

SATISFACTION SURVEY OF MUSIC AGAINST DRUGS

Research Study

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Abstract <p>This thesis was about the satisfaction of primary and junior high school students in Music Against Drugs. The thesis concentrated on planning and conducting the customer satisfaction research by both a survey and an interview. This data was then analyzed and proper recommendations were given.</p> <p>Music Against Drugs is an event promoted and sold by Ace Revolutions. It includes a school week educating about the harms of drug use in a friendly and enjoyable way, followed by a an evening event with live music and entertainment. The evening event is split in two according to time: earlier during the evening for primary school students and later in the evening for junior high school students. The research within this thesis was conducted in the spring of 2011 in the towns of Seinäjoki and Nivala, Finland.</p> <p>Two different thorough questionnaire bases were prepared: one for the survey and the other one for the interview. The differences in results between these two means of data collection were also compared in this thesis. The data collection was conducted at the evening events and the attendees were questioned about the entirety of Music Against Drugs. A total of 93 attendees were approached and 78 surveys were filled out either by face-to-face or by filling out the questionnaire, equaling a reliable response rate of 83,9 %.</p> <p>The responses of the surveys showed that the vast majority of the attendees were either satisfied or very satisfied with their Music Against Drugs experience. Most satisfaction came from the event posters, the band competition, and the presenter of the evening event. The least satisfaction came from the morning announcements during the school week and the ending time of the evening event.</p>		
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1 INTRODUCTION

1.1 Music Against Drugs

Ace Revolutions is a music and event production company located in Jyväskylä, Finland. Their largest tour of events at the moment goes by the name Music Against Drugs. The target audience of Music Against Drugs is children and youths and is working to improve the knowledge of the harms of drug use. Their philosophy of prohibiting intoxicants within the young generation is combined with allowing the participants have fun with others who share the same opinions. They also aim for a brighter future by conducting research of intoxicant use.

The entirety of the Music Against Drugs package includes five components. These include the Music Against Drugs -week for all primary school and junior high school students of the community. It is designed not to disrupt normal everyday school activities, but still brings something different for students to enjoy. Stimulants such as a scavenger hunt, a quiz, and comical morning announcements are parts which educate and inform participants of intoxicants.

Secondly, an Internet material bank is supplied to all schools and community centers within the town. These can be used to anchor future work between youths and instructors. It includes, for example various tools, instructions, methods on how to handle intoxicant related matters. The bank can be used for a total of five months, including two months before the event and three months after it has taken place.

Next, a questionnaire is conducted together with Eccu Finland Ltd. All primary school and junior high school students, between grade levels three and nine, take part in the study to map out the intoxicant usage and wellness within the community. It is conducted anonymously to assure as honest as possible

answers, after which the results are then delivered to the youth centers and schools.

Also, the Music Against Drugs week ends in a fun and entertaining evening event. The event is a zero tolerance event in terms of intoxicants and all participants are to take a breathalyser test before entering. The evening is split into two parts. The first is designed for third to sixth graders, and the later half is reserved to everyone older than those. It includes two bands, Tuhkalehto and Snow White's Poison Bite, as well as a disco, more quizzes and prizes for participants, information on intoxicant usage, and great fun.

Finally, Music Against Drugs offers a great chance for young and up-and-coming bands from the community to showcase their talent. An Internet poll is conducted of local bands appointed by the youth center, and the three bands receiving the most votes get to play live in front of their friends and family at the evening event. Also, these three winning bands get to take part in a national Internet poll, where the ten most popular bands move on to the Music Against Drugs band competition final. The winner from these is chosen by professionals and may have a chance at playing live at all of next season's Music Against Drugs events.

This survey concentrates on three of these five components: the Music Against Drugs week from the view point of the students, the evening event, and the local band competition. The national band competition occurs later in the year and has been left out due to time limits. Also, the questionnaire on intoxicant usage and wellness and the Internet material bank were not a part of this survey.

1.2 Research problem and purpose of the thesis

The concept of Music Against Drugs is only a few years old and the opinions of the participants on how they view the present events, and how they would

view the perfect event in their minds has not been heard in the company's short history. This assignment of measuring the satisfaction was laid out by the company Ace Revolutions.

