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The Impact of Young People's Participation in Events: Developing a Model of Social Event Impact

Introduction

Events have emerged as significant occurrences, attracting the attention of tourists and residents alike. Research and literature on events has led to the increasing realisation of their positive outcomes. Previous studies have emphasised the economic contribution of events (Brennan- Horley, 2007; Burgan & Mules, 1992) as well as their ability to market a destination (Brown, Jago, Chalip, Ali, & Mules, 2011). For this reason, governments and destination marketing organisations are interested in capitalising on the positive impacts they bring. Alongside these benefits to the destination are the effects that events can have on the individuals who attend them. For instance, it has been recognised that events provide a sense of togetherness because of their inclusion of people from all different backgrounds (Derrett, 2003). These social impacts of events can be significant to attendees, and therefore it is necessary to understand these in order to express their social role to event decision makers. If reliable measures of social impacts can be developed, then events can be recognised for their social purpose as well as the economic factors on which they are usually assessed.

This paper explores the social impact that two events, the Adelaide Fringe Festival and the Clipsal 500, have on young residents (16-19 years old) of Adelaide. The Adelaide Fringe Festival is an arts event whereas the Clipsal 500 is a motorsport event, and therefore different social impacts may be reflected based on event type. The purpose of this study is to examine how young people participate in these events and how this affects their activity involvement and their identity salience in the event. This article reviews previous studies on the social impacts of events before drawing upon two concepts from the recreation and leisure field, activity involvement and identity salience, which can be applied to assess the role of events in the lives of young people. It has been stated that activities, especially those that facilitate social interaction, are important to young people because they contribute to their identities (Saggers, Palmer, Royce, Wilson, & Charlton, 2004). Therefore, this article argues that events are social activities that can have transformative effects on young people. This thesis has influenced the methodological design of this study, in which a mixed methods approach was used to gain an in-depth perspective on young people's event attendance and involvement. The results of this process are revealed in the results section of this paper and then discussed further and visually represented in a model which was informed and constructed as a result of this study.

Literature Review

Social Impact

The notion that events can provide important social opportunities has been expressed by a number of researchers (Arcodia & Whitford, 2007; Wilks, 2012). The social aspect is one of the key factors which make events so valuable to attendees and residents because events create a public space in which people can interact and become more familiar with each other. Socialisation with known groups and external socialisation have both been acknowledged as motivations for event attendance (Crompton & McKay, 1997). Other researchers support the notion that socialisation is a key motivating factor for event attendance (Backman, Backman, Uysal, & Mohr Sunshine, 1995; Formica & Uysal, 1996; Shanka & Alamiyo, 2012). A study of arts performance attendance found that social interaction was one of three top motivators for attendance (Swanson, Davis, & Zhao, 2007). However, it should be noted that event attendees can be motivated by varying factors. In analysing event attendees motivations for attending the Umbria Jazz Festival, Formica and Uysal (1996) found that residents were more motivated by socialisation whereas tourists were more motivated by the entertainment factor. This emphasises the need to analyse results by attendee group in order to understand the key motivators of attendee segments. Studies by Bowen and Daniels (2005) and Gelder and Robinson (2009) also support this by demonstrating that different attendee groups have different motivations. Therefore, it is necessary to examine and analyse group differences in event studies because event attendees are not a homogenous group. Given the importance of socialisation, as indicated by the event motivations literature, it is necessary to consider social aspects while making decisions regarding events.

The social impact of events has increasingly been the subject of studies in the academic literature in recent years (see for example Andereck, Valentine, Knopf, & Vogt, 2005; Delamere, Wankel, & Hinch, 2001; Derrett, 2003; Fredline, Deery, & Jago, 2006; Waitt, 2003). Hall (1992) categorised event impacts into six categories: economic, tourism/commercial, physical, sociocultural, psychological, and political. Despite the variety of impacts, the research to date has predominantly focused on the economic (Dwyer, Forsyth, & Spurr, 2004) and tourism/commercial (Brown et al., 2011) outcomes of events. However, in the wider field of tourism there is a larger extent of literature on social impacts which can be used to inform research on events. Within this literature, Teo (1994: 126) defines the social and cultural impacts of tourism as 'the ways in which tourism is contributing to changes in the value systems, morals and their conduct, individual behaviour, family relationships, collective lifestyles, creative expressions, traditional ceremonies and community organization'. This definition is reflected in event studies which have found that events can impact

upon host communities through notions of civic pride (Wood, 2006) and social capital (Arcodia & Whitford, 2007), and they can also impact on individuals by providing a sense of belonging and identity (De Bres & Davis, 2001). Although there seems to be a difference in opinion on terminology, with some authors referring to 'sociocultural impacts' (Hall 1992) and others using 'social impacts' (Delamere et al., 2001), the term 'social impacts' is most widely used by academics. Fredline, Jago and Deery (2003: 26) defined social impacts as 'impacts that potentially have an impact on quality of life for residents'. This definition is broad, but encompasses the diverse nature of social impacts which is appropriate for the events industry in which events differ in scale and typology (Getz, 1991). To demonstrate this point, the impact of a small community event can be vastly different than those experienced as a result of a major event that attracts large numbers of tourism and media coverage (Getz, 1991).

