

Survey Data Analysis: Why or Why Not have you participated in recycling programs, compared to number of festivals attended annually

The following formatting conventions have been used in the listing responses:

Reason given by survey respondent of why or why not they have participated in recycling programs. (number of festivals attended annually) (festivals listed as having attended)

Female - Participant Reasons

I love when festivals offer recycling and composting, envision had a refuse single use program where you bring your own plate cup and silverware (5+) (Movement: Detroit electronic music festival, electric Forrest, north coast festival, envision festival)

Leave No Trace! People let us use their beautiful land to have an amazing time and we should thank them by keeping it clean! Our environment is precious and we need to treat it as such! (1) (Electric Forest)

helping to save the planet is never an issue, especially when you get things like water in return! (2) (Electric Forest)

Free stuff for cleaning up :) (2) (DEMF, Orion)

I feel like most festival attendees turn a blind eye to recycling. It's more convenient for them to litter because "someone else gets paid clean it up". This is the type of ignorance we need to move away from, so we can show our respect to not only the venue and its owners, but to the beautiful Earth we get to live on. (5+) (Lollapalooza, Spring Awakening, Electric Forest, North Coast, Riot Fest)

Female - Non-Participant Reasons

First year to the forest and I plan to participate in the recycling program! (2) (Electric Forest)

I was not aware of any programs (2) (Lollapalooza, Bonnaroo, Breakaway)

Lack of my awareness to the program (3) (DeLuna Fest, lollapalooza (US, Brazil, and Chile), Made In America, Lock'n, Floydfest, gran festival (buenos aires))

Wasn't available (4) (Jazz fest, blues fest, local country music fest, n tx Irish fest, sxsw,)

Not available (1) (Warp Tour Earthday Birthday)

Not aware of programs (3) (Coachella, Electric Forest, Decadance, Global Dance Fest)

Not sure (1) (Jazz Festival)

None were available that I knew of. I did always try to put bottles in the recycle bin (1) (Gold rush)

Male - Participant Reasons

every festival we go to, we bring extra garbage bags and spend a handful of minutes at the end of every nite to do our part and clean up after those who don't. we feel it is our obligation to participate and give back. (5+) (Electric Forest, Summer Camp, All Good, Wakarusa, Forecastle, Lollapalooza, Terrapin Harvest)

It's just the right thing to do. I'm more conscious about gathering recycling other than my own if there's an incentive (prize) involved. (5+) (Electric Forest Wakarusa EDC Vegas Escape From Wonderland Spring Awakening Tomorrowland Lights All Night Decadence Stagecoach)

I always try to recycle. Most of the time I am just looking for a place to put my recyclables, no incentive necessary. (4) (Summer Set, Lola, North Coast, DEMF, Hyperion, Electric Forest, Magma Fest,)

10 for 1 "free" water benefit. (1) (Coachella. Bonnaroo, voodoo, sxsw, monolith, global dance festival, west word music fest)

why not, it's easy (2) (DEMF, Jazzfesttopia, wemf, coachella, electric forest)

Male - Non-Participant Reasons

To Help the clean up and have a better time (1) (Arise)

I'm not even aware if there is one at the warped tour. All trash seems to go in the same bins. (1) (Warped Tour)

Only festival i've seen that has a program is EF. I haven't participated in the Eco program, but i do recycle there by placing things in the correct bins. (5+) (Electric Forest, TomorrowWorld, Beyond Wonderland, Nocturnal Wonderland, EDC Orlando, EDC Chicago, EDC Vegas, Sunset, North Coast, Summer Set, DEMF, Movement, Ultra)

Too much work (4) (Shambhala, EDC Vegas, tomorrowworld, coachella)

I didn't know they were there (1) (Electric Forest)

It wasn't offered. (1) (Wakarusa)

Either not aware of, or little or no incentive to participate (1) (Summer camp, snowball, powellapalooza)

Summary:

- Participants tended to cite environmental/social concerns as reason for participating (female: 4/5, male: 3/5), however a few also listed rewards as reason to participate (female: 1/5, male: 1/5)
- Participants tend to attend multiple festivals annually (female: 4/5, male: 4/5)
- Non-participants are more likely to only attend a single festival annually (female: 3/8, male: 5/7)
- Non-participants often cite lack of awareness of programs, despite whether or not festivals attended actually had recycling/clean up programs (female: 7/8, male: 4/7)
- Although many participants listed Electric Forest as a festival they had attended, I am not necessarily interpreting this as confirmation of the effectiveness of their campaign/program. Rather, I feel this may be a reflection of the many responses I received from a post in a private facebook group dedicated to the festival soliciting survey participants from the group.

Conclusion:

Increasing awareness of recycling/cleanup programs among first-time/infrequent festival goers could potentially result in greater participation in these programs resulting in less money and time spent on clean up, as well as a lower negative impact on the environment and festival neighbors.

Which means:

My approach of initially viewing lack of participation in recycling programs as primarily an interactive and UX problem is wrong. Rather, it appears that branding and increasing awareness of these programs is the main issue. However, some elements of interactive and UX design would likely help to increase participation as they are elements of branding themselves.

TL:DR; I need to revise my thesis question based on the findings from my surveys.