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UCL

ALAMA-Nightlife

Comparing different samples
and sampling strategies



Presentation Outline

- **Recruitment methods**
 - Online and offline samples
 - Challenges
- **Sample comparisons**
 - Demographics
 - Drug use
 - Nightlife engagement
 - Conclusions



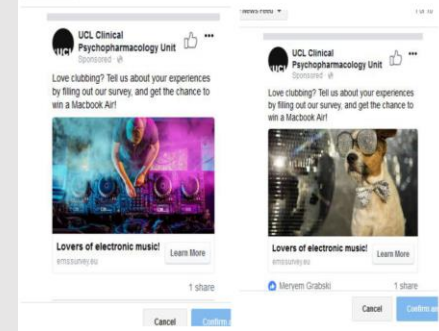
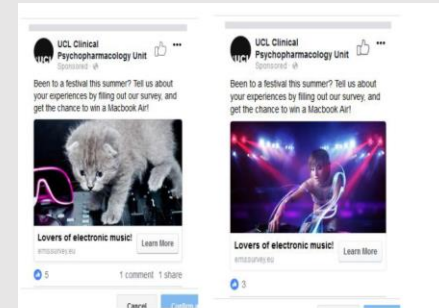
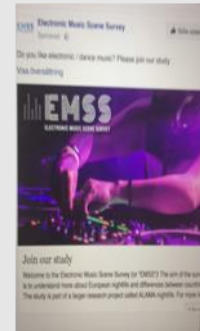
Recruitment Methods: Overview

- Two samples recruited to EMSS
 - **Online:** via advertising survey on the internet and social media
 - **Offline:** people attending clubs and festivals screened and provided survey link
- Initial recruitment target
 - 1,500 online and 500 offline survey completers in each country
 - No access to clubs or festivals agreed in Sweden



Recruitment Methods: Online

- Baseline EMSS advertised online May - October 2017
- Inclusion criteria: aged 18-34; ≥ 6 EDM events in past 12 months; resident in participating country
- Primarily through targeted social media adverts
 - Age and interaction with pages of wide range of DJs, music genres, record labels, events and festivals



Recruitment Methods: Offline

- Top 12 clubs in largest and third-largest city according to Resident Advisor and list of EDM festivals randomised and contacted to agree access
 - Verified with “Nightlife Expert”
- Differing success in agreeing access:
 - **Original target:** 13 club nights across 8 clubs; 3 festivals per country
 - **Attended:** 58 club nights at 27 different clubs; 19 festivals
 -  UK: *13 nights in 3 clubs in 1 city; 3 festivals*
 -  NL: *22 nights in 9 clubs in 3 cities; 8 festivals*
 -  BE: *11 nights in 7 clubs in 3 cities; 3 festivals*
 -  IT: *12 nights in 8 clubs in 3 cities; 5 festivals*

Recruitment Methods: Offline

How old are you? years

What is your gender M F Other






Do you currently live in the UK? Yes No


How many times did you attend a dance/
electronic music event in the last 12 months times

How often did you attend this event or venue in the last 12 months?

	3 times a week or more	Weekly	Fortnightly	Monthly	Every 2 or 3 months	3 times or less in the year	Not in the last 12 months
Nightclubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Illegal: festivals/outdoor parties/raves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Licensed: festivals /outdoor parties/raves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pubs/bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
House party/Party at a friend's house	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often did you use these drugs in the last 12 months?

	3 times a week or more	Weekly	Fortnightly	Monthly	Every 2 or 3 months	3 times or less in the year	Not in the last 12 months
 Alcohol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Cannabis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Ecstasy/ MDMA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Cocaine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Amphetamines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



410001

- Zone method: stand in fixed point and approach every 2nd person entering imaginary 'zone'
- Participants completed screener and given survey URL
- Collected 5760 screeners - only 352 completed EMSS (6.1% response rate)
- **BUT** do have screener data
 - 75.5% response rate
 - 61.3% eligible for comparison

Recruitment Methods: Offline

How old are you? years
 What is your gender M F Other
 Do you currently live in the UK? Yes No

EMSS ELECTRONIC MUSIC SCENE SURVEY

How many times did you attend a dance/electronic music event in the last 12 months? **410001**

How often did you attend a dance/electronic music event in the last 12 months?