Within the social event impacts literature, a number of social outcomes have been proposed. It has been stated that events can improve quality of life for residents through infrastructure developments and increased entertainment options (Allen, O'Toole, McDonnell, & Harris, 2005). For event attendees it has been stated that events create a sense of togetherness and belonging (Derrett, 2003) because they are perceived to bring people together from various different backgrounds for a common cause. However, Hall (1992) argues that events do not appeal to all social groupings, and therefore they can in fact alienate members of the community. Furthermore, there can be negative ramifications for hosting an event, such as crowding, traffic and increased bad behaviour (Allen et al., 2005), however by the nature of their definition events are infrequent occurrences (Getz, 1991) and therefore any inconveniences are short-lived. Additionally, event attendance has been found to lead to more positive perceptions of the event (Derrett, 2003; Kenyon, 2002), therefore residents who attend and enjoy the event are less likely to report negative impacts of events.

Despite the growing literature on social event impacts, there is a paucity of studies which measure outcomes in a multi-dimensional way. Fredline, Jago and Deery (2003) developed a 'generic scale' to measure the social impacts of events. This led to the development of a 42 item scale which represented six factors: social and economic development benefits; concerns about justice and inconvenience; impact on public facilities; impacts on behaviour and environment; long-term impact on community; and impact on prices of some goods and services. These results come from a study of three different events, The Australian Formula One Grand Prix, the Melbourne Moomba Festival and the Horsham Art Is Festival. Whilst this study comprehensively researched a range of impacts, from

entertainment opportunities to socialisation and interaction, only single statements were used to capture data for each impact. Additionally, Delamere, Wankel and Hinch (2001) developed a framework for measuring the social impact of events and identified two sub-factors of social benefits (community benefits and cultural/educational benefits) and two sub-factors of social costs (quality of life concerns and community resources concerns). Both of these studies by Fredline et al. (2003) and Delamere et al. (2001) enhance the understanding of social impacts of events, but are in contrast to studies that have aimed to conceptualise and construct scales to measure specific outcomes for residents rather than applying single item measures that may not encompass the complexity of the concepts being investigated. One such study by Wood (2006) illustrated the social impact of events through the examination of civic pride in relation to two events held in the town of Blackburn in the United Kingdom. In this study, the development of a civic pride scale development was informed by previous research on national pride, discussions with local authorities and academics. The results of the study found that civic pride increased after the events were held but the change was stronger after one event than it was for the other (Wood, 2006). In addition to Wood's (2006) study, De Bres and Davis (2001) devised a study which explored the effect events have on the local community. This study specifically focused on how events along the Kansas River Valley can lead to group and place identity. Through multiple research strategies, including questionnaires, the researchers concluded that the event activities had an effect on group identity and place identity which enhanced resident's identity with the local community (De Bres & Davis, 2001). In contrast, Jaeger and Mykeltun (2012) adopted a qualitative method to explore how four events in Finnmark, Norway contribute to a sense of belonging and place identity. Qualitative data from this study identified themes relating to place identity and demonstrated that the events offer opportunities for residents to share experiences and build collective images and values of the place (Dixey, 2012). In addition to these event specific studies, the leisure and recreational literature offer concepts which can be applied within an events context.

Leisure and Recreational Concepts

Within the recreation and leisure field, activity involvement has been applied to examine the importance of an activity to an individual (Funk, Toohey, & Bruun, 2007; Havitz & Dimanche, 1997). It has developed as a concept which describes how important an activity is within one's life overall (Kyle, Graefe, Manning, & Bacon, 2003). The measurement of activity involvement has developed over time, however it is now commonly conceptualised by the dimensions of centrality, self-expression and attraction as established by McIntyre and Pigram (1992). Centrality refers to the extent to which the individual views the activity to be a vital part of their life. Self-expression

indicates the degree to which the individual feels that the activity allows them to express themselves. Lastly, attraction represents the interest and appeal in the activity. The attraction component of activity involvement often results in the highest mean scores for the concept (Havitz & Dimanche, 1997). McIntyre (1989) states that interest and enjoyment represent a base level of activity involvement, whereas centrality and self-expression represent higher levels of activity involvement. Therefore respondents who indicate high levels of centrality and self-expression represent a greater depth of activity involvement and the activity could be said to be more important to the individual.

Activity involvement is applicable to the events context because it has been found to have a key role in recreation participation, satisfaction and behaviour (Chen & Wu, 2010). Quinn and Wilks (2009) suggest that participants have a more central role in an event, and therefore it could be expected that an event would impact upon participants to a greater extent than spectators. People differ in terms of their involvement levels with activities (Havitz & Dimanche, 1997) And therefore research into this concept can provide useful insights into the underlying reasons of participation (Havitz & Dimanche, 1997). Low activity involvement may act as a constraint to activity participation (Backman & Crompton 1989 in Havitz & Dimanche, 1997). Currently, the event literature tends to focus on why people attend events (e.g. their motivations) rather than the constraints to their attendance. Therefore, activity involvement can be applied to the events field in order to explore reasons for participation level and the social importance of an event to an individual.

Similar to the concept of activity involvement, identity salience can help to explain commitment to a leisure activity (Shamir, 1992). As a concept, identity salience can be used to measure the extent to which an activity influences identity development. Shamir (1992: 302) defines identity salience as 'the importance of an identity for defining one's self relative to other identities the individual holds'. Havitz and Dimanche (1997: 270) state that "some people may be hesitant to admit that they derive their social or personal identity from leisure"; however many studies have suggested that for many individuals this is the case. Identity salience is a concept which has been examined in the leisure field and previous studies have found that activities which are considered more important to one's self-concept will lead to greater motivation to participate in that activity (Shamir, 1992). Therefore, exploration of this concept within the events context can add to the literature on motivations which aims to explain why people attend events.