The main purpose was to conduct a survey with aims at developing their present operations. The methods of gathering and analyzing data were free for me to choose. I was to roughly plan the areas which should be a part of the questionnaire, which were then fine-tuned together with the management of Ace Revolutions. The three areas which were viewed as the most important were the Music Against Drugs week in schools, the band competition, and the evening event. The method of gathering data was chosen as face-to-face interviews, due to the interviewees being of such a young age and this method was to hopefully give us the most reliable answers. Later on in the planning process, we decided to also add a sample of questionnaires which the attendees could freely fill out, in order to test if the reliability hypothesis of face-to-face interviewing was in fact larger.

2 LITERATURE REVIEW

The amount of existing data for events such as Music Against Drugs, which are targeted to school children and include both a special school week as well as a concert, is minimal to nonexistent. However, for this literature review I set the parameters to include satisfaction surveys done generally in the music event industry. Key words included *concert*, *event*, *evaluation*, *attendees*, and *surveys*. The existing surveys which I found most suitable are: an Australian study on the Northern Territory's annual events, an American study on the Flint Hills International Children's Festival in Minnesota, and another American study conducted by the same party on the St. Paul Oktoberfest. The reasoning behind my choices was the methodology in which the data

gathering was conducted as well as the questions which they had asked the sample audience.

The importance of gathering such data from attendees is crucial. For example, through the American study they were able to discover that "nearly 10% indicated that 'everything' was enjoyable, is further support for a satisfying and overall positive event." (Schuweiler, A. & Schneider, I.E. 2007: 4) While 10% of attendees enjoying all and everything involved in the event might be high for some event organizers, it still is not ideal for everyone. It is understandable that getting a unanimous satisfaction rate is highly unlikely for a young event with many different forms of entertainment such as Music Against Drugs, however the standards can be set high for companies in this industry.

As events grow more diverse ranging towards different audiences and competitiveness between similar event organizers heats up, the growing importance of satisfaction has become a larger part of an organizer's demands. This means that measuring satisfaction is essential in order to know what should be improved upon and what should be removed from the agenda altogether.

The methodology for the Music Against Drugs survey was fairly similar to all three of the surveys mentioned above. All three included on-site questionnaires to attendees and the response rate in all was a fraction of a percent or below in all instances. The reasoning behind this low rate was mentioned in one study: "The reason for the low rate of collection [...] was linked with the limited windows of opportunity given to the interviewers to approach attendees between arrival and the commencement of entertainment programs. It was also found in these very relaxed and casual environments that it took considerably longer than 10 minutes to establish a communicative relationship, discuss the respondent's peripheral perceptions of their experience and withdraw from discussions in a courteous manner." (Haydon, J. 2007: 3) One can be critical about this, in a sense that if the time frame to interview is small, the number of interviewers conducting interviews should be higher in order to get multiple sets of answers simultaneously. The Music

Against Drugs interview process handled this in a better manner, even though the evening event where the questionnaires were conducted consisted of numerous forms of entertainment and loud music, leaving only few opportunities to approach children not taking part in any activity, the percentage of attendees interviewed was higher at approximately 7 % per event. As there were no ticket sales to Music Against Drugs events, the total number of attendees could only be estimated. The percentage of refusals to take part in an interview after approaching was also much lower than in the existing studies, at 5,2 %, compared to around an average of 50 % in the existing studies discussed here.

Relating to the low response rate in all three above mentioned studies, is the amount of information they tried to attain from each individual. If 10 minutes is too much time for an attendee to give voluntarily to the interviewer, the methodology in the Music Against Drugs survey was to be different.

