

Research Methods for Arts and Event Management

A. J. Veal & Christine Burton



Research Methods for Arts and Event Management

- *trustworthiness* is sometimes used in place of the above in qualitative research;
- *generalisability* refers to the extent to which the results of the research findings apply to other subjects, other groups and other conditions: the extent to which this is required as an outcome of the research will influence the choice of method.

Ethics

Ethical issues also limit choices of research method. Reference has already been made to ethical issues surrounding research on children; further examples of ethical issues are discussed in Chapter 4.

Uses/users of the findings

The uses and users of the research are often taken for granted, but they are an important factor in shaping research. If substantial investment or changes in practice will depend on the results of the research, then a more extensive and thorough project will be required than if the research is used only to generate ideas for further exploration. When life and death issues are at stake – for example in medical research on the effects of a treatment for a disease – much more precision is needed in the results than if, for example, a company merely wishes to know the socio-economic characteristics of its customers for marketing purposes.

Summary

This chapter complements Chapter 3 in setting out in brief the range of research methods available to the arts/events researcher. It reinforces the message of Chapter 3, that research methods should ideally be selected on the basis of their suitability to answer the research questions posed, not on the basis of some prior preference for a particular method. Initially the 'major' research methods are reviewed, namely:

- scholarship;
- 'just thinking';
- the use of existing information – the literature and secondary data;
- observation;
- qualitative methods;
- questionnaire-based surveys;
- case study method;
- experimental method.

The first two are included to emphasise that research is not just about deploying techniques but also involves being well informed about the field and thinking about the problems and issues being researched in theoretical and practical terms. The other major methods foreshadow subsequent chapters, which deal with them in detail.

The middle section of the chapter briefly introduces a number of approaches and techniques that are subsidiary to one or more of the major methods, in that they are a variation

on or an application of the major method, or cut across a number of the major methods. The approaches and techniques covered are:

- action research;
- big data;
- conjoint analysis;
- content analysis;
- coupon surveys/conversion studies;
- Delphi technique;
- experience sampling method;
- en route/intercept surveys;
- historical research;
- longitudinal studies;
- media reader/viewer/listener surveys;
- meta-analysis;
- netnography;
- network analysis;
- panel studies;
- perceptual mapping;
- projective techniques;
- psychographic/lifestyle research;
- Q methodology;
- quantitative modelling;
- repertory grid;
- scales;
- time-use surveys;
- visitor conversation analysis.

Consideration is also given to multiple methods, with a discussion of the concepts of triangulation and counting heads. The chapter also briefly refers to a range of policy- and management-related research-based techniques.

Finally, factors to be considered in selecting research methods are examined.

TEST QUESTIONS

1. What is 'scholarship'?
2. Define each of the following:
 - (a) Action research
 - (b) Big data
 - (c) Conjoint analysis
 - (d) Content analysis
 - (e) Coupon surveys/conversion studies
 - (f) The Delphi technique
 - (g) Discourse analysis
 - (h) En route/intercept surveys
 - (i) Experience sampling method (ESM)
 - (j) Historical research
 - (k) Longitudinal studies
 - (l) Media reader/viewer/listener surveys
 - (m) Meta-analysis
 - (n) Netnography
 - (o) Network analysis
 - (p) Panel studies
 - (q) Perceptual mapping
 - (r) Projective techniques
 - (s) Psychographic/lifestyle research
 - (t) Q methodology
 - (u) Quantitative modelling
 - (v) Repertory grid
 - (w) Scales
 - (x) Time-use surveys
 - (y) Visitor conversation analysis
3. What is triangulation and why is it used in research?
4. What does counting heads involve?

EXERCISES

Exercises involving the major methods and subsidiary and cross-cutting methods arise in the subsequent chapters.