For example, studies on recreational activities have demonstrated that they can assist in building emotional ties (see for example Funk & James, 2006). Findings of a study by Funk and James (2006) indicate that allegiance to a sports team is a complex phenomenon; however interest in a team can be linked to self-esteem and identity. In a similar study, Laverie and Arnett (2000) explored attendance at Women's college basketball events in order to determine their impact on identity and allegiance to the team. In this study it was found that respondents who report higher activity involvement and attachment also reported higher levels of identity salience (Laverie & Arnett, 2000). This means that those who are more engaged with the event are more likely to feel that the event is an important part of their identity.

Arts Management

In addition to the leisure and recreation literature above, there is further discussion within the arts management field on the social impacts that activities can have on individuals. Similar to sports and other leisure activities, the arts are seen to be a beneficial activity for interpersonal development. In fact the Arts Council of England (2003: 3) stated that:

We will argue that being involved with the arts can have a lasting and transforming effect on many aspects of people's lives. This is true not just for individuals, but also for neighbourhoods, communities, regions and entire generations, whose sense of identity and purpose can be changed through art.

Through this quote it is evident that the arts can transform individuals and the wider community. In a review for the National Foundation for Education Research, Kinder and Harland (Kinder & Harland, 2004) created a typology of suggested outcomes of arts participation: advancements in learning, behavioural modifications, attitudinal change, relationship development and enhancement, psychological wellbeing, improved communication skills, increased awareness, and post programme progression. Focusing on a sample of 14-24 year olds, Kinder and Harland (2004) emphasise the importance of enjoyment and perceived relevance of the arts and state that these two factors influence the impact of learning in the arts. These key variables are reflected in the conceptualisation of activity involvement (attraction and centrality), and thus further justify the application of this concept to explore social impacts for young people.

However Belfiore (2006) states that there is limited evidence available on the impact of the arts. Reflective of the events industry, the arts management literature posits a number of social impacts of arts participation, but much of this is unsupported by in-depth evidence. Belfiore (2006) calls for more research to be developed in this area in order to support proposed outcomes of participation. As Belfiore (2006) argued, measures for social impacts need to be developed because many studies

continue to use uni-dimensional scales which struggle to encapsulate the depth of the social constructs they are aiming to measure. Methodologically, studies on arts management also need to explore the impact of different types of cultural activities on different types of audiences/participants (Belfiore 2006), and therefore this paper also examines how the level of the individual's engagement with an event can influence the impacts they gain. The weaknesses stated by Belfiore (2006) are evident in the research by the Australia Council of the Arts (2010) which used basic statements to determine the benefits of arts participation. Despite this, the study did reveal some interesting statistics on arts participation. For example, it was found that young people displayed higher levels of creative participation in visual arts and crafts, theatre and dance, creative writing and music than the rest of the population (Australia Council for the Arts, 2010). Arts participation appears to be on the rise, even though a number of reasons for non-participation were suggested, including practical constraints such as cost and time restraints and behavioural constraints such as lack of interest and feelings of inadequacy (Australia Council for the Arts, 2010). Lack of arts opportunities has also been cited in the literature as a reason which limits potential participation (Kinder & Harland, 2004).

Young People's Development

Despite the possible constraints, Saggars et al (2004) believe that leisure activities help build character for young people. Leisure activities can enhance quality of life because young people are able to express themselves through their interests and can be themselves (Roberts, 1983). At this young age, adolescents are most likely trying to find themselves and their place in society. As adolescents who are still in the transitional process of establishing their sense of identity (Saggars et al., 2004), exploration of how events contribute to their identity can shed more light on their process of self-development. Trethewey and Burston (1988) believe that the greatest transition takes place between the ages of 16 and 17, because a number of transitions occur including the change from puberty to physical adulthood, and economic dependence to economic independence. Also, from this age, young people are more independent and have a greater ability to make their own decisions (Cormack, 1992), such as attending events. Furlong and Cartmel (2007) suggest that there can be multiple sources of identity for any one person, and leisure activities can be one of these sources.

For young people, events can be valuable social experiences, providing them with an opportunity to socialise with friends as well as meet new people (Crompton & McKay, 1997). Cormack (1992) states that young people have the tendency to participate in activities with their peers, therefore this is an important element in their decision to attend events. For young people, time spent with their peers is particularly important because it is a vital part of their identity development (Cormack, 1992).

They are able to 'try on' different personalities through these social interactions (National Youth Council of Australia, 1975). Therefore, this paper explores the social impact of two Adelaide-based events in order to determine how these impact upon the lives of young people. This study examines how young people engage in events and the impact this has on their activity involvement and identity salience. The following section details these events and describes the research method of this study.

Research Methods

Study Site, Sampling and Data Collection

As the capital city of South Australia, Adelaide has a long history of hosting special events including the Adelaide Festival of Arts, Adelaide Fringe Festival, the Tour Down Under Cycling event, and the Clipsal 500 V8 motorsport event. For this reason, South Australia has gained its reputation as the Festival State of Australia. Unlike Sydney with its Harbour Bridge and Opera House, Adelaide has no iconic attractions and therefore relies on events to attract tourists (Brown et al., 2011) and present residents with opportunities for entertainment and socialisation.

