport issues in terms of accessibility was made by both partygoers and/or organizers in four of the five countries involved, except for Sweden. Two Italian clubs advertises affiliated hotels with special offers and shuttle services that connects them to other Italian cities.

- **Violence**

In most countries, the communication concerning violence was exceptional or non-existing (in the case of the United Kingdom). A few thefts were communicated by partygoers attending Belgian, Dutch and Italian clubs. The same for violence by bouncers, which was communicated by a few

¹² Lesbian-Gay-Bisexual-Transgender community

partygoers attending a Swedish and Italian club. On the other hand, safe feelings due to bouncers were communicated by one partygoer attending that same Swedish club. Furthermore, communication about fights in or around a few Italian clubs was made by some partygoers.

MARKETING & COMMUNICATION

▪ Entrance fees and other budget related issues

In all five countries the system of presale tickets and doorsale tickets is common practice. Nevertheless different arrangements are communicated by organizers depending from country to country. Concerning presale tickets, Dutch and British organizers are communicating about different waves of ticket sales (e.g. early bird tickets in the first wave) associated with increasing ticket prices in the latest waves.

Furthermore, concerning the doorsale tickets, organizers have different arrangements too. Some Belgian, Swedish and Italian organizers are making a difference between tickets before and after a certain hour (mostly midnight), whereas the tickets before a certain hour are cheaper or even free entrance is provided. Some other Swedish organizers are using a similar more complex system of increasing ticket prices during the night, e.g. before 19h there is a free entrance, between 19h and 21h the ticket price is 135 SEK (14 EUR), between 21h and 3h the ticket price is 185 SEK (19 EUR). While in the United Kingdom, there is a single case of a club using a cheaper entrance price for partygoers arriving after 4h in the morning. In half of the Italian clubs, a system of cheaper tickets was communicated if the partygoer was signed in on a list (a kind of guestlist), however it was not always communicated how to sign in on this list. Exceptionally, some clubs in Belgium, the Netherlands and Sweden communicated a free entrance if partygoers arrive before a certain hour or sign in on a list.

Below an overview is given of the range of the ticket prices for both presale and doorsale tickets by country.

Type of ticket	Ticket prices				
	Belgian clubs	Dutch clubs	Swedish clubs	Italian clubs	British clubs
Presale tickets	10-12 EUR	0 – 39,50 EUR	15-27 EUR*	5-21 EUR	6-24 EUR*
Doorsale tickets	0-14 EUR	0 – 47,50 EUR	0-20 EUR*	0-30 EUR	10-14 EUR*
<i>*based on the ticket prices mentioned in SEK (for Swedish clubs) and in GBP (for British clubs) calculated in EUR (rounded to 1 EUR)</i>					

Table 7: Range of ticket prices for both presale and doorsale tickets per country

Special arrangements did occur as well. In four of the five countries communication about VIP-arrangements were posted, except for Belgian clubs, where no such arrangements were communicated. In Italy, two kinds of special arrangements were communicated by the organizers. The so called “*privé*” is a separated area that could only be accessed by selected people. Another arrangement in Italy named as “*tavolo*” is a more expensive area on the edge of the dance floor where clubbers could sit and drink alcohol.

Regarding the partygoers, by far the most common practice in all five countries was the communication about the resale of their tickets and the request for tickets when the tickets were sold out for a certain event. While in Sweden it was just a single case phenomenon, in the Netherlands more than 200 posts were communicated by the partygoers on Facebook. Mostly textual posts were used, but in the Netherlands and Belgium, specialized websites or applications (e.g. Ticketswap or Tickettack) were used to sell their tickets in a more safer way. Some Dutch partygoers even warned for a ticket swindler.

Complains about expensive ticket- or drink prices were communicated as well by the partygoers of all five countries. Negative experiences concerning the payment system for drinks at the club, was communicated by Belgian and Dutch partygoers.

▪ **Organizers' marketing strategy**

Advertisement for upcoming events is obviously a popular topic of communication among organizers in all countries involved. Moreover, all organizers are making use of advertisement of their upcoming events on Facebook. Organizers are using different content to advertise their events. Sharing pictures (e.g. party flyers, pictures of the deejay, etc.) to promote a particular event is the most common way in all countries. The style of the party flyers was usually club-specific, often using the club logo and certain esthetics. Next to sharing pictures to promote the upcoming events, also Facebook events, promotional videos, music tracks (e.g. previous live sets by a deejay) were often shared by organizers in all five countries.