	6	5	4	3	2	1	0
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Recruitment Methods: Eligible sample sizes



Online = 1944

Offline = 1351



Online = 1893

Offline = 1077



Online = 1274

Offline = 645



Online = 1044

Offline = 459



Online = 6155

Offline = 3532

Recruitment Challenges

- **Offline recruitment**
 - Difficulty with obtaining access to clubs and festivals – importance of fostering relationships with key stakeholders
 - Small response rate to baseline EMSS – efforts better directed at asking participants to complete in situ?
- **Online recruitment**
 - Recruitment rate increased after adverts from institutional pages and explicit mention of incentives



Sample Comparisons

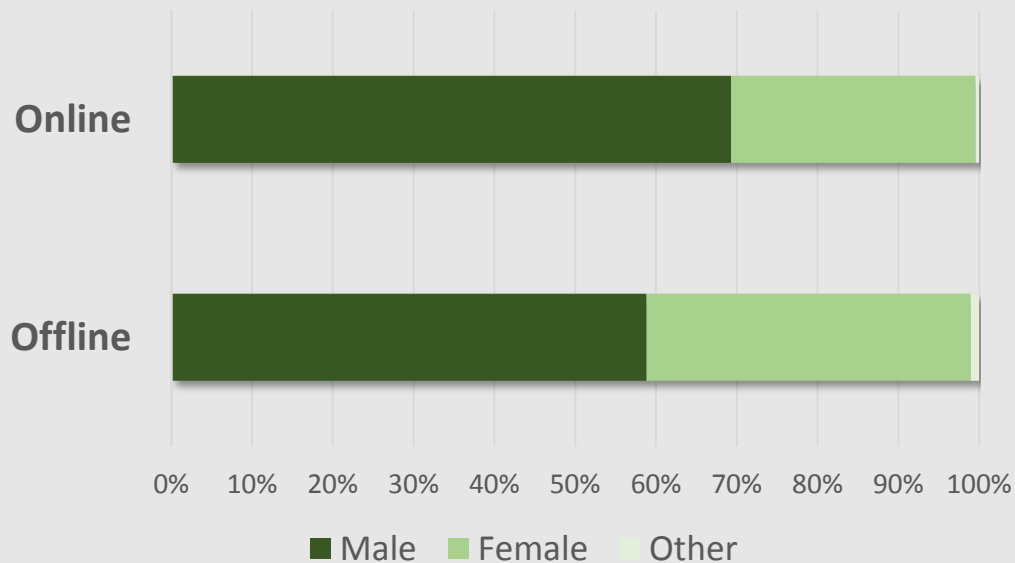
“How representative are EMSS participants of a sample of young adults who attended clubs and festivals?”

- Compare online and offline participants on traits in screener:
 - Age, gender, number of events attended in past 12 months
 - Engagement with 5 different nightlife venues
 - Use of 5 different drugs
- Large sample – small differences often reach statistical significance
 - Calculated effect sizes of observed differences
 - Thresholds: Small $r \sim 0.10$; Medium $r > 0.30$; Large $r > 0.50$



Sample Comparisons: Demographics

Gender



Age (mean)

Online – 23.2 years

Offline – 24.1 years

N Events (mean)