The two events researched in this study were the Adelaide Fringe Festival and the Clipsal 500 V8 motorsport event. The Adelaide Fringe Festival is usually held from late February to mid-March and was established in 1960 (Adelaide Fringe Inc, 2011) as an alternative to the Adelaide Festival of Arts. It occurred biennially until 2007 when it became an annual event. The purpose of the Adelaide Fringe Festival is to bring affordable and small-scale arts experiences to the residents of Adelaide (Adelaide Fringe Inc, 2011). Some events are free, such as the opening night parade, street performances and the Garden of Unearthly Delights in which attendees can socialise. Most Adelaide Fringe Festival events are held in the city centre of Adelaide, however a small percentage are held in other locations across Adelaide. In contrast, the Clipsal 500 V8 car race occurs over a four day period at the start of March and is a more recent addition to the Adelaide event calendar. Established in 1999 and using a 3.22 kilometre street circuit in the east end of the city centre (Clipsal 500 Adelaide, 2010a). It is a lively event with music concerts held every night in conjunction with the car races. A range of tickets are available to make the event affordable for all of those who wish to attend (Clipsal 500 Adelaide, 2010b). These range from one to four day tickets, and reserved seating to general admission. Ticket prices include entry into the nights' music concert. As identified in this study, both of these events are popular with young people and attract large crowds. Representing an arts and a sports event, comparisons will be made in order to examine the social impacts that young people gain from these events.

Another key feature of Adelaide that is important in relation to this research is its aging population. A large number of young people are choosing to leave Adelaide for other cities both in Australia and overseas (Australian Bureau of Statistics, 2010b). It has been found that interstate migration increases rapidly around the age of 20 (Australian Bureau of Statistics, 2008). High numbers of South Australians migrate to other Australian states, with the highest proportion of these people are between 20 and 29 years of age (Ryan, 2011). Given this, strategies need to be developed to encourage young people to stay in Adelaide, not only for the benefit of the economic system but also for the benefit of the social fabric of the city. This segment of the populations is often overlooked in the literature; therefore young people are the sample focused upon in this study. Activity involvement and identity salience with the Adelaide Fringe Festival and the Clipsal 500 will be explored as a means of understanding the effect that these events have on young people's lives. Previous research has found that an individual develops based on the community around them and the opportunities that are provided to them (Australian Department of the Arts, 1991). Based on their desire for social interaction and participation in leisure activities, the sample frame of this study is 16-19 year olds. Young people of this age group have the freedom to choose the events they attend and they are more intellectually developed and capable of thinking in a multi-dimensional manner (Cormack, 1992) which is appropriate for this study.

As part of a larger study, data was collected through questionnaires and focus groups conducted with secondary school students. As an exploratory study, qualitative focus groups were considered to be the most appropriate method for establishing a holistic picture (Bryman, 2008) of young people's thoughts about Adelaide and the events that are held in the city. Based on the findings of the focus groups, a quantitative questionnaire was developed for the second stage of the research which sought the perceptions of a larger group of young people in order to gain a representative sample by which the concepts of activity involvement and identity salience can be tested. This method was chosen because previous researchers have used questionnaires to analyse these concepts (Bricker & Kerstetter, 2000; Kyle et al., 2003; Shamir, 1992) and collecting data via a questionnaire enables a larger sample to be involved in this stage of the research (Bryman, 2008), therefore gaining a better representation and understanding of the impact of events on the lives of young people by applying established scales. Following the results of the questionnaire, the third stage of the research was developed to explore one of the events in greater depth. For this purpose, an intra-methods mix (Johnson & Turner, 2003) involving a short questionnaire followed by focus groups was devised. The questionnaire enabled the researcher to compare responses to the activity

involvement and identity salience scales with the previous stage. The focus groups then allow for more in-depth discussion about the events and its outcomes.

The sample was 16-19 year olds living in Adelaide as this is an age where they have the freedom to attend events they choose. In the first two stages of data collection young people were recruited through their attendance at secondary schools in the Adelaide metropolitan area. Schools were considered an appropriate source of recruitment because a majority of young people are enrolled at a secondary school until their completion of Year 12 (Australian Bureau of Statistics, 2010a) at which they are at an average age of seventeen or eighteen years. In order to limit the variables involved in the research, such as transportation issues and other factors that may limit event attendance and activity participation, the schools involved in the research were located within a ten kilometre radius of the Adelaide city centre. In order to reflect different socio-economic backgrounds the sample frame aimed to gain respondents from a range of areas within Adelaide. Co-educational schools were selected to participate in the research in order to gain views from both genders. Both public and private schools were recruited to participate in the research. The third stage of data collection also involved a sample of young people; however the sampling was purposive because it sought young people who had experienced a particular event. This stage sought a group of respondents who had attended the event and a group of respondents who had participated in the event. In order to gain this sample of young people, the attendee sample was recruited through secondary schools; however the participant sample was recruited through school groups as well as youth arts groups. The researcher consulted with Adelaide Fringe Festival staff and referred to the festival programme to find appropriate respondents. Due to the age of the sample, there were a number of ethical requirements, including a police check. In addition to gaining approval from the University's ethics committee, approval was also gained from the Department of Education and Children's Services and the Catholic Education Office.

Research Instrument Development and Data Analysis

The first stage of the research consisted of four focus groups with secondary school students in four co-educational schools. Small focus groups (4-8 students) were conducted within each of the four schools involved in this stage of the research. The purpose of these focus groups was to identify the key events attended by this age group and their motivations. Participants were asked about their event experiences, including which events they had attended and their perceptions of these events. The focus groups explored activity involvement and identity salience by asking the respondents what the events meant to them and how important they are to them. Each focus group was recorded,

transcribed and then analysed in NVIVO using the thematic analysis technique in which the researcher coded key themes (Bryman, 2008).

These focus groups found that the Adelaide Fringe Festival and Clipsal 500 (as mentioned earlier) were the most commonly attended events by young people. During these focus groups it was unanimously considered that Adelaide hosts a large number of events, however very few appeal to young people. Issues such as cost and time to attend were mentioned as constraining factors to event attendance. Despite this, respondents reflected upon the positive aspects of the Adelaide Fringe Festival and the Clipsal 500 and articulated their key reasons for attendance. From these discussions it was evident that frequency of attendance was an important factor which influences the meaning of the event to the individual. This finding is consistent with research of recreational studies that have explored activity involvement (Kyle et al., 2003). Therefore, this was incorporated into the design of the questionnaire for the second stage of the research.