”Questionnaire sections included event participation, enjoyable attributes, information sources, expenditures, group composition, community familiarity, and demographics.” (Hinds, N., Salk, R.J. & Schneider, I.E. 2006: 1) Not denying the fact that a few of the sections in the above mentioned study were absolutely relevant, a few sections were also of the kind that could not be affected, meaning that in a business sense they could not be improved such as with community familiarity. I felt that this could not be improved by Ace Revolutions or Music Against Drugs, so in order to save time and make the interviews more pleasant, it would be left out of my questionnaires. Also, with gender and age issues, as the Music Against Drugs tour travels around the nation, it would be a waste of time and money to ask questions related to this as these numbers fluctuate in every town.

Many positive forms of aid were, however, found throughout these existing surveys. The questionnaires themselves did have excellent questions in my mind, on top of the unnecessary ones. The Music Against Drugs survey was to be five minutes long at the maximum, so knowing how many questions equals ten minutes, I could roughly approximate which were the most relevant topics that I could fit into a five minute face-to-face interview. Also, the

Australian study had an extremely comprehensible analysis of the events. The forms of presenting data was of great use when planning and executing the Music Against Drugs charts.

3 RESEARCH METHODS

3.1 The research process "onion"

This section will cover the methods which were decided on for gathering data, as well as the final questions to be asked. The research process "onion" (Figure 1) developed by Mark Saunders, Phillip Lewis and Adrian Thornhill in 2003 was chosen to narrow down data collection methods.

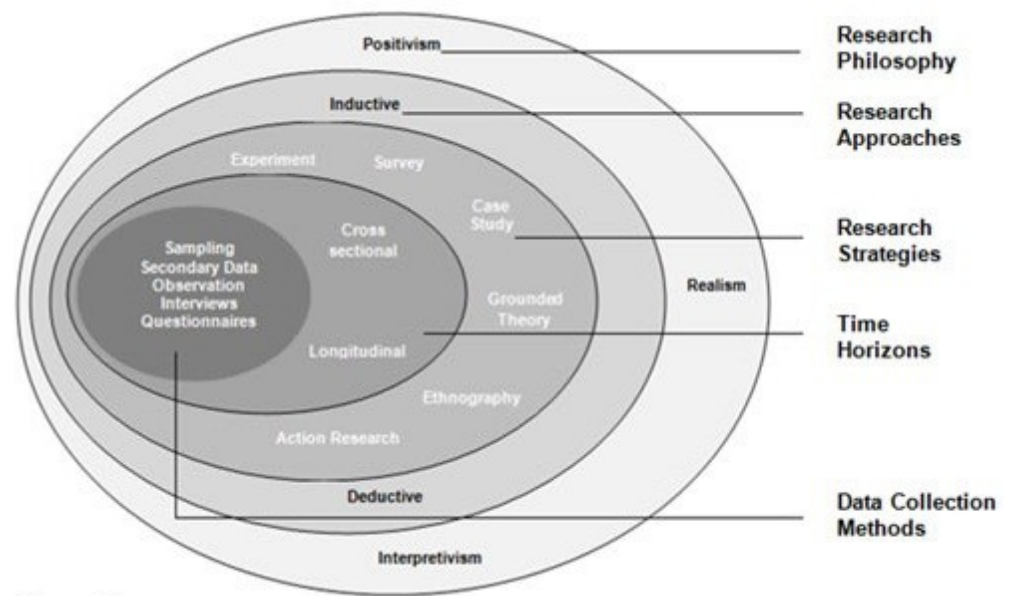


Figure 1: Research process "onion"

The research philosophy chosen for this study could most be categorized as realism. Within the Music Against Drugs events there are numerous factors which may influence the attendees' opinions. Realism "can be seen as indicating that there are large-scale social forces and processes that affect people without their necessarily being aware of the existence of such influences on their interpretations and behaviours" (Saunders, M., Lewis, P., Thornhill, A. 2003, 85). This includes the friends and other people around them as well as the activities which are available, but which were not straightforwardly asked about through the instruments of gathering data. This also means that a few aspects of positivism were included, but the reality is that philosophical standpoints can come from numerous points of view.