Setting up a contest on Facebook is another, however, less frequently used practice by organizers in Belgium, the Netherlands and the United Kingdom. Nevertheless, in some cases the posts had a huge amount of responses by partygoers.

Another way of communication by organizers occurred by publishing an album of pictures after the event happened in their club (sometimes with a huge amount of pictures) or by posting an after movie or short impression video. However there are some differences between the countries. Among British and Swedish clubs this practice is rather exceptionally or even non existing, while in some Belgian and especially in Dutch and Italian clubs this is really common practice. Even partygoers themselves published some pictures or videos (e.g. a Dutch partygoer shared a vlog¹³ of her night out in a particular club). Moreover, partygoers were asking for pictures of the past event if they were not posted (fast enough) by the organizers.

During the period of this research project, Facebook developed a new communication tool: 'live streaming' videos. In all five countries, some organizers did use this new way of communication on Facebook, which allow Facebook users to be part of the event in a certain way.

¹³ Abbreviation for a video weblog

▪ Partygoers' digital reactions

In all five countries many communication was posted concerning the subcategory of partygoers' digital reactions. Firstly, many partygoers were communicating about their intention to go (back) to the club – in particular among the British partygoers (more than 100 references). Secondly and closely related, many partygoers communicated in an exciting way in the context of a specific upcoming event. Especially, Dutch and British partygoers communicated massively concerning this topic (+100 references). Less frequently communicated, nonetheless mentioned by partygoers in all countries involved, partygoers communicated if they are missing a party.

However live streaming videos were shared among organizers in all five countries, only a few digital reactions were posted by partygoers among Dutch, English and Italian clubbers.

Summary

Departing from lists of 'top clubs' mentioned on the online community platform 'Resident Advisor', 56 clubs situated in the techno- and house scene were selected – situated in one of the five European countries involved in the ALAMA-nightlife project. All these clubs set up a Facebook page to communicate about several topics with their audience. As it was the main objective to study the nightlife culture in five European countries – or more specifically the club culture in the different European countries involved – the different aspects that were communicated by partygoers (clubbers) and organizers (club owners) on the Facebook pages of the different clubs were explored and analyzed. The data generated a very large range of topics from all countries, except for Sweden where fewer communication occurred through Facebook. Also important to take into account is the fact that a majority of the British clubs did not allow reviews on their Facebook page. However, also British partygoers did find their way on Facebook to communicate about both positive or negative club experiences.

In terms of club culture, the communication about music culture is most prominent in all five countries – especially the diverse forms of communication about the deejay. Both in the communication by organizers and partygoers, deejays can be seen as 'the icon', a concept introduced by Nabben (2010). The Italian and Belgian club culture is distinguished by the use of the concepts of 'underground' or 'alternative', where these concepts are more frequently mentioned and seems to be of more importance than in the other countries involved. The British club culture is characterized by communication about after parties by organizers as a more common practice. Notably, the Dutch and Italian clubs communicate about theme parties or events with a dress code.

Overall, club experiences are communicated in a positive way among most partygoers. Describing the good vibes or atmosphere was most cited as a positive experience. Negative club experiences are, in every country, concentrated around a few clubs. Concerning the negative club experiences, most of the cases are related to the door policy - especially among Dutch and Swedish partygoers – which manifests often in discussions about discrimination executed by the bouncers. Only Belgian partygoers did mention more positive than negative experiences in terms of encounters with bouncers.

In terms of marketing and communication, all organizers of the 56 clubs involved, are making use of advertisement of their upcoming events on Facebook. Moreover, many partygoers indicate their presence to a specific event of the club or they communicate about their intention to go (back) to a certain club. Even expressing their excitement related to a certain announcement is common practice among partygoers. Sometimes a sexualized content was used as promotion for the advertisement of upcoming events, except by organizers from the British clubs. Concerning the communication of previous events, sharing pictures is a common practice among the Dutch and Italian organizers.

