

ABSTRACT for LSA Conference 2022

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Presentation Format: Presentation

Sub theme: Other

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Perceptions on adopting Information and Communication Technology enhanced live performances to improve the accessibility and sustainability of music festivals

This presentation draws together research considering perceptions of ICT enhanced performances, accessibility, sustainability, authenticity and COVID-19 at music festivals. Analysis of existing literature informed a dialogue with music festival organisers, consultants and performers. Two resultant published research papers will be discussed:

Paper A (DOI <https://doi.org/10.1108/IJEFM-03-2019-0022>) asked: **What do representatives of the UK live music industry consider as the role of ICT to increase accessibility for music festival attendees who are Deaf or disabled?** Primary research focussed on a sample of 10 UK live music industry professionals. Open questions elucidated qualitative information around topics including current technological influences and potential digital futures for accessible 'live' experiences. The paper makes recommendations to promoters, academics and public funders; to attempt to advance inclusion (or at least to mitigate current exclusion) through accessible digital experiences at music festivals for people who are Deaf or disabled.

Paper B (DOI <https://doi.org/10.1108/IJEFM-07-2021-0060>) addressed the thesis that: **Industry gatekeepers' opinions on the authenticity of environmentally sound ICT generated live content will influence it's adoption at music festivals.** Primary research was carried out using purposive sampling of 50 live music industry professionals to collect and interpret expert empirical evidence through informed narrative. Using a mixed methods approach, respondents completed a structured e-mail questionnaire comprising closed questions, a five-point Likert scale and additional qualitative open questions. The paper makes recommendations to artists, music festival organisers, consultants, academics and public funders; to attempt to advance sustainability using ICT.

Common themes will be presented alongside an update into current research on 'liveness at music festivals' where a liveness scale has been developed, informed by findings from both papers, and initial primary research with 163 respondents has occurred utilising a five-point Likert scale.