

Do People Behave Better in a Clean Environment?

Teresa Moore



“a sea of mud today ended
with an ocean of rubbish”



Aftermath

24 streets had
100 tons of Rubbish
Which took
140 cleaners
and
40 vehicles
300 properties were cleared.



Why does being at a festival seem to encourage this sort of behaviour ?

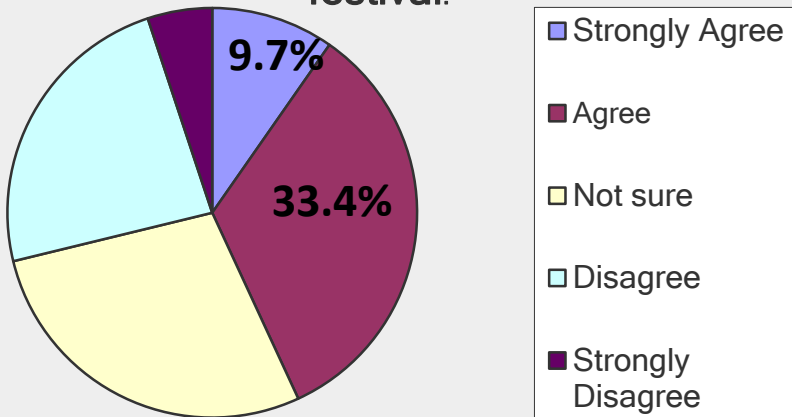
We know that there is a lot of Audience support for environmental initiatives at festivals.



Findings 2012

Do attitudes reflect behaviour?

"Have you ever changed your day to day behaviour as a result of environmental initiatives or ideas you have learned at a festival."



CROWD MANAGEMENT ...



„... is defined as the systematic planning for, and supervision of, the orderly movement and assembly of people “

(Fruin, 1993)

CROWD MANAGEMENT ...

„... contributes to a good event atmosphere as people are satisfied, happy and enjoy the event“

(Fruin, 1993)



Can an understanding of the sociology of crowds help?



What we know about the way crowds behave ?

A crowd is a large number of people who gather together with a common short-term or long-term purpose.

Sociologist Herbert Blumer (1969) developed a popular typology of crowds based on their purpose and dynamics.

- casual crowds
- conventional crowds,
- expressive crowds
- acting crowds.



NORMATIVE SOCIAL INFLUENCE: THE NEED TO BE ACCEPTED

Normative conformity often results in public compliance without private acceptance.



IS THERE A COLLECTIVE GREEN BEHAVIOUR?

CROWD PSYCHOLOGY & CROWD SOCIOLOGY



Do you recognize this crowd behaviour at your own events and if so what patterns of behavior are you familiar with?

Are there any new patterns emerging?



More Questions

So how can we use what we already know about why crowds behave in the way they do to:-

- plan the environmental aspects of the event?
- help us change crowd behaviour?

If you are interested in investigating this further
please get in touch.

Thank you