Furthermore, presale and doorsale tickets are common practice in the communication by organizers in all five countries. Exceptionally, an implicit form of positive discrimination was found in the communication among a few Italian and Belgian organizers, by using a distinction in the ticket price between male and female partygoers. Communication about reselling their tickets occurred by partygoers in all five countries, however this was rather an exception by partygoers of Swedish clubs, while it was a typical practice among many partygoers of Dutch clubs.

If we look deeper into the opening hours of the clubs/events, it seems that an event at a Belgian club takes – on average - eight hours. The other countries show more limited opening hours, however, the differences are limited. . In Italy, the clubs are open for around six hours, which puts Italy last in line. Swedish clubs open the earliest (around 22h) compared to the club culture in the other countries.

The most communication concerning alcohol and other drugs was in general not communicated out of a health perspective both by organizers and partygoers. On the contrary, organizers did communicate about alcohol promotions as a marketing strategy, however, this was less the case or communicated in a more prudent way among Swedish organizers. An exceptional communication by an organizer of a Dutch club, mentioned the age restriction for alcohol consumption at their club. Nevertheless, a few partygoers – mainly Swedish partygoers – communicated in a more critical way towards alcohol use. Also communication from a health perspective about illicit drugs was as good as non-existing. Just one exception by a British organizer was analyzed, who communicated about the implementation of some drug policy measurements at their club. Notable is the open communication among two Dutch organizers about the topic of cannabis. Partygoers among all countries did communicate about illicit drugs, nevertheless in a more secret way, by using slang language or a hidden reference to a specific substance.

Notwithstanding this research has put an extra focus on the communication among organizers and partygoers concerning the topics of alcohol and other drugs from a health perspective, limitations are there towards the use of Facebook as data source to study these specific topics in-depth. Precisely because of the fact that a huge amount of raw data is available on Facebook, it is more difficult and very time consuming to study this specific topic in a profound way. Furthermore, Facebook was introduced as an explorative way of describing and analyzing club culture in five European countries. The evidence is there that Facebook – and perhaps also other social media channels – are nowadays of great importance to study club culture, or more in general, nightlife culture. Additionally, there can be concluded that the use of Facebook is a popular way of communicating – both by organizers (club owners) and by partygoers (clubbers). Despite, the lack of communication found on Facebook about the topic of alcohol and other drugs from a health

perspective, most likely this finding can open opportunities. Especially organizers can use this medium to reach that goal in the first place, but also partygoers are inevitably crucial in a better communication about substance use and other health related topics in general.

PART II: INTERVIEWS WITH NIGHTLIFE EXPERTS

In addition to the first part of this work package, interviews were conducted with nightlife experts in each of the five participating countries. Semi-structured interviews were executed by each research team (per country) by using an interview guideline. The interview guideline was divided into three parts. First of all, the use of Resident Advisor was discussed by the nightlife experts. Followed by their feedback concerning the results of the Facebook analysis and the first survey results. Lastly, the topic of substance use and the drug policy in the nightlife context was discussed – always from a country specific point of view.

The profile of the nightlife expert was determined in beforehand. Most important feature of the expert was to have a national – rather than local – picture of the nightlife context and more specific of the electronic dance music scene. Preferably, the nightlife expert has multiple roles in the nightlife setting – now or in the past (e.g. deejay and event promoter) – and is linked to several clubs or events across different cities or regions.

The interviews were conducted between May and August 2019. In total 9 interviews with 12 nightlife experts took place. In Italy, two nightlife experts were interviewed. The first Italian expert has a background as music journalist and the second Italian expert is a deejay with many years of experience and is a club manager. Regarding the Belgian interviews, the first interview was conducted with four nightlife experts from the same event agency with different roles in the nightlife context: from manager of the event agency to deejay. All of them have many years of experience in the nightlife scene, mainly the electronic dance music scene. The second interview was executed with a nightlife expert who is one of the founders of an indoor techno-event and a famous Belgian club in the electronic dance music scene. In the UK, one nightlife expert was interviewed. The expert is a deejay in the techno scene and works as an event promoter. Furthermore, two interviews were executed with a Dutch nightlife expert. The first expert is the former Amsterdam night mayor, while the second expert is the current night mayor of Eindhoven. Lastly, two nightlife experts in Sweden were interviewed. The first Swedish expert has mainly experience in the nightlife context as a deejay. The second Swedish expert is a blog writer focused on the nightlife scene.