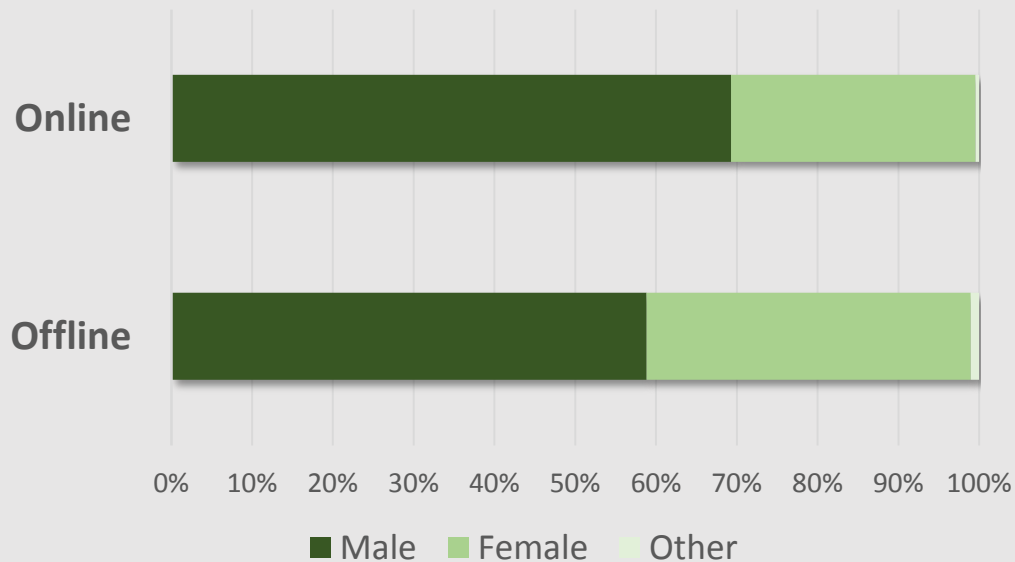
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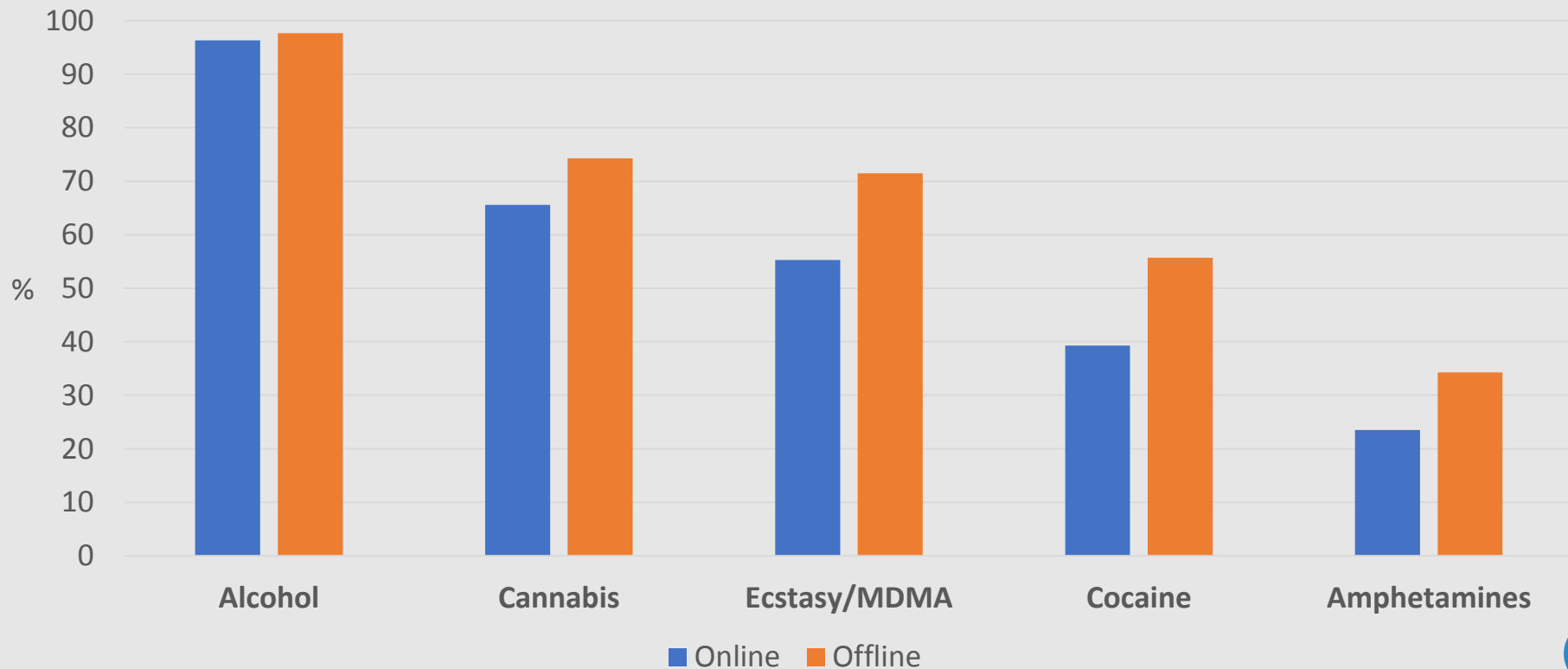