The development of the questionnaire was guided by a review of the literature, findings from the qualitative data analysis and pre-testing. The final questionnaire included questions on event attendance, frequency of attendance, identity salience, activity involvement and demographic information. Identity salience was included to measure the extent to which the event forms a part of the respondent's identity. Identity salience was measured using a scale developed by Shamir (1992). To make the scale items understandable to young people, slight alterations were made to three of the seven scale items. Activity involvement has previously been measured by scale items exploring the dimensions of centrality, self-expression and attraction. The scale used in this questionnaire was adapted from a study conducted by Kyle et al. (2003). Two of the centrality items in Kyle et al.'s (2003) scale were considered to be repetitive, and therefore one was replaced by another scale item which has appeared in previous studies (Bricker & Kerstetter, 2000; McIntyre, 1989). Centrality and self-expression dimensions were both measured using three scale items, whereas attraction was measured using five scale items. Some of the terminology of the items had to be changed in order for young people to understand them. Implementing these previously developed measures was considered to be the best means of gaining reliable and valid data.

The questionnaire was pilot tested and then a total of 400 questionnaires were distributed to eight different co-educational schools across a range of locations within Adelaide. To ensure that participation was voluntary and the students did not feel pressured to complete the questionnaire due to the unequal power relationship with their teachers, the students had one week to complete

the questionnaire in their own time. Once completed, the questionnaires were placed in a sealed box in a common area on the school premises. The information was then collected, coded and entered into SPSS version 17 which was then used to perform descriptive and frequency tests as well as Analysis of Variance (ANOVA) tests.

Questionnaire results indicated that a larger number of young people attend the Adelaide Fringe Festival and their activity involvement in this event is higher than the activity involvement they indicated for the Clipsal 500. As a result of this, the third stage of this research investigated the impact of the Adelaide Fringe Festival to a greater degree. Further data was collected through a number of focus groups gathered from a purposive sample of the event spectators and participants. The spectators were passive audience members, whereas the participants were actively involved, performing in shows and/or a parade. The purpose of this stage of the research was to explore whether the social impact of the event differed based on the level of participation. It involved an intra-method mix, whereby respondents were asked to complete a shortened version of the questionnaire from the previous stage and then participate in a focus group. This enabled a comparison of results from the previous stage, and also allowed for in-depth information to be gained. A total of five focus groups were held. Methods of data analysis involved thematic analysis with NVIVO for qualitative data and statistical tests with SPSS for quantitative data.

Results

The purpose of the first stage of the research was to establish young people's feelings and perceptions about Adelaide and the events that are held in the city. Twenty four respondents participated in these focus groups of which 16 (67%) were female and 8 (33%) were male. The focus groups involved young people from two public schools and two private schools located in different suburban areas of Adelaide. The key outcome of this stage was to identify the events that these young people attend and, across all groups, the Adelaide Fringe Festival and the Clipsal 500 V8 car race were the two most highly attended events. Reasons for attending the Adelaide Fringe Festival centred around the atmosphere of the event (especially on the opening night), the Garden of Unearthly Delights (a popular social meeting place), and also the variety and sheer number of the events that are available. One respondent commented that:

'the Fringe Festival is something else because it's rather different to all the others. I don't know how exactly it's different, it's just the atmosphere.' (Respondent 18)

It was suggested that there is a community feel on the opening night of the Adelaide Fringe Festival because large numbers of residents come out to support the event. The fact that there are

performances that cater for many different audiences was also considered to be a positive aspect of the Adelaide Fringe Festival.

Those who mentioned the Clipsal 500 as an event which they enjoy attending cited reasons that reflected the key components of the program. As one respondent stated:

'the atmosphere is just, it's just so good cause people are really into the cars' (Respondent 20)

In addition to an interest in cars and car racing, respondents also demonstrated an interest in the bands that were playing at the concerts in the evening. In some cases, an interest in the concerts surpassed their interest in the car racing, suggesting that some attendees attend purely for the concerts. For example, one respondent acknowledged that:

'Some people just go to the concerts though. I was almost going to go the other year for the concert, I think Wolfmother were playing' (Respondent 7)

The Skyshow (fireworks display set to music) was also mentioned as a feature that attracts attendees to the Clipsal 500. Those who did attend for the car racing expressed a feeling of camaraderie with other attendees which supported the same racing teams.

Based on the initial focus groups, the Adelaide Fringe Festival and the Clipsal 500 were the two events examined in the subsequent questionnaire. From the 400 distributed questionnaires a total of 226 (56.5% response rate) useable questionnaires were completed, representing a range of geographical areas in the Adelaide metropolitan suburbs. Both genders were well represented, with 118 (52%) questionnaires completed by males and 108 (48%) by females. This study also gained equal representation of students in public and private schools; 116 (51%) public school students and 110 (49%) private school students completed the questionnaire.

Over fifty percent of the respondents have attended the Clipsal 500 or the Adelaide Fringe Festival (see Table 1), however only 35% of the respondents attended both. These two events occur at a similar time, and therefore constraints of time and cost (Getz & Cheyne, 2002) may be influential factors that prevent attendance at both events. Attendance at the Adelaide Fringe Festival was quite equal in terms of gender, but it was found that a higher percentage of males attend the Clipsal 500. This gender difference was to be expected because of the stereotypical male interest in cars and car racing. As one event is an arts event and the other is a sports event it was expected that they would each attract different crowds due to their differing content and opportunities. The Adelaide Fringe

Festival occurs over a longer duration and has a larger variety of activities; therefore it is likely to appeal to a wider range of people which can increase its ability to create a community environment and deliver a socially satisfying experience.