All interviews were conducted in the language of choice of the nightlife expert. Afterwards, every research team prepared a synthesis in English for each interview. Based on these nine syntheses, this final report has been written.

Resident Advisor through the eyes of the nightlife expert

Representativeness of the selected list of clubs for the electronic dance music scene

Geographically seen, the list of clubs on Resident Advisor is not representative. Most nightlife experts agreed on the fact that more international oriented clubs end up in the lists of Resident Advisor – which are in general situated in the capital city or bigger cities of each country. By consequence, there was often mentioned that local oriented clubs are missing.

Most experts agree on having the most popular clubs out of the electronic dance music scene on RA. Underground- or hidden scenes are missing, except in Belgium the *alternative* scene is represented

and less commercial clubs are on the list. Older clubs are advantaged on Resident Advisor, while new and booming clubs are missing - according to a few nightlife experts.

In terms of *music style*, most nightlife experts mentioned that mainly the techno- and house scene is represented. The experts did not agree on whether all electronic music genres are represented on RA, however the techno- and house scene is represented in all countries involved in this study, which makes a good starting point for the international comparison.

The national electronic dance music scene compared with the international scene

The electronic dance music scene in The Netherlands, especially the *event scene*, is very professional and perhaps one of the most developed in the world, according to the Dutch and Belgian nightlife experts. No consensus was found when both the Dutch and Belgian *club scenes* are compared: on the one hand, both the event- and club scene is seen as much bigger in The Netherlands (cf. the Amsterdam club scene as an international scene with a lot of party tourism). On the other hand, there is the idea that the Dutch and Belgian club scenes in particular are quite similar.

The consulted nightlife expert of the United Kingdom focused his comparison on the *clubbers' attitude*. According to him, the social aspect of clubbing – associated with drinking and taking drugs – is more important in the United Kingdom, which is in contrast to other European countries where clubbers might value more the scene and the music. In this respect, the cultural aspect of clubbing is more important. Related to the clubbers' attitude, an Italian nightlife expert made another typification applied to the Italian scene only: the ones who are going out to dance and listen to music, and the ones who are going out “to show how rich they are”. Furthermore, the Italian nightlife scene is claimed as a lively scene known for both its music and fashion.

Feedback on the country specific findings of the Facebook analysis through the eyes of the nightlife expert

Club culture

A Dutch nightlife expert introduces *music culture* as follows: “God is a deejay”. In fact, electronic dance music is more about *deejay culture* than music culture. The British nightlife expert confirms by mentioning that the deejay is the major selling point. However, a Swedish nightlife expert nuances this argument by saying that music culture will be more discussed privately, rather than in public on Facebook.

Being part of a *community* was also mentioned by several nightlife experts [NL, SE, IT, BE]. A Belgian nightlife expert is even convinced of the fact that commitment is there on both sides: the clubber is proud towards their club and club owners are committed to their club. However, the British nightlife expert made an important distinction between the attitude of clubbers in the UK versus the clubbers' attitude else in Europe. He states: “Going out in the UK is not really part of your identity or about finding yourself. It is just something you do in the weekend”. Moreover, a Swedish nightlife expert

notices the selection of mainly big commercial clubs in our study, where people do seldomly feel connected, while at underground clubs they might do express this feeling of community.

The *underground* aspect was discussed by almost all of the nightlife experts. However, different opinions came up concerning this topic. Almost half of the nightlife experts [IT, BE, NL, SE] argue that electronic dance music has become mainstream. It has become a professional business. The Dutch nightlife expert expresses it as “underground who has become mainstream”. Another nightlife expert [UK] is even convinced of the fact that clubbers don’t really care about underground anymore. On the other hand, some other nightlife experts [IT, SE, NL] are still convinced of the importance of underground culture or -scene. The underground culture is always the source of novelty – according to the other Italian nightlife expert. Another Dutch nightlife expert describes it as the importance of sub culture (e.g. he indicates there is an increase of illegal parties for the first time in years).