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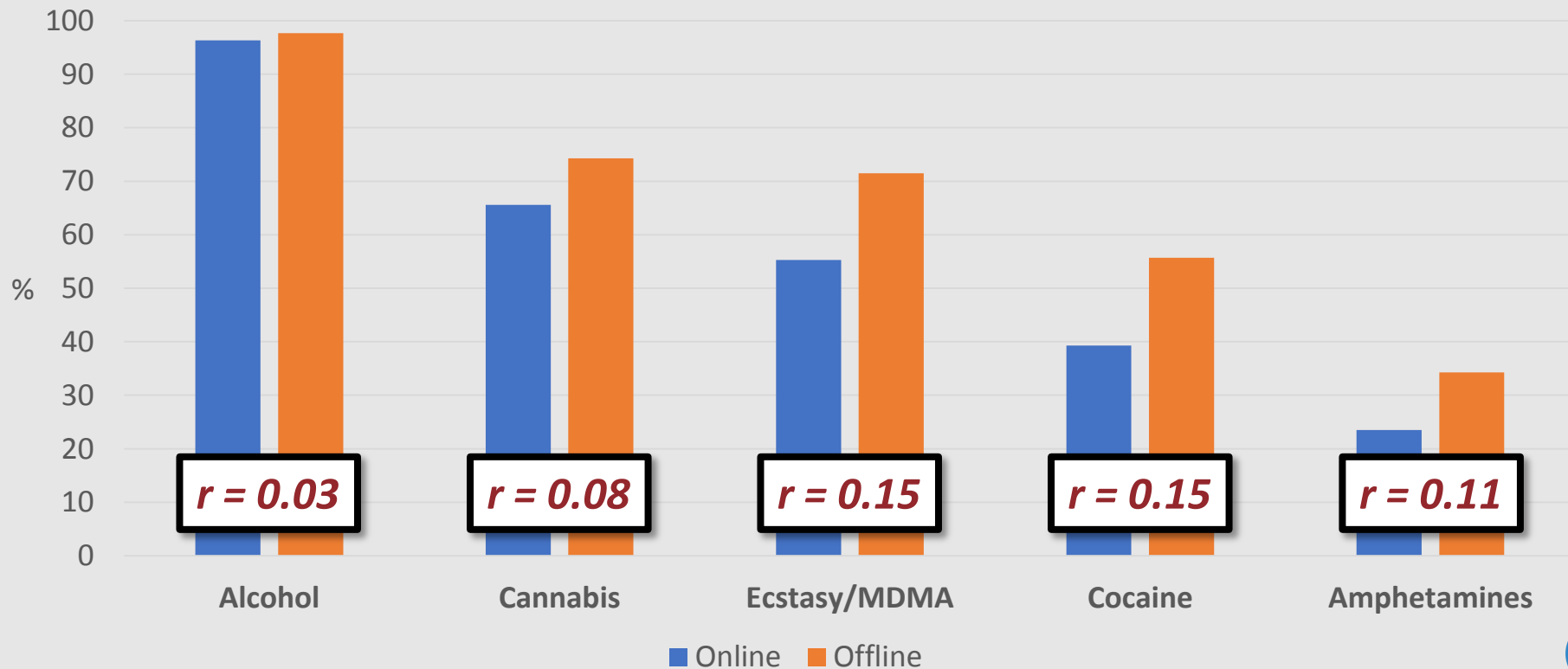
$r = 0.13$