Insert Table 1 here

To examine commitment to the events, respondents were also asked to indicate the frequency of their participation in the events. On a five-point Likert scale respondents were asked to answer to the following statement: *I attend this event regularly*. This measurement has been used in previous studies of activity involvement within the leisure and recreation field (Bricker & Kerstetter, 2000; Kyle et al., 2003). Results indicated that the Clipsal 500 was less regularly attended than the Adelaide Fringe Festival, with the Clipsal 500 gaining a mean score of 2.88 (SD=1.28) and the Adelaide Fringe Festival gaining a mean score of 3.56 (SD=1.01). In previous studies (Havitz & Dimanche, 1997; Kyle et al., 2003), frequency of participation has been found to positively influence activity involvement and therefore it was important to incorporate this in this study to determine whether the same effect occurs within the events context. However, it should be noted that frequency on this type of scale can be interpreted differently by each individual, and therefore there may be a face validity issue due to self-reporting of frequency. Nevertheless, it does provide a point of comparison between the two events which enables further exploration of how young people are affected by events.

As mentioned in the literature review, this study aimed to examine young people's activity involvement levels in the Adelaide Fringe Festival and the Clipsal 500. Adapting an established scale of activity involvement (Bricker & Kerstetter, 2000; Kyle et al., 2003), which incorporates centrality, self-expression and attraction, young people were asked to report on their feelings towards the Clipsal 500 and the Adelaide Fringe Festival. The results are displayed in Table 2.

Insert Table 2 here

These results indicate that each of the three dimensions of activity involvement did not score highly with young people, and therefore their involvement in the two events is limited. However, these results do show a pattern in young people's activity involvement in events, with the attraction dimension rating the highest, followed by self-expression and then centrality. Havitz and Dimanche (1997) state that attraction is usually the dimension that results in the highest mean scores. Relating

these results back to the previous literature suggests that young people are more likely to have base level involvement in events, but do not engage in them to a deeper extent which is most likely due to the infrequency of the events. What this means is that events have the ability to appeal to young people, but appear to be limited to become activities which are central to the lives of young people.

This study also examined the importance of the events to the individual's sense of identity. These results can be seen in Table 3.

Insert Table 3 here

These results indicate that the Clipsal 500 and Adelaide Fringe Festival have little bearing on young people's identity development. Previous literature indicated that high identity salience means that the activity is perceived to be an important part of the individual's self-concept and therefore motivation to participate in the activity is strong (Shamir, 1992). This was not found to be the case for the Adelaide Fringe Festival and the Clipsal 500, and therefore motivation to attend these events is reasonably low due to the small influence that these events have on the lives of young people. However, the literature on young people emphasises the importance of leisure activities and their ability to provide young people with social arenas in which they can find develop their social skills and establish their identity (Saggers et al., 2004). As mentioned in the events literature, socialisation is a key feature of events which is a factor that often acts as a motivator for attendance (Bowen & Daniels, 2005; Gelder & Robinson, 2009). Additionally, choice of event is also an opportunity for young people to express themselves by demonstrating their interests (Roberts, 1983). So despite the low identity salience results, further research is required to investigate the role of events and their effect on young people. Similar to the activity involvement results, the identity salience score was higher for the Adelaide Fringe Festival than the Clipsal 500. The respondents for this stage of the research had attended these events, but did not participate to a greater degree therefore the aim of the next stage of the research was to determine whether participation lead to greater social impacts.

The final stage of the research included 35 participants who were involved in the Adelaide Fringe Festival. Of the 35 respondents, 20 of these were participants and 15 were spectators. With a mean age of 16.7 years, a majority of the respondents (65.7%) had lived in Adelaide for their whole lives. There was a higher percentage of female respondents (85%) in comparison to the previous stage. The higher proportion of females involved in the study suggests higher participation in the festival by

females despite the relatively equal attendance by both genders in the previous stage of the research. This indicates that females may be more willing to actively participate in the Adelaide Fringe Festival.

In comparison to the previous stage of the research, mean scores for the activity involvement dimensions and identity salience were generally higher. Including both participant and spectator groups, the centrality score for this stage was 2.45 (SD=1.17) as compared with 2.30 (SD=0.96) for the previous stage. The attraction score was also found to be slightly higher, 3.77 (SD=0.86) for this stage compared with 3.33 (SD=0.91) for the previous stage. Interestingly the self-expression score was slightly lower for this stage than the previous stage, with the respondents giving a mean score of 3.11 (SD=1.01) compared with 3.21 (SD=1.58) for the previous stage. Self-expression was expected to be higher in this stage of the research because of the inclusion of participants who are able to express themselves through their performances at the Festival. The total mean score for identity salience for this stage was found to be 2.81 (SD=1.10). The previous stage resulted in a mean score of 2.63 (SD=1.04), which indicates higher identity salience for the Adelaide Fringe Festival in this stage. Therefore, the inclusion of respondents who were more actively involved in the event did generally result in higher involvement and identity salience scores, indicating that participation level can influence the social impact of the event. In fact, analysis by participant and spectator groups found a clear difference between the two groups, with the participants reporting much higher activity involvement and identity salience scores (as can be seen in Table 4). Identity salience was found to be significantly affected by the respondent's type of participation ($F(1, 34) = 36.20, p = 0.000$). Significant differences were found for all three of the involvement dimensions: centrality ($F(1, 34) = 59.69, p = 0.000$), self-expression ($F(1, 34) = 7.35, p < 0.05$), and attraction ($F(1, 34) = 33.34, p = 0.000$). The participants scored higher on all of the involvement scores than the spectators, which indicates a greater affinity with the Adelaide Fringe Festival.