A discrepancy was found between the results of the Facebook analysis concerning the practice of a *dress code* or *theme parties* as a more important factor in the Dutch and Italian club scene. Both Dutch and Belgian nightlife experts were convinced that this is not very common in the Dutch club scene – explaining that a dress code is an ambivalent word. Perhaps ‘theme party’ versus ‘concept party’ or ‘label night’ were confused as the same thing? As stated earlier in this paper, *lifestyle or fashion* is seen as an important topic among one Italian nightlife expert. Going out, for a certain type of clubbers in the fashion and mainstream scene in Italy, is the moment to “show off”.

A Dutch nightlife expert explained there is no such thing like official ‘after parties’ in his region. Nowadays, the concept of *after parties* has changed to partygoers (group of friends) who go to someone’s house to hang out over there. A Belgian nightlife expert even states that ‘after clubs’ don’t exist anymore.

Club policies & management

The *door policy* at clubs was discussed among many nightlife experts [SE, BE, NL, IT]. Both Swedish nightlife experts are convinced about the fact there are problems concerning crowd management in the Swedish club scene. However, they argue that negative experiences will be more discussed privately, rather than in public on Facebook. According to a Belgian nightlife expert, it is more easy to enter a club in Belgium, especially comparing to the international club scene in Amsterdam and London where the door policy is more strictly organized. Both Dutch nightlife experts agree that more stringent door policies do exist (for an international audience) in the Dutch club scene. In more general terms, some nightlife experts [BE, IT] stresses the evolution in terms of the door policy, which has become more professional and very strictly regulated. Moreover there is more sensitivity towards the topic: it has moved more from a security problem to a quality problem (e.g. difficulties to move around on the dance floor).

From the results of the Facebook analysis, only partygoers from Belgian clubs mentioned more positive than negative experiences with bouncers. Different explanations were given by the Belgian nightlife experts. On the one hand, Belgians are seen as less assertive than British or Dutch clubbers. On the other hand, the idea was launched both clubbers and club owners are more committed to their club. By consequence they are perhaps less harsh towards their club even if a negative experience

occurs. The British nightlife expert argues that clubs in the UK really care about their image – which can explain why a lot of them don't allow reviews on their Facebook pages.

Dutch and Swedish nightlife experts agreed *violence* is not an issue or there is little violence in the club scene in their country. An Italian nightlife expert stresses the problem of violence as a shared responsibility – which includes also the responsibility of the organizers and staff.

Party tourism in Amsterdam and London in specific was mentioned among Belgian and Dutch nightlife experts. Concerning the topic of *mobility*, one of the Dutch nightlife experts emphasized the reality that going out by bicycle is a common practice among Dutch clubbers.

According to the results out of the Facebook analysis, only Belgian clubs didn't communicate about *age limits* – which is in line with the image that the Belgian nightlife experts have concerning this topic: it's not an issue.

The British nightlife expert was not surprised about the result no *sexualized promo content* was communicated by the British club scene involved in the study. Clubbers are sensitive about this kind of communication. According to a Belgian nightlife expert, *positive discrimination* at the entrance of Belgian clubs (e.g. free entrance for a group of ladies), is just an economic measure of a particular venue in certain club scenes.

Marketing & communication

Not many nightlife experts discussed the last category of marketing and communication. Regarding the topic of *entrance fees*, both Italian nightlife experts agreed that the system of *entrance fees* in the Italian club scene can be subject to chaos. In all five countries the system of presale and doorsale tickets is well established. However, in Italian nightlife there exists a reluctance towards presale tickets – which has a historical motive in Italian nightlife – according to an Italian nightlife expert.

Drug use and drug policy in the nightlife setting

Overall, the nightlife experts were not questioning the link between drug use and nightlife, except for one Swedish nightlife expert who doubted this link is the case in Sweden. Nevertheless, some nightlife experts argued drug use is everywhere in society and not only in the nightlife setting in specific. The *normalization* of drug use has been stated in this argumentation.

Some nightlife experts searched for explanations why the link is there between drug use and the nightlife. *Escapism* is here seen as the essential explanation. “Nightlife represents the reverse of the daily routine”, according to an Italian nightlife expert. The link between music and substances is very old. Social gathering and dance have always been connected to drug use. Moreover, some functional explanations were given. Drugs helps to expand sensations and to overcome our limits, according to the same Italian nightlife expert. A Dutch nightlife expert simply speaks about using drugs for fun and a satisfying night out.