Sample Comparisons: Past 12 month drug use

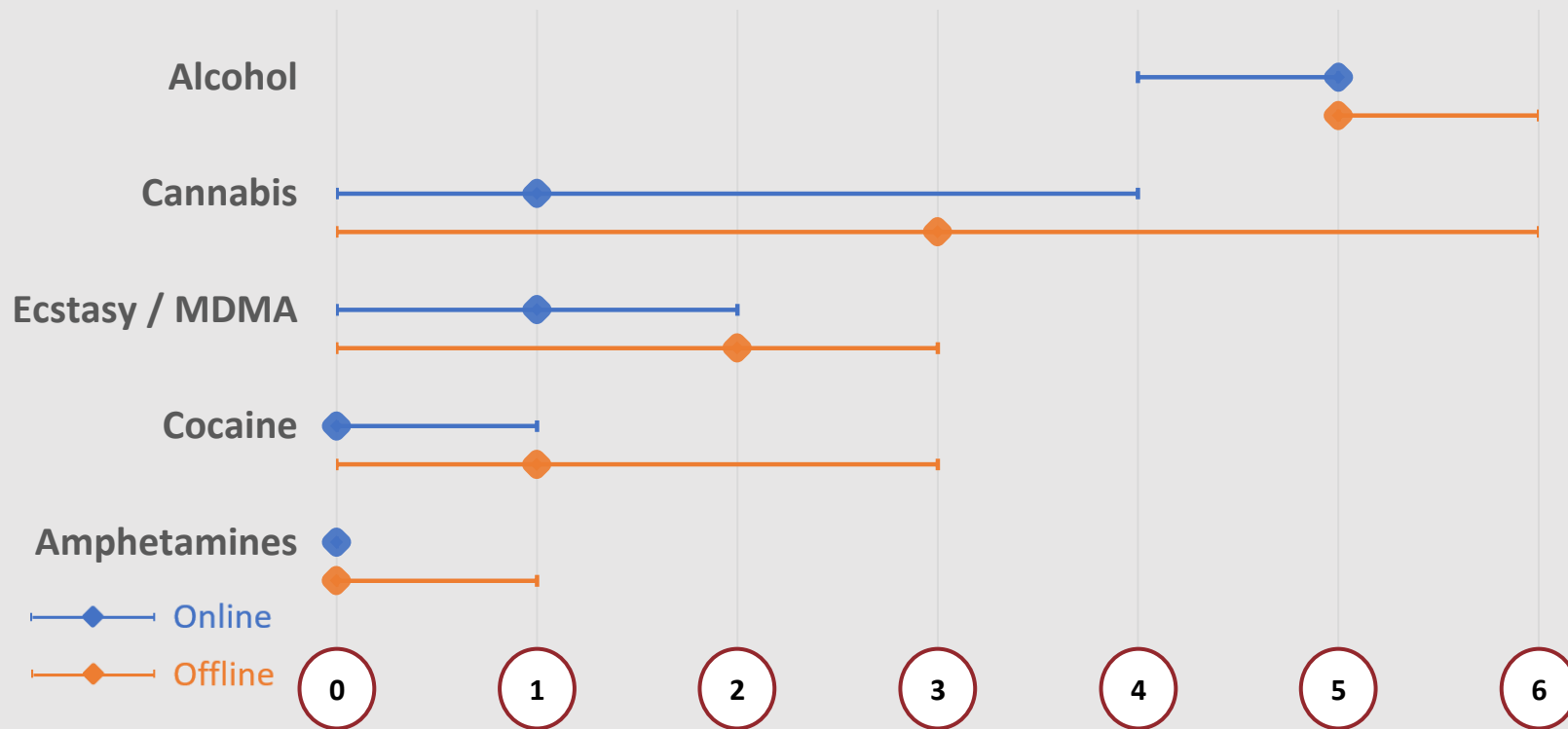


Sample Comparisons: Past 12 month drug use