Insert Table 4 here

These results support the sentiment of Havitz and Dimanche (1997) that involvement levels vary from individual to individual. This study demonstrates that young people's experiences are dependent on their participation in the event. There are currently few studies that explore the impact of an event depending on the level of participation of the individual. In-depth data from the focus groups with the participants and spectators delved deeper into this phenomenon.

Within the focus groups with participants, there was discussion of the factors that contributed to their higher involvement and identity in the Adelaide Fringe Festival. For most of the participants, they had been affiliated with the same arts group for a number of years whether it was dance, theatre or music. As one respondent stated:

'We've been doing it for such a long time that it's just kind of what we normally do and it's what we're used to. Stopping it would be very strange.' (Respondent 12)

It was acknowledged that participation in an arts group can have a significant impact, such as gaining specific skills relevant to the particular art form and also social skills. For example, they learn how to express themselves and interact with others. To illustrate this, one respondent commented that their arts group is:

'such a unique activity for kids to do and it gives them not only physical skills like a sport would, so many things... it's just such a supportive environment and it helps'(Respondent 15)

As a result, the arts group also plays a significant social role in their lives and creates a sense of belonging and identity to their arts group.

Overall, the focus group discussions with participants revealed their passion for the arts as well as their dedication and time commitment to their arts group. There is a real personal interest in the arts which explains the high identity salience and involvement scores which were found in the questionnaire analysis. Although experiences with the Adelaide Fringe Festival varied from participant to participant some key themes were prevalent in the discussions. The respondents demonstrated benefits from participation in their arts group as well as the Adelaide Fringe Festival. Involvement in their arts group was a key factor that led to participation in the Adelaide Fringe Festival, allowing the participant to achieve social and performance-related objectives.

In contrast, focus groups with spectators identified themes of uncertainty and feelings of being an outsider amongst the arts community. The spectators considered knowledge to be a key factor in their decision to engage in the Adelaide Fringe Festival. The discussions indicated two types of knowledge; knowledge about the Adelaide Fringe Festival, and knowledge about the featured shows. Despite the festival being a well-established event in Adelaide, young people had little previous experience with the Adelaide Fringe Festival. Consequently, this meant that they were not very familiar with the festival and the types of performances offered. Secondly, knowledge about particular shows was another factor considered to inhibit young people's participation. This is illustrated by the following comment:

'there are shows that are really good then there are shows that are really you don't know whether it's going to be good or bad or not.' (Respondent 21)

Being the second largest Fringe Festival in the world (Frew & Ali-Knight, 2010) has led to a large artist registration numbers. This provides a wide range of choice for event attendees; however it can also make it difficult to choose which performances to attend. With so much choice the decision of which performances to attend becomes overwhelming.

From the focus groups with the spectators, it was clear that they were not as engaged as the participants in the Adelaide Fringe Festival. As a result, the discussion of their experiences revealed that the festival had a minimal effect on their lives. Most of the respondents had no association with the arts, and therefore they viewed the performances for their entertainment and/or educational qualities rather than for the appreciation of the art form. Overall, the impact of the spectator's attendance reflected the basic level (McIntyre, 1989), whereby they attended and might have enjoyed the performance or event, but the effect is short-term and did not have a long-term bearing on their lives. In fact most of these young people appeared to engage in the festival because it provides them with a social environment and a form of entertainment.

This further exploration of the Adelaide Fringe Festival indicated that level of participation affects the social outcomes gained, with those participating to a greater degree achieving higher activity involvement and increased identity awareness.

Discussion

The purpose of this paper was to examine how event attendance can impact upon young people's lives by focusing on the concepts of activity involvement and identity salience. It contributes to the literature in two ways: (1) adding to the literature that aims to measure complex social impacts; and (2) exploring how social event impacts can differ based on the event experience. Previous studies have discussed the need to develop social impact measures as a means for gaining a more holistic picture of the impact on an event (Belfiore 2006). As such, there has been an increase in studies that have aimed to conceptualise and measure social impacts, such as civic pride, group identity and place identity, beyond simplistic uni-dimensional scales. By implementing measures from the leisure and recreation field in this study, it was possible to measure social aspects which provide more information on the way that events are experienced and can influence the lives of participants. It has been acknowledged in the event studies literature (Bowen & Daniels, 2005; Gelder & Robinson, 2009) and arts management literature (Belfiore, 2006) that attendees are not a homogenous group,

and therefore in order to gain a more in-depth understanding of event attendees and the effect that events can have in individuals, it is necessary to investigate the factors that influence social outcomes. In addition to studies that have shown that resident's perceptions of social outcomes differ based on attendance (Fredline & Faulkner 2002) and proximity to an event (Fredline & Faulkner, 2002), this study suggests that interest and appeal in the subject matter influences the social outcomes of the activity involvement and identity salience. Active participants of the Adelaide Fringe Festival were found to have significantly higher identity salience and involvement scores than spectators. Relating to Quinn and Wilks' (2009) illustration of performers being central actors within the festival sphere, participants of the Adelaide Fringe Festival appeared to feel more ownership over the event in comparison to the spectators. Based on these results, it is necessary to consider the role of the respondents because the way that they experience the event and their level of participation can influence the outcomes that they gain from the event.