Link between drug use and the electronic dance music scene

The link between drug use and the electronic dance music scene was not questioned by the nightlife experts, except for one Swedish nightlife expert. Somehow, specific arguments were given regarding the link between drug use and electronic (dance) music in specific: In general, drugs have always been part of the electronic dance music scene. Half of the nightlife experts [UK, NL, BE] mentioned the link between electronic music and specific types of drugs such as MDMA or other uppers. A Belgian nightlife expert even argues ‘the mafia’ claimed very consciously the club scene since the nineties. He even calls it “the commercialization of drugs”, whereby an ecstasy tablet was given as the example of a ready-made product.

Other nightlife experts [BE, NL] explained the link between drug use and electronic music because people are searching for a kind of *musical sensation*. Electronic music takes the audience on a trip – with or without taking any substances. This trip or feeling, however, can be reinforced on a sensory level by taking those substances just mentioned. Some nightlife experts [SE, NL] explained the link between drug use and electronic dance music in more functional terms: to improve the party experience, to stay awake, to dance longer.

Trends & evolutions concerning alcohol and other drugs in the nightlife setting and more specifically the electronic dance music scene

The most discussed evolution cited by the nightlife experts [IT, NL, SE, BE] was about a *normalization or increase of drug use*. The majority of the nightlife experts is convinced drug use is omnipresent or the consumption of drugs has increased. However, different opinions and nuances were given by the nightlife experts. A Dutch nightlife expert argues alcohol and other drugs are more used at festivals than the club scene nowadays. Some of the Belgian nightlife experts nuanced their determination about an increase of drug use by adding there are more users now – in terms of recreational use – however less heavy use. Moreover, electronic music was in the past more underground and ‘off the radar’, while it’s nowadays more mainstream. This is in analogy with the substance use.

Explanations were given for the increase or normalization of drug use. The international context or party tourism was mentioned in this context. A Swedish nightlife expert clarified the increase of drug use in his country due to the internationalization (party tourism by Swedish partygoers). Secondly, a Dutch nightlife expert spoke more about the wider variety of drugs than years ago due to this international context: “the world has become less segregated, including the drugs scene”. In the past specific drugs seemed to belong to specific scenes and be part of their identity. This is less the case nowadays. An Italian nightlife expert mentioned a similar evolution: if you were part of a certain sub-scene in the past, you would take a certain drug. Nowadays this kind of dogma in nightlife is lost – which made the expert conclude drugs are normalized. On the other hand, the distinction between two different nightlife scenes matching with a specific drug use pattern was stated by the other Italian nightlife expert.

Another evolution that was stated during the interviews by some nightlife experts, was about *more awareness* concerning drug use. People seem to be more concerned about the drugs they take: “users do harm reduction things like checking online ecstasy reports”, according to the British nightlife

expert. Expect for, on the one hand, young users who are less experienced and prudent (including what substances to combine or not to combine) and, on the other hand, tourists which are users with a risky behavior, as mentioned by some other experts.

Several nightlife experts [UK, NL, BE, IT] named the relevance or more specific the rise of *ketamine use* in the electronic dance music scene. According to a Belgian nightlife expert ketamine use is especially popular among youngsters. Other trends or evolutions concerning specific substances were named just by a few nightlife experts. Concerning the *use of alcohol*, two nightlife experts [UK, SE] argue that in certain circles alcohol use is more received with skepticism (e.g. more restrictive towards alcohol in the underground club scene in Sweden). Finally, some nightlife experts [NL, BE] mentioned the higher potency of *ecstasy tablets*.

Drug policy at clubs and festivals

Concerning the legal framework wherein drug policies at clubs and festivals are embedded, the nightlife experts in all of the countries involved in this study were unanimous: a *zero tolerance policy towards drug use* at clubs and festivals is present in all of the countries. Some nightlife experts [SE, IT, BE] criticize this restrictive policy towards drug use in the nightlife context. In Sweden, the expert even argues it is difficult to talk openly about the risks on drug use due to the restrictive environment. An Italian nightlife expert even states there is a “prohibitionist façade”, which means that drug consumers are attacked while not much is actually done to help them. By consequence, there is not really commitment to prevent drug related problems or to develop harm reduction strategies in Italy. Moreover, A Belgian nightlife expert argues clubs are still targeted. They are working in that ‘grey zone’ [referring to the legal framework of a zero tolerance policy towards drug use], because clubs can be closed at any time when they are in the spotlights because of drug use (cf. Kompass Klub in Ghent). Nevertheless, the expert is convinced that Belgium will move towards a more open and realistic approach in the future, because he believes there is a public support for change in terms of drug policy. Finally, a Dutch nightlife expert nuances that a combination of a zero tolerance policy and prevention efforts is possible. He makes clear, a more tolerant attitude towards drug use might result in a safer nightlife.