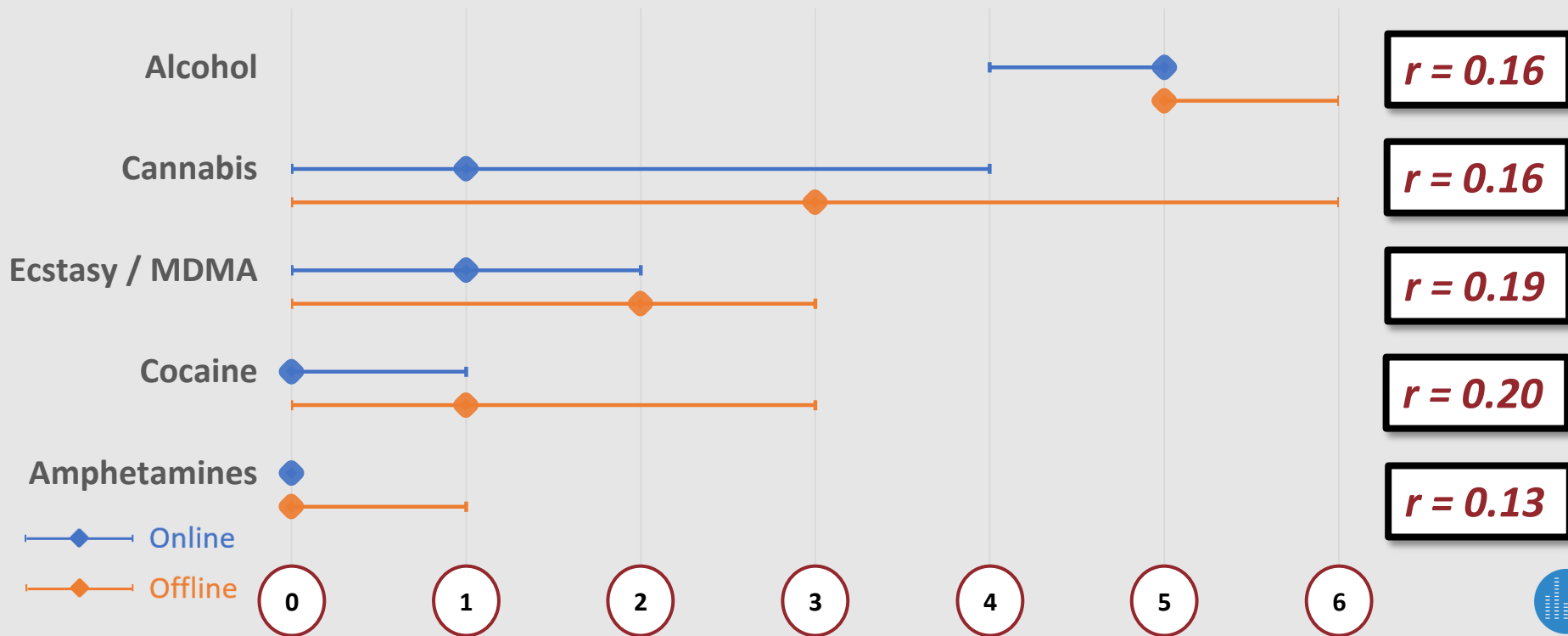
Sample Comparisons: Drug use frequency

Median and Interquartile range

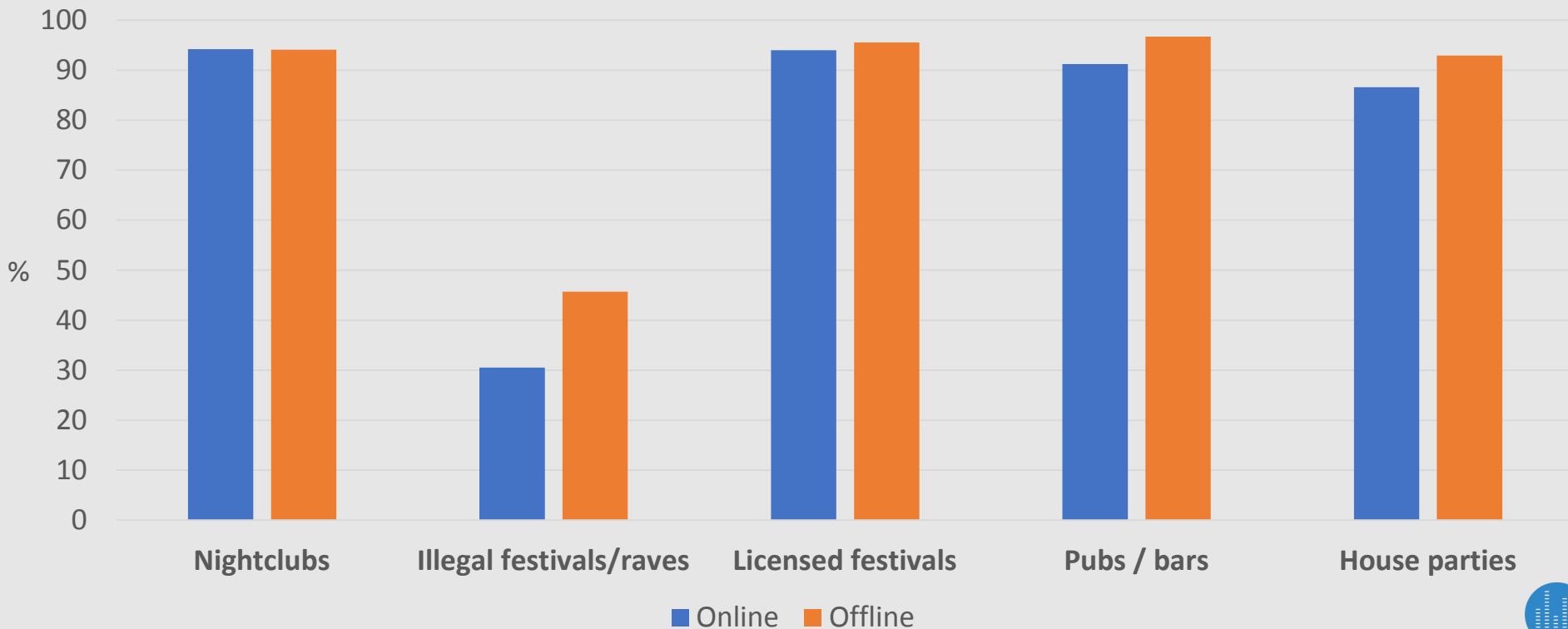


