

MANAGING MUSIC EVENTS: ARE SOME GENRES OF MUSIC MORE DANGEROUS THAN OTHERS?

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Abstract

The Norwegian Directorate for societal security and preparedness (DSB) recommends risk assessments of behavior patterns related to the audience and artists. One assumption is that aggressiveness in the music genre's form of expression is important, where higher aggression in forms of expression can be assessed with a higher degree of risk. This assumption was investigated through semi structured interviews with 14 festival organizers using the instrument Music Events Risk Perception Scale (MERPS). MERPS consists of eight questions about perceived risk in music events. The first question was: Do you have experience with, or assume that certain genres of music - more than others - may involve different risks in relation to accidents and other dangers? Here, it was possible to answer the question completely openly and freely. The next question was about perceived risk for 10 different genres of music and to what extent this risk is significant for organizers, artists and the public. The question was: How big a risk do you think the following music genres involve during a music event? For this question, the answer scale went from 1-5, where 1 (low degree), 2 (somewhat low degree), 3 (moderate degree), 4 (somewhat high degree) and 5 (high degree). For this question, the participants were also asked to answer on a scale from 1 to 5 first for the organizer, then for the artist, and then for the audience. The next six questions were related to other conditions that may affect perceived risk. The six questions were related to the artists' behavior on stage, the audience's background and music genre affiliation, conditions for marketing music events, conditions for security measures in connection with music events, whether dangerous incidents that may occur are due to the music genre, and whether dangerous incidents that may occur due to the music genre are other background factors reasons, (terror, hate crime, and mentally ill persons or similar reasons) and to what extent these factors can explain risk behavior among the public. The results revealed that music genres with aggressive forms of expression are perceived to have a higher perceived risk for organizers, artists and the public than music genres with non-aggressive forms of expression. However, the respondents consider several genres within what we term aggressive forms of expression, including punk and various metal styles, as kinder and less risky in general, than for events that bring together broader music genres. The explanation for that could be that concerts and festivals with more specific genres gather listeners who are actually interested in the specific music genre. This, in turn, creates belonging and cohesion, and thus less potential for conflicts during the events. A conclusion was that DSBs assumptions was only partially supported, as the results showed that other circumstances than music genre are more important for the risk assessment.

Keywords: Music Festivals, Perceived Risk, Event Management, Risk Assessment.