In terms of law enforcement, some of the Belgian nightlife experts mentioned it was easier in the past for the (local) government to keep track on clubs who frequently organized events. Nowadays, many events in the nightlife scene take place less often and are not necessarily tied to a fixed location. Furthermore, depending from the region where a festival is situated, organizers are treated in different ways in terms of law enforcement – according to a Dutch nightlife expert. The amount of measures festival organizers or club owners have to put in place to prevent drugs seems random in the Netherlands.

Secondly, health related issues – such as harm reduction or prevention initiatives – were a prominent topic during the discussions about the drug policy at clubs and festivals among several nightlife experts. From a health perspective observed, *the role of the organizer or club owner* was an important point of discussion by several nightlife experts. Some experts were convinced not enough work is done by most organizers from this health perspective. This statement was very present among the Italian nightlife experts. The British nightlife expert was more nuanced by stating there is a trend going on by

some club owners and festivals organizers who start looking to implement health measures, but it is still a minority (so far the most often implemented measures are ‘amnesty bins’ and trained medics on site in the UK). At the other side of the spectrum, some nightlife experts stood up for the club owner in particular. A Dutch nightlife expert cited: “they do care about their visitors”, but they do have to deal with a lot of regulations already. The Dutch nightlife scene is doing already a lot to prevent drug incidents. Furthermore, a Belgian nightlife expert states clubs and festivals are the most safe places to get in trouble due to drug use, because you will be helped immediately.

Feedback on the findings of the Facebook analysis regarding alcohol and other drugs by the nightlife experts

In general, no open communication concerning *substance use* in the club scene of their country was stressed out as a confirmation by some nightlife experts [BE, SE, UK]. The Swedish nightlife experts explicitly mention this is the case due to Sweden’s restrictive policy towards alcohol and other drugs. As already mentioned, the British nightlife expert argues that clubs in the UK really care about their image, which means they are not likely at all to communicate about substance use. This also explains the relative lack of communication about health related topics and drug policies in the club scene. These findings are in contrast to the determination of a Dutch nightlife expert, who explains information about incidents due to substance use goes out very quickly in The Netherlands, which gives the perception there are a lot of incidents. However, he believes the actual number of incidents in the Netherlands is very low – compared to other countries. Moreover, other preventive measures are well established in the Dutch club scene (e.g. the implementation of chill areas, climate control, awareness of hearing loss).

Feedback on the first results of the ALAMA survey research by the nightlife experts

Not many consistent feedback was given specifically related to the results of the online survey. First of all, different feedback concerning the lower numbers of party drug use among Italian clubbers was given. A few nightlife experts didn’t agree with the finding Italian clubbers use less party drugs compared to the other European clubbers. A Belgian nightlife expert even argues: “Italy is crazy in terms of drug use. Recently big raves are organized there. Italy is a market which is booming a lot recently”. Another expert acknowledges there is less consumption of illegal substances: “Italian clubbers are less wasted”. Both Italian nightlife experts are convinced new psychoactive substances (NPS) are not well known and popular in Italy.

Some Belgian nightlife experts ventured a comparison of the alcohol use patterns by the partygoers across the different countries involved in this study. They believe British people are heavy users in terms of alcohol – which was also stated by the British nightlife expert. In Belgium and Italy, they have an alcohol culture as well, but they are more moderate in their use, however their frequency of use is higher. In Scandinavian countries there is less use of alcohol, but if they drink alcohol, accidents are happening more often.