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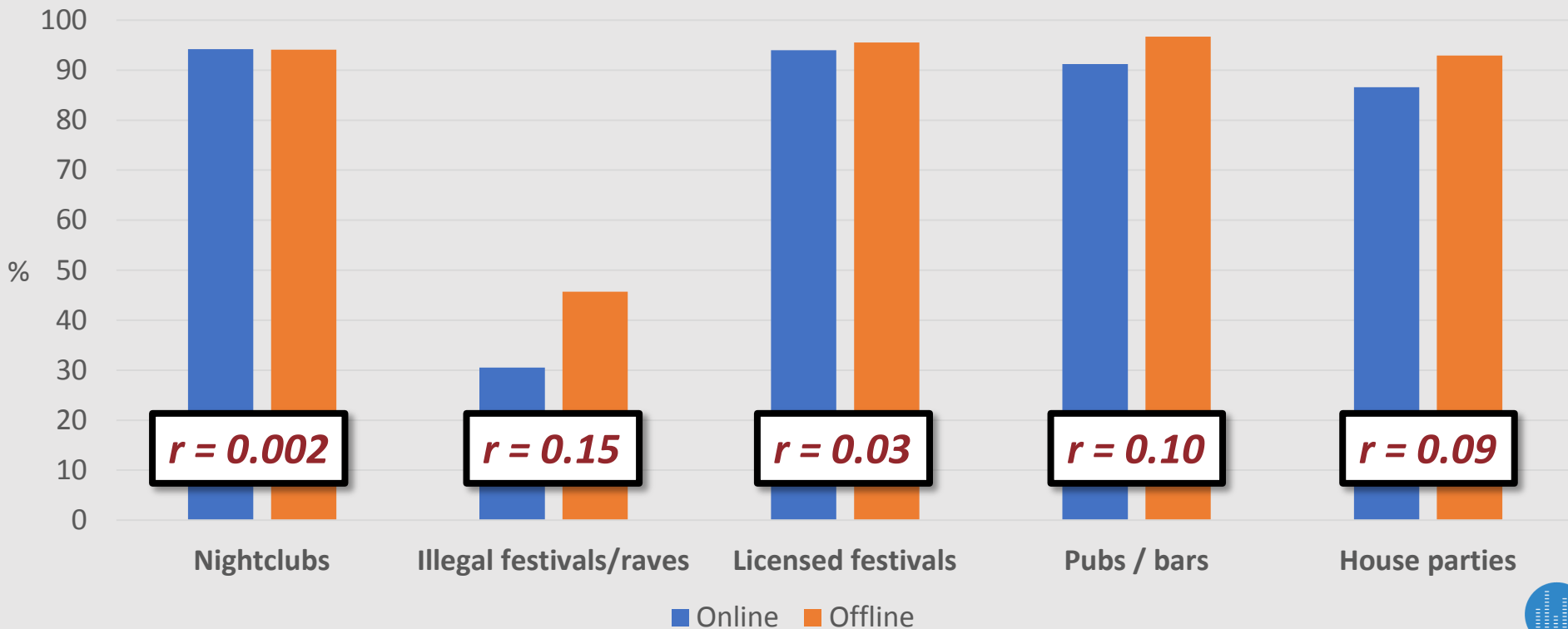
Median and Interquartile range