What could be said as having more importance is the inner layers of the "onion", such as choosing the appropriate research approach. Due to the nature of this study being the first of its kind for Music Against Drugs, the inductive approach seemed more reasonable, meaning that "theory would follow data rather than vice versa as in the deductive approach" (Saunders, M., Lewis, P., Thornhill, A. 2003, 87). Also, this approach was chosen as this study was more of a social sciences experiment than one of the natural sciences kind. Finally, due to a variety of data collection methods being conducted for this research, the inductive approach allowed for different views of phenomena.

Next, the research strategy was to be chosen carefully. The most reasonable method for this specific study was surveying. This allowed for a large amount of data while saving money. As the questions in the questionnaire were the same to all respondents, the analysis of the data was also to be fairly easy. The downside of a survey is the amount of thought and time needed in designing and piloting the questions and layout, but the time frame for this research allowed for this to happen. Two different kinds of surveys were to be conducted, including a questionnaire and also structured interviewing. Using two methods enabled triangulation of the results, leading to reliability. If the two means have same questions but get a large number of different results, then the differences need to be analyzed. One reason could be bias, as

interviewees might only say what they view the interviewer wants them to say. However, on the other hand questionnaires might not be filled out as thoughtfully.

The time horizon shell of the "onion" was straightforward due to the nature of the research topic, a combination of both. The study was to be cross-sectional because the two events where the study was conducted were so close to each other in terms of days. Not much, if anything at all, was to change between the two events as the results were not released to anyone or anything which could affect the opinions of the attendees in the later event. It was longitudinal since the opinions of the attendees came from totally different experiences. The artists could have performed differently in the two events or the personnel could have acted differently, leading to different opinions. Finally, the data collection methods needed to be figured out. Sampling needed to be conducted, due to Music Against Drugs events taking place for different aged groups. Both ages needed to be equally taken into consideration. To these samples, interviews were to be conducted in the same manner by the same interviewers. On top of these, the questionnaires were to be available for everyone.

3.2 Philosophy

Research ethics needs to be thoughtfully looked into when studying habits and opinions of children. Music Against Drugs is directed towards primary and junior high school students, meaning that a majority of the attendees will be below the legal limit of interviewing without consent. The Finnish National Advisory Board on Research Ethics states that an ethical review must be made when a study includes "children under the age of 15, and the study is not part of the normal activities of a school or an institution of early childhood education and care, and the data are collected without parental consent and without providing the parents or guardians the opportunity to prevent the child from taking part in the study" (National Advisory Board on Research Ethics.

2009. 3) However the same reference states that "A study involving children aged under 15 can be conducted without the consent of a parent or other guardian and without informing the parent or guardian if it does not involve risks to subjects, and the research design is justified by one or more of the following preconditions:

1) On the basis of subjects' age and level of development:

The minors who are intended subjects are able to understand the research topic and what participating in the study requires of them in concrete terms.

2) On the basis of the research area and method:

The research topic is not sensitive and asking for a parent's or guardian's consent is difficult in practice (for example, studies of youth clubs or school pupils' voluntary clubs etc)

The research topic was completely understandable to the children as they were participating in it for the whole duration of the interviews or questionnaires. Before every interview they were told about what the interview would consist of and what they were to be asked. They also had the right to decline from taking part or completely stop the process at any given moment. Another simplifying factor was that no contact information was gathered and data collection was completely anonymous. Also, asking permission from parents or guardians was fairly difficult, so the right measure was simply asking permission from the Jyväskylä University of Applied Sciences's Advisory Board on Research Ethics. The reply was that the questions had no problems related to ethical issues, since they were only related to opinions of the event and nothing more personal.

4 IMPLEMENTATION OF RESEARCH

4.1 Planning

The study was conducted on two consecutive weekends in early spring of 2011, March 18th in Seinäjoki, Finland and March 25th in Nivala, Finland. The number of interviews and questionnaires to be conducted needed to be fairly large in order to make reasonable assumptions on the satisfaction of attendees. The interview questions needed to be shorter than the questionnaire to not take too much time away from their experience. The questions which were to be asked were split into four different categories. These were: general questions, questions about the Music Against Drugs school week, questions about the band competition, and finally questions related to the evening event.