Another Belgian nightlife expert ventured a respectable effort to some specific results. Firstly, he has put his mind on the decline of GHB. Possibly this can be explained due to the bad reputation it has acquired. If a clubber knows a person who used GHB and the person has seen the user collapsing on using too much GHB, this may scared people away from it. Concerning the use of MDA, the expert was surprised: “perhaps people confused it with MDMA?”. He is certainly not aware of this kind of drugs in the nightlife scene. In general, he believes substance use is underestimated in research.

Conclusion

An important consideration to interpret the results of the ALAMA-nightlife project is the use of Resident Advisor in the recruitment phase. First of all, none of the nightlife experts questioned Resident Advisor as it should be no reliable platform which represents the electronic dance music scene. Shortcomings why Resident Advisor doesn't represent for 100% the electronic dance music scene must be seen from three different perspectives. Geographically seen, more international oriented clubs end up in our research, which are in general situated in the capital city or bigger cities of each country. Secondly, Resident Advisor represents mainly the techno- and house scene in all countries involved. Other sub scenes in the electronic dance music scene are less, hardly or not represented. Finally, there can be concluded clubs situated in the underground- and more hidden scenes are not or less represented in most of the countries involved in this study – except for the selection of clubs in Belgium, where mainstream clubs are underrepresented. Notwithstanding, the use of Resident Advisor was the best possible way to design a comparative study in the electronic dance music scene across different countries.

During the interviews, country specific findings from the Facebook analysis were presented to the nightlife experts. In general, the nightlife experts confirmed the results conducted out of the Facebook analysis: Most importantly, deejays are highlighted as the icon of the electronic dance music scene, while music culture is seen as less prominent. However, the dichotomy ‘underground’ (scene) versus ‘mainstream’ (scene) was discussed among many nightlife experts. Several of them are convinced the underground aspect is fading away in the electronic dance music scene. Furthermore, some nightlife experts mentioned the aspect of being part of a community as an important topic in the club scene, nevertheless no clear line can be drawn from their findings. A rather remarkable discrepancy was found concerning the results about theme parties. Dutch and Belgian nightlife experts were questioning these results and didn't agree with the fact that Dutch clubs are known for their theme parties or dress code parties. Concerning the door policy at clubs (and related problems), several nightlife experts confirmed the findings. To end, there was stressed during the interviews, there is less to no open communication concerning substance use.

The British nightlife expert emphasized the importance of the social media platform ‘Instagram’. This online platform shows more the world from the eyes of the clubber, while Facebook feels a lot more professional – according to the nightlife expert.

Not a lot of feedback was given on the results from the ALAMA survey. The lower number of substance use among the Italian participants in this study received divergent feedback from a few nightlife experts.

In general, the link between drug use and the electronic dance music scene was not questioned among the nightlife experts. Nevertheless, nuances were given by several nightlife experts. They specified drug use is not only a phenomenon in the nightlife setting, but has to be seen as a societal phenomenon. Likewise for the electronic dance music scene, which is not the only music scene where drugs are used. Furthermore, explanations were given for these specific links. Escapism (from daily life) and more functional explanations (to expand sensations, having fun) were the most prominent explanations. According to the link between drug use and the electronic dance music scene, nightlife experts specify the link between electronic music and stimulants in particular – such as MDMA.

Concerning trends and evolutions in terms of substance use, different views among the nightlife experts were determined. The normalization and increase of drug use was the most discussed topic, however there was no predominant consensus among this specific evolution among all nightlife experts. Explanations for the normalization or increase of drug use were mentioned, such as the international context (cf. party tourism), wherein the electronic dance music scene is embedded. Some nightlife experts mentioned the evolution where in the past specific drugs were linked to specific scenes, while nowadays this is less or even not the case anymore. Another evolution was raised about more awareness concerning drug use among some nightlife experts. Nevertheless, opposite opinions were stated by other nightlife experts. A final evolution which was indicated by nightlife experts from almost all countries, is the rise of ketamine use.

When the topic was raised during the interviews about drug policies at clubs or festivals, the zero tolerance policy was stated as the legal framework for drug policies at the level of the club or festival. Nevertheless, some nightlife experts denounced this restrictive policy in the nightlife context. Secondly, health related issues were put forward as prominent by several nightlife experts. The role of the club owner or organizer was discussed among some nightlife experts – with different opinions concerning how they (should) adopt their role in the context of implementing health related aspects in their drug policy. During some interviews, harm reduction initiatives were mentioned in this context.