Sample Comparisons: Past 12 month venue attendance

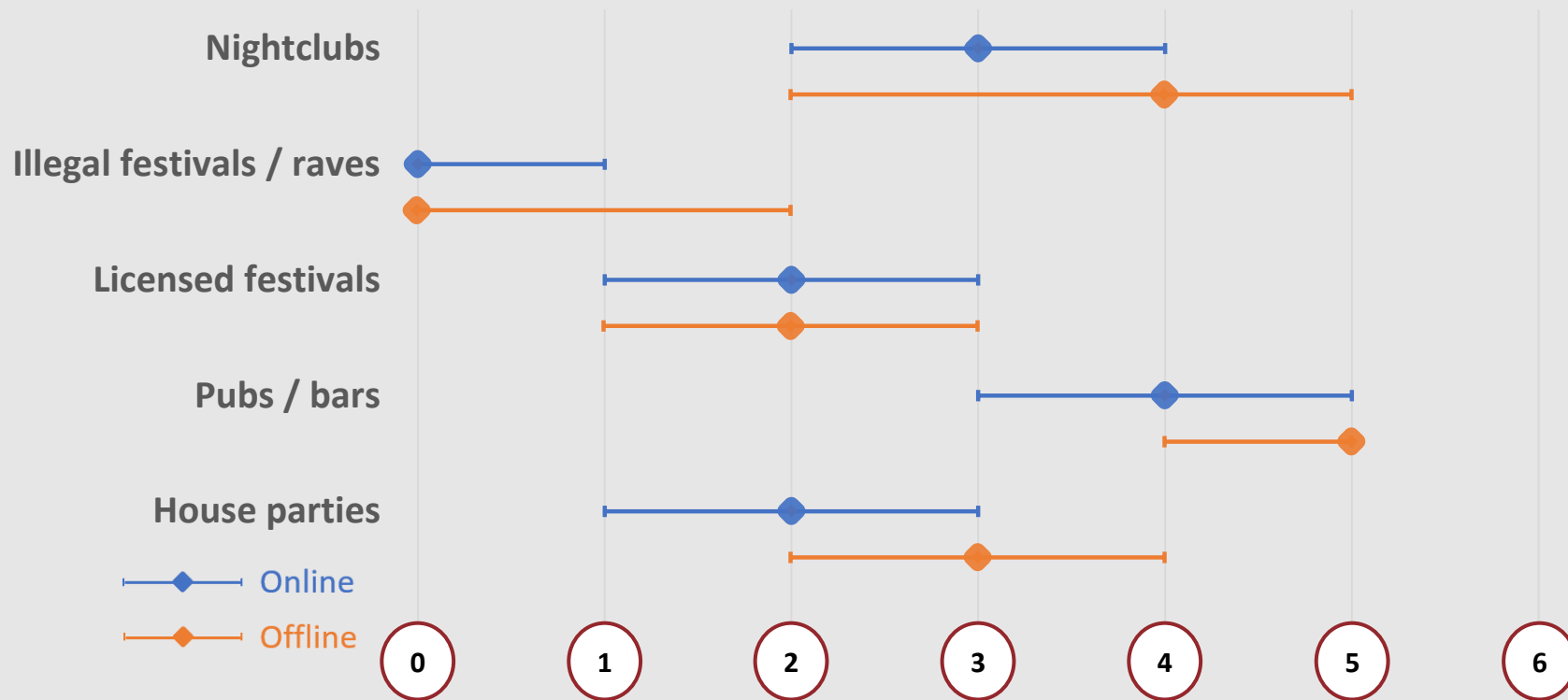


Sample Comparisons: Past 12 month venue attendance



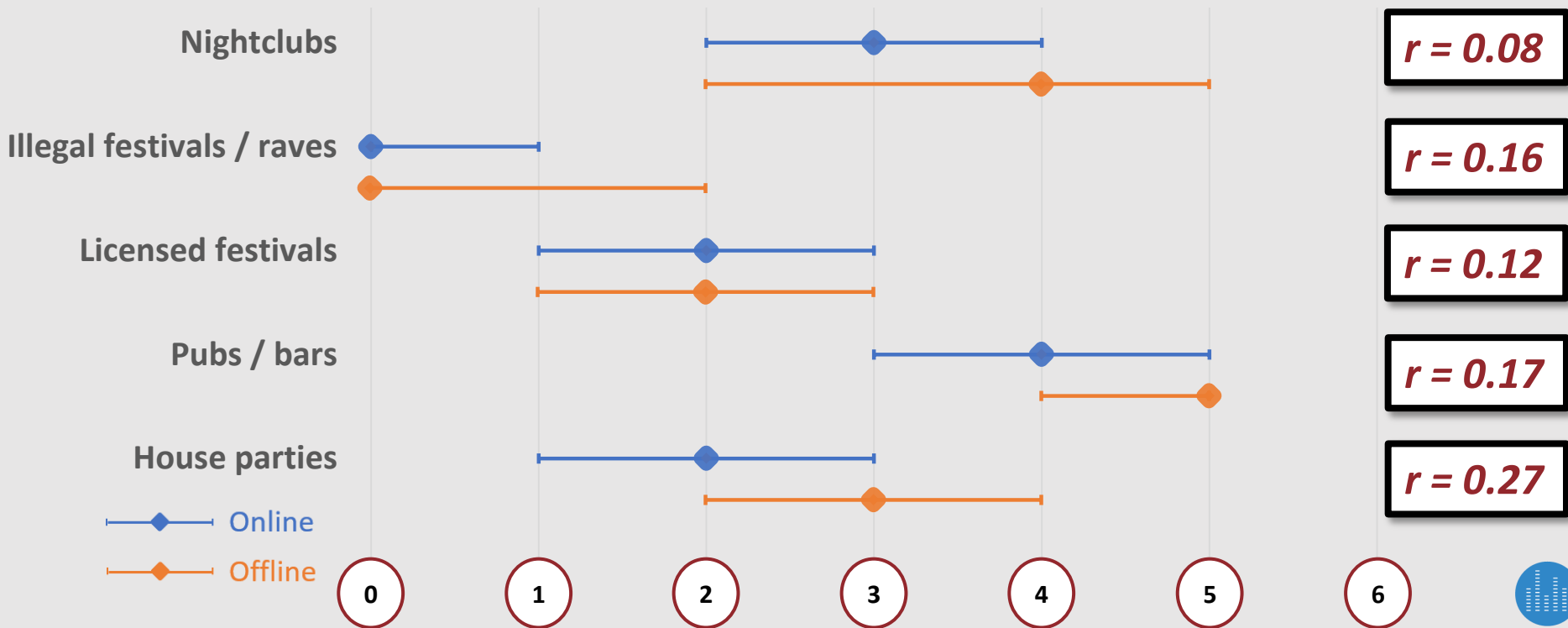
Sample Comparisons: Venue attendance frequency

Median and Interquartile range



Sample Comparisons: Venue attendance frequency

Median and Interquartile range



Conclusions: Sample comparisons

- Effect sizes for differences in demographics and past 12 month drug use and venue attendance were small
 - More pronounced for use and attendance frequency, but < 0.30
 - More pronounced for illegal festivals/raves, and illicit drugs
- First validation of online sample of drug users engaging with European nightlife scene
 - Internet can be successfully used to access this population
 - May slightly under-sample more frequent users and those endorsing illicit behaviours
 - Small variable specific differences show importance of validating online samples
 - Use for weighting estimates e.g. sensitivity analyses



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Thanks for listening

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