Resources

Websites

- Experience sampling method: Society for Ambulatory Assessment: www.ambulatory-assessment.org; software sites:
 - www.experience-sampling.org
 - <http://myexperience.sourceforge.net>
 - www.cfs.purdue.edu/mfri/pages/PMAT/
- Meta-analysis: the Cochrane Collaboration: www.cochrane.org
- Q methodology: www.qmethod.org/about.php
- Time use:
 - Centre for Time Use Research, USA: www.timeuse.org
 - International Association for Time Use Research: www.iatur.org

Publications

Topic/method	References
Major methods	See Resources sections of Chapters 6–12
Action research	Greenwood and Levin (2007), McNiff and Whitehead (2002), Reason and Bradbury (2001), Tzibazi (2013), Rydzik <i>et al.</i> (2013)
Balanced scorecard analysis	Weinstein and Bukovinsky (2009)
Big data	Boyd and Crawford (2012), Anderson (2011), Clifton (2012), Hjorth-Andersen (2007), Mayer-Schönberger and Cukier (2013), Michel <i>et al.</i> (2011)
Conjoint analysis	Caldwell and Coshall (2003), Cosper and Kinsley (1984), Willis and Snowball (2009); see also Discrete Choice Analysis, Chapter 11
Correspondence analysis	See: Multiple correspondence analysis
Counting heads	Gartner and Hunt (1988); see Chapter 8
Cultural mapping	See Mapping
Delphi technique	General: Hsu and Sandford (2007), Landeta (2006)
Diary methods	See time-use studies and Bolger, Davis and Rafael (2003)
Discourse analysis	Gee (2010), Frohman (1994); dance events: Jaimangal-Jones (2012); critical discourse analysis: Locke (2004)
En route surveys	Gartner and Hunt (1988), Hurst (1994)
Experience sampling method (ESM)	Connor <i>et al.</i> (2009), Csikszentmihalyi and Larson (1977), Hektner, Schmidt and Csikszentmihalyi (2006)
Historical research	Australian cultural policy: Stevenson (2000); Edinburgh Festival: Bruce (1975); museums: Bennett (1995)
SERVQUAL and Importance-performance analysis	General: Martilla and James (1977); Parasuraman <i>et al.</i> (1985), Veal (2010: Ch. 13); arts venues: Williams (1998); festivals: Baker and Draper (2013); Tkaczynski and Stokes (2010); museums: Carmen de Rojas and Carmen Camarero (2006); Lin (2009)

Laddering	General/marketing: Reynolds and Gutman (1988), Saaka, Sidon and Blake (2004) Museums in the leisure market: Guintcheva and Passebois (2009) Museum visiting: Jensen-Verbeke and Van Rokem (1996)
Latent class analysis	Cultural tourism: Burke <i>et al.</i> (2010), Van der Ark and Richards (2006), Van Rees <i>et al.</i> (1999)
Logic model	Hulett (1997), Wright (2007), Wyatt Knowlton and Phillips (2012); on case study method: Yin (2014: 155–163)
Longitudinal studies	Social sciences: Young <i>et al.</i> (1991); cultural participation: Konlaan <i>et al.</i> (2000)
Mapping	Cultural mapping: Evans and Foord (2008: 78–90), Lee and Gilmore (2012), British Council (2010) Creative industries: Higgs and Cunningham (2008) Mind mapping: Buzan (1994), Crowe and Sheppard (2012) Visitor behaviour: Nurse Rainbolt <i>et al.</i> (2012) Visitor meaning: Brown (2011), Stylianou-Lambert (2009)
Mental maps	See Mapping
Meta-analysis	General: Card (2011), Glass, McGaw and Smith (1981) Cultural heritage: Noonan (2003)
Methodological debate	Bryman (1984), Bryman and Bell (2003: 465–478), Dupuis (1999), Borman <i>et al.</i> (1986), Krenz and Sax (1986)
Mixed methods	Creswell (2009), Howe (1988), Mertens (2009), Teddlie and Tashakkori (2009), Tashakkori and Creswell (2007), Tashakkori and Teddlie (2003); UK cultural participation patterns: Bennett <i>et al.</i> (2009); cultural tourism: Collins <i>et al.</i> (2010)
Multiple correspondence analysis (MCA)	Bennett <i>et al.</i> (2009), Bourdieu (1984), Coulangeon (2013), Nantel and Colbert (1992), Roose <i>et al.</i> (2012)
Netnography	General: Kozinets (2009); Marketing: Xun and Reynolds (2010); Cultural preferences: Lewis <i>et al.</i> (2008); TV watching/cultures: Elsweiler <i>et al.</i> (2011), Kozinets (1997); Pop music concert attendance: Beaven and Laws (2007), Perkins (2012); Twitter and marketing: Asur and Huberman (2010)
Network analysis	Amateur artists: Bendle and Patterson (2008); Event management: Sallent <i>et al.</i> (2011); Cultural preferences: Lewis <i>et al.</i> (2008); Cultural tourism: Binkhorst <i>et al.</i> (2010); Design industry: Joel (2009); Facebook, use of: Miller (2011); Women's cultural participation: Kane (2004); Leisure: Stokowski (1994); Sociometry: Oppenheim (2000: 254–255)
Observation	See Chapter 8 Resources
Panel surveys	Kasprzyk <i>et al.</i> (1989), Rose (2000)
Participant observation	See Chapters 9 and 15 Resources
People meters	Barnes and Thompson (1994); other audience research media: Patriarche <i>et al.</i> (2014)
Perceptual mapping	See Mapping
Projective techniques	Semeonoff (1976), Oppenheim (1992: Chapter 12), Bekkers (2010)
Psychographic/lifestyle research	General: Strategic Business Insights (2009), CACI Ltd (2006); arts, Australia: Australia Council (2010)
Q methodology	Principles: McKeown and Thomas (1988)
Qualitative methods	See Chapters 9 and 15 References
Quantitative modelling	Demand for arts centres: Radbourne (2001) Music events: Hand (2009)