The results of this study highlight a number of intricacies related to the event experience and the understanding of social impacts. Although this study applied activity involvement and identity salience in the events context to determine the impact on respondents, these concepts are highly complex and there is still uncertainty of how these concepts develop. In particular, there is a causality issue because these concepts were studied as separate independent variables in this study, however it does appear that there is a relationship between the two. As Laverie and Arnett (2000) found in their research, activity involvement was suggested to precede identity salience. They found that high activity involvement led to high identity salience to the Basketball events (Laverie & Arnett, 2000). Other studies have demonstrated how events can lead to a sense of group identity and place identity (De Bres & Davis, 2001; Dixey, 2012), yet the complexity of how respondents develop their identity has not been undertaken in-depth. Within this study, the participants in the Adelaide Fringe Festival appear to be involved in activities which are linked to the content of the festival, and therefore it is indicated that their involvement begins outside of the event. This is illustrated in Figure 1 which shows that it is necessary to have services and activities available in the community in order for individuals to become involved in particular types of activities. In the case of the arts, there need to be dance groups or drama groups that individuals can join. Providing these services means that individuals can engage in activities and become involved. Similar to the sentiments stated in the arts management literature (Kinder & Harland, 2004), the participants of the Adelaide Fringe Festival acknowledged the transformative and supportive environment of their arts group and suggested that involvement in the arts group encouraged their participation in the festival. Therefore, engagement in activities outside of the event system can influence interest, centrality and self-

expression in the art form which will determine the level of involvement before the event. The Adelaide Fringe Festival is an annual events and therefore there are limited opportunities to get involved. The frequency of attendance at the Adelaide Fringe Festival indicate that this could be an influential factor, which supports many studies conducted within recreational settings which found that frequency of participation was positively correlated with activity involvement (Bricker & Kerstetter, 2000; Kyle et al., 2003).

Insert Figure 1 here

Within the event system, involvement in activities before the event determines where the individual fits on the event involvement continuum. This notion is supported by Chen and Wu (2010) who state that activity involvement can affect participation that they will have in the event. Involvement is shown on a continuum due to the fact that there can be high to low levels of involvement and this would impact upon the role of the individual at the event.

It should be acknowledged that there could be roles other than spectators and participants, such as enthusiasts and active attendees. As an exploratory study, the latter part of this research compared the social impacts for spectators and participants, but there are likely to be more groupings which will each have their distinctive experiences and outcomes. As such, the proposed model of event impact (Figure 1) which was developed as a result of this study illustrates a continuum of involvement on which different groups can be located. Based on this study, the model shows attendance at the lower end of the involvement scale and participation at the higher end of the involvement scale. Subsequent to the event experience and role of the individual, the event will result in varying outcomes for the individual. In this study, the spectators acknowledged short-term gains such as the opportunity to social with others, whereas the participants indicated more enduring impacts of increased involvement and identity salience. The spectators were not involved in arts groups and a majority cited motives of socialisation for attendance, so even though their relationship with the event did not appear to increase through activity involvement or identity salience, they were able to use the event as a social platform which can be developmentally important for young people (Cormack, 1992). As acknowledged in literature on young people's development, leisure activities can offer opportunities for skill development and identity development (Cormack, 1992; Roberts, 1983). However, in the events context this study indicated that events that relate to activities which feature in the everyday lives of young people will have the

most significant impact. Otherwise, the infrequency of events means that they are not central to the lives of young people.

Conclusion

The aim of this paper was to explore the social impact of two Adelaide-based events on young people. The concepts of activity involvement and identity salience were used to investigate the role that events play in young people's lives. With an established literature base on the economic impact of events (Brennan- Horley, 2007; Burgan & Mules, 1992; Daniels, Backman, & Backman, 2003; Dwyer et al., 2004; Gratton, Dobson, & Shibli, 2000; Kasimati, 2003), it is important to create ways to socially justify events so that this can be considered when making decisions to host events. This paper contributes to the literature on the social impacts of events by providing a means of conceptualising and measuring the effect that events can have on the identity, interest and expression of event audiences. It also recognises that event audiences are idiosyncratic and therefore the experiences and impacts can differ based on the role that that individual plays in the event. In this study, activity involvement and identity salience were shown to be significantly higher for performers who were more actively engaged in the Adelaide Fringe Festival. For the performers, the festival was linked to interests that they engage in on a regular basis, such as a performing arts group. Therefore, this study suggests that events that link to everyday interests of the individual will have a greater social impact on that individual.

This study also acknowledged the difficulty in determining causality of involvement and identity development. The model developed based on this study aims to represent this issue by demonstrating the role of involvement before and after the event. The model presented in this paper illustrates the impact that events have on individuals and builds upon the theory in this field. This model can enhance the understanding that events are experienced in various ways and the impact can be dependent on the level of participation of the individual. Event audiences are not homogeneous and therefore it should be expected that different outcomes can result from the event experience.

This paper has recognised that further research of this area of study is required, especially in terms of developing measures to determine complex social outcomes. Specifically related to this study, more research to determine how identity and involvement develop within individuals is required. Secondly, it is suggested that pre- and post-event attendance evaluation is applied within this area to examine the effect of event attendance more in-depth. This evaluation should take the objectives

of the event into consideration because each event can differ in terms of the social impacts that it hopes to achieve. To illustrate how this could be done, event managers could administer a survey at the time of event booking to gain information about the attendees knowledge about the event and their perceptions of social aspects such as identity with the event through the use of an identity salience scale (Shamir, 1992). To measure post-event perceptions, a link to an online survey can be distributed at the event or through email after the event to determine if perceptions had changed after the event. Lastly, it is suggested that a control group could also be included so that participants and spectator results could be compared with non-participants and non-spectators. This would help to determine the difference between attendance or participation and non-attendance.

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