



Nightlife culture compared in five European countries.

The results of an explorative Facebook analysis as part of the ALAMA nightlife project

Lisbon, 24th of October 2019

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ANALYSIS & DESCRIPTION OF THE NIGHTLIFE CULTURE IN FIVE EUROPEAN COUNTRIES

Descriptive analysis of Resident Advisor

Bert Hauspie, Enrico Petrilli, Sara Rolando, Tina Van Havere

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General objective & Methods

- To get a better understanding of the different contexts in the participating countries (NL, UK, SE, IT & BE)
- Different Methods:
 - Part I: Content analysis
 - Descriptive analysis of Resident Advisor
 - In-depth content analysis of the top clubs: An explorative Facebook analysis
 - Part II: Interviews with nightlife experts / stakeholders

Resident Advisor

- What? “An online music magazine and community platform that's dedicated to showcasing electronic music, artists and events across the globe” <https://www.residentadvisor.net/>
- Screenshot of their website (14/05/2019)



Resident Advisor: a list of clubs in the electronic dance music scene

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

THE RESULTS OF THE FACEBOOK ANALYSIS

Top clubs compared from five different European countries

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Facebook analysis - 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?
- Extra focus on the topics of alcohol & other drugs, other health issues and nightlife culture or club culture in specific

Selection of clubs: Inclusion criteria

Top-12 of clubs in each country or region available on Resident Advisor based on their popularity (RA-members indicate their favorite clubs)



At least organized 3 events in the last 12 months



Make use of the popular social media platform 'Facebook' → All selected clubs

Facebook analysis



- Set point: 5th of April 2017
- Collection of data on the Facebook page of the selected clubs
 - The last 15 posts (including text-, picture- and video-posts) situated on the wall of the Facebook page + comments/reactions by clubgoers and organizer
 - The last 20 reviews posted by the clubgoers + comments/reactions by clubgoers and organizer
 - The last 2 Facebook-events of the selected clubs
 - All the information provided by the organizer(s) of the event in the 'About' section
 - The last 10 posts (including late night text-, video- and picture-posts) on the 'Discussion' section of the Facebook-event + comments/reactions by clubgoers and organizer(s)

The analysis (inductive approach)

- Step 1: Every post has been coded → codes (topics)
- Step 2: Structured all codes → family codes (sub categories & categories)

3 main categories:

- Club culture
- Club policies & management
- Marketing & communication

Similarities between countries

Comparative study – Main findings

- Characteristics in common:
 - Music culture: deejays are at the center in the communication among club owners & partygoers.

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

Something new: live stream

- <https://www.facebook.com/cafedanvers/videos/10154735648073500/>
- [Café d'Anvers \(Official\)](#) was live.
- [2 april](#) .
- PRINZ & AKIRA B2B

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

Community/family feeling

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

Review posted by a partygoer at an Italian club

Era la mia seconda casa.....non vedevo l'ora che fosse sempre sabato.....l'atmosfera e il posto parlavano da soli.....spettacolo dall'inizio alla fine sempre un mondo a parte pieno di emozioni e sensazioni!!!! E fare mattina aspettando la luce non volendo mai che finisse!!!! Insomma ancora oggi dopo 15anni è il posto più adatto per sfogarsi e andare in orbita!!!!

 Mi piace

 Commenta

 Condividi

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

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Differences between countries

Marketing & communication

- Presale and doorsale tickets
 - Different waves of presale in NL en UK
 - Different prices of doorsale tickets before and after a certain hour in BE, SE, IT.
 - Female discount

Differences between countries

— Club culture:

- Several theme parties (e.g. dress code) organized at the Dutch and Italian clubs involved
- The concept of ‘underground’ or ‘alternative’ more used in Italian and Belgian clubs involved
- After parties: more communicated by British club owners
- Most early opening hours at Swedish clubs (22h) <-> in other countries (around 23h)

Differences between countries

- Marketing strategy
 - No sexualized content used by British club owners in terms of event advertisement



JAM!

AIR
AMSTERDAM

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<https://www.facebook.com/famousByAnonymous/videos/1411575432225879/?v=1411575432225879>

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



Differences between countries

— Club policies & management

- Door policy: most negative issues among Dutch, Italian and Swedish partygoers (e.g. discrimination by bouncers)
<-> Belgian partygoers did communicate more positive than negative experiences with bouncers

Review posted by a partygoer at a Dutch club (25 February 2017) :

“Got refused at the door for being a bigger group than 4. We all had tickets. This stupid door policy isnt mentioned anywhere. Was a real let down.”

Party tourism

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”*
[...]

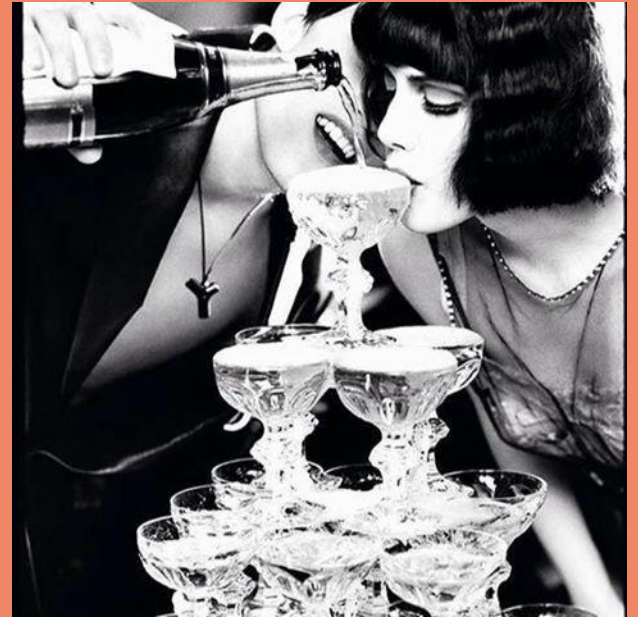
Comparative study – Main findings

- Alcohol & other drugs
 - Alcohol promotions as a marketing strategy by several club owners in all 5 countries
 - However, specific situation for Swedish club owners
 - A few partygoers (mainly Swedish partygoers): critical towards alcohol (mis)use



Facebook post by a British club owner about alcohol

Best atmosphere, best beer and best music for miles and miles...



“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)”

“FREE: one bottle for every group of 6 girls until 1AM”

Alcohol and drugs

- Illicit drugs:
 - communication as good as non-existing among club owners <-> Exception: one British club owner communicated about implementation of some drug policy measurements
 - A few communication by partygoers: using slang- or secret language
- Conclusion: most communication about alcohol or other drugs not communicated out of a health perspective

Picture posted by a partygoer at a Belgian club



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“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>”

<https://www.facebook.com/amsterdamstonercookbook/videos/394660730919869>

/

Magic System ★ Ome Ad 6 jaar

★ Booklaunch

[Meer informatie](#)

FACEBOOK.COM



Limitations

- Selection of relevant clubs (fast changing nightlife scene)
- A huge amount of raw data on Facebook → difficult and very time consuming to study a topic in a profound way
- The (non)availability of Facebook reviews by some clubs
- Fake reviewers