Topic/method	References
Questionnaire-based surveys	General: Platt (1986); see Chapter 10; examples of national surveys: see Chapter 7
Repertory grid	General: Kelly (1955); arts examples: Caldwell and Coshall (2002), Rayment (2000) – see also laddering
Scales	See Figure 5.9
Segmentation	Cultural heritage (cathedral) visitors: Francis <i>et al.</i> (2010) Cultural tourists: Dolnicar (2002); Event visitors (airshow): Warnick <i>et al.</i> (2011); Museum visitors: Hooper-Greenhill (1995); Music festival visitors: Bowen and Daniels (2005); Performing arts audiences: Nevin and Cavusgil (1987); Theatre: Guillon (2011); Zoo visitors and general: Dawson and Jensen (2011)
Surveys	See Questionnaire-based surveys
Textual analysis	General: Altheide (2000), Prior (2003), music events: Jaimangal-Jones (2012)
Time-use studies	General: Szalai (1972), Pentland <i>et al.</i> (1999); Arts-related: Elswiler <i>et al.</i> (2011); Leisure: Zuzanek and Veal (1998)
Triangulation	Bryman and Bell (2003: 482–484), Duffy (1987), Findahl <i>et al.</i> (2014), Puczko <i>et al.</i> (2010); more advanced/critical discussion: Blaikie (1991)
Visitor conversation research	A number of examples in: Leinhardt, Crowley and Knutson (2002)
Web-based research	See Netnography

References

- Altheide, D. L. (2000) Tracking discourse and qualitative document analysis. *Poetics*, 27(3), 287–299.
- Anderson, C. (2011) *The Long Tail: How Endless Choice is Creating Unlimited Demand*, Revised Edition. New York: Random House.
- Asur, S. and Huberman, B. A. (2010) *Predicting the Future with Social Media*. On-line paper, Palo Alto, CA: Hewlett-Packard, available at: www.hpl.hp.com/research/scl/papers/socialmedia/socialmedia.pdf
- Australia Council (2010) *More than Bums on Seats – Australian Participation in the Arts*. Sydney: Australia Council, available at: www.australiacouncil.gov.au
- Baker, K. L., and Draper, J. (2013) Importance-performance analysis of the attributes of a cultural festival. *Journal of Convention and Event Tourism*, 14(1), 104–123.
- Barnes, B. E., and Tompson, L. M. (1994) Power to the people (meter): audience measurement technology and media specialization. In J. S. Ettema & D. C. Whitney (eds), *Audience-making* Thousand Oaks, CA: Sage, pp. 75–94.
- Beaven, Z. and Laws, C. (2007) ‘Never let me down again’: loyal customer attitudes towards ticket distribution channels for live music events: a netnographic exploration of the US leg of the Depeche Mode 2005–2006 world tour. *Managing Leisure*, 12(2), 120–142.
- Bekkers, R. (2010) Who gives what when? A scenario study of intentions to give time and money. *Social Science Research*, 39(4), 369–381.
- Bendle, L. J. and Patterson, I. (2008) Network density, centrality and communication in a serious leisure social world. *Annals of Leisure Research*, 11(1–2), 1–19.

- Bennett, T. (1995) *The Birth of the Museum: History, Theory, Politics*. London: Routledge.
- Bennett, T., Savage, M., Silva, E., Warde, A., Gayo-Cal, M. and Wright, D. (2009) *Culture, Class, Distinction*. London: Routledge.
- Binkhorst, E., Den Dekker, T. and Melkert, M. (2010) Blurring boundaries in cultural tourism research. In G. Richards and W. Munsters (eds), *Cultural Tourism Research Methods*. Wallingford: CABI, pp. 41–51.
- Blaikie, N. (1991) A critique of the use of triangulation in social research. *Quality and Quantity*, 25(2), 115–136.
- Bolger, N., Davis, A., & Rafael, E. (2003) Diary methods: capturing life as it is lived. *Annual Review of Psychology*, 54(4), 579–616.
- Borman, K. M., LeCompte, M. D. and Goetz, J. P. (1986) Ethnographic and qualitative research design and why it doesn't work. *American Behavioral Scientist*, 30(1), 42–57.
- Bourdieu, P. (1984) *Distinction: A Social Critique of the Judgement of Taste*. London: Routledge and Kegan Paul.
- Bowen, H. E. and Daniels, M. (2005) Does music matter? Motivations for attending a music festival. *Event Management*, 9(2), 155–164.
- Boyd, D., and Crawford, K. (2012) Critical questions for big data: provocations for a cultural, technological, and scholarly phenomenon. *Information, Communication & Society*, 15(5), 662–679.
- British Council (2010) *Mapping the Creative Industries: A Toolkit*. London: British Council.
- Brown, P. (2011) Us and them: who benefits from experimental exhibition making? *Museum Management and Curatorship*, 26(2), 129–148.
- Bruce, G. (1975) *Festival in the North: the Story of the Edinburgh Festival*. London: Robert Hale.
- Bruner, G. C. and Hensel, P. J. (1992) *Marketing Scales Handbook: A Compilation of Multi-Item Measures*. Chicago, IL: American Marketing Association.
- Bruner, G. C., James, K. E. and Hensel, P. J. (2001) *Marketing Scales Handbook: A Compilation of Multi-Item Measures, Volume III*. Chicago, IL: American Marketing Association.
- Bryman, A. (1984) The debate about quantitative and qualitative research: a question of method or epistemology? *British Journal of Sociology*, 35(1), 75–92.
- Bryman, A. and Bell, E. (2003) Breaking down the quantitative/qualitative divide, and Combining quantitative and qualitative research. Chapters 21–22 of *Business Research Methods*. Oxford: Oxford University Press, pp. 465–494.
- Burke, P., Burton, C., Huybers, T., Islam, M., Louviere, J., & Wise, C. (2010) Museum visitation: a scale adjusted latent class model. *Tourism Analysis*, 15(1), 47–165.
- Buzan, T. (1994) *The Mind Map Book: How to Use Radiant Thinking to Maximise your Brain's Untapped Potential*. New York: Dutton.
- CACI Ltd (2006) *ACORN User Guide*. London: CACI Ltd, available at: www.caci.co.uk/financialacorn.aspx
- Caldwell, N. and Coshall, J. (2002) Measuring brand associations for museums and galleries using repertory grid analysis. *Management Decision*, 40(4), 383–392.
- Caldwell, N., & Coshall, J. (2003) Tourists' preference structures for London's Tate Modern gallery: the implications for strategic marketing. *Journal of Travel and Tourism Marketing*, 14(2), 23–45.
- Card, N. A. (2011) *Applied Meta-Analysis for Social Science Research*. New York: Guilford Press.
- Carmen de Rojas, M. del, & Carmen Camarero, M. del (2006) Experience and satisfactions of visitors to museums and cultural exhibitions. *International Review on Public and Non-Profit Marketing*, 3(1), 49–65.
- Clifton, B. (2012) *Advanced Web Metrics with Google Analytics*, 3rd edn. Indianapolis, IN: John Wiley.
- Collins, J., Darcy, S. and Jordan, K. (2010) Multi-method research on ethnic cultural tourism in Australia. In G. Richards and W. Munsters (eds), *Cultural Tourism Research Methods*. Wallingford: CABI, pp. 87–103.
- Connor, T. S., Tennen, H., Fleeson, W. and Barrett, L. F. (2009) Experience sampling methods: a modern idiographic approach to personality research. *Social and Personality Psychology*, 3(3), 292–313.