The general question section consisted of three questions on the questionnaire version, but only one question on the interview. The first question was where the respondent had heard that Music Against Drugs would come to their town. This question was only on the questionnaire. The responses map out if the marketing and promotion was sufficient enough and what the primary mediums that should be concentrated on more were. The final two questions ask about Music Against Drugs on the Internet. The first was if respondents had visited the Music Against Drugs website and the final question was if they had seen any Music Against Drugs related activities on the the three largest social media websites in Finland: Facebook, IRC-Galleria, or Myspace. However the interview questions were worded a little different to quicken the process, asking only if the respondents had visited the Music Against Drugs website, the Facebook group, or the IRC-Galleria group. The responses from these questions tell if people are generally interested in Music Against Drugs and if additional information is easily accessible. The next section was related to the Music Against Drugs school week. The section in the questionnaire started off with a question on all the new aspects

which Music Against Drugs brought to schools. These included the morning announcements, the quiz, the scavenger hunt, the general announcements, the school week posters and the evening event posters. The respondents were to rate all of these on a scale from one to five. The final question was an open question on what the respondent would want more of or less of. The interview section on the school week was short and straight to the point, asking the interviewee to rate the school week from one to five overall. The answers from these questions can help to eliminate or add on to what students enjoy, or if they enjoy anything which Music Against Drugs offers to the school week.

Next, were a few questions on the band competition. The questionnaire included five questions while the interview version only had one. To map out if attendees even knew of the band competition or if they felt it was interesting enough for them to cast their own vote, a question was asked whether they had voted and if they had, how many times. The second question in the questionnaire was the same as in the interview, asking if the respondent felt that the band competition was a necessary part of Music Against Drugs. The following two questions were on which artists the attendees usually prefer to listen to. They were to name two domestic artists followed by two international artists. Finally, the questionnaire inquired if any other local content came to mind which they would like to see as a part of Music Against Drugs. This way, more entertainment could be added to the following events if any good ideas surfaced.

The last part of the questionnaire and interview asked about the evening event where the actual data collecting also occurred. This section was the most similar within both means of collection. The first question asked the respondent to rate a number of different segments of the evening on a scale from one to five. The questionnaire had nine segments, while the interview only consisted of three in order to keep the respondent awake for the duration of the interview process. On the questionnaire the following segments were involved: Tuhkalehto band, Snow White's Poison Bite band, the disco, the presenter, the Youth Against Drugs- and Nintendo Wii- stands, the interior

decoration, the starting time of the event, and finally the ending time of the event. The interview only had the three most influential segments meaning the Tuhkalehto band, Snow White's Poison Bite band, and the presenter. After these, both data collection methods inquired on if they had previously heard of the Tuhkalehto band or of the Snow White's Poison Bite band. The next difference was that the questionnaire also continued this question, if they had responded "yes", by asking where they had heard of them the first time. The last question on both methods was an open ended question on anything else they had in mind about their experiences throughout the week, as well as if they had any development ideas.

4.2 Data Collection

As mentioned earlier, the data collection was conducted on March 18th in Seinäjoki and a week later in Nivala. The location of the evening event in Seinäjoki was at a venue named Rytmikorjaamo, which is famous for hosting large scale artists from around the world. The venue can hold hundreds, if not thousands of guests but the turnout for the event fell below what was expected. The reasoning behind the low turnout could partly be due to a popular Finnish artist playing a concert at the same venue the next evening, meaning many teenagers did not want to go out on both days of the weekend.

The event in Nivala was held at a venue named Tuiskula, which is also fairly famous for hosting international artists. The town itself was much smaller than Seinäjoki but the amount of children and teenagers in nearby towns adds up to a fair amount. The customer had organized bus rides for students from the nearby towns, meaning that the attendance in Nivala was roughly the same as it had been in Seinäjoki.

The timetables for all Music Against Drugs events are the same if the customer does not wish for something different. This means that the venue is reserved for third to sixth graders from 4 PM to 6:30 PM and from 6:45 PM to 11 PM for seventh graders and everyone older. Naturally, the attendees

cannot rate the evening event before seeing most of the entertainment, so the data collection always started roughly half way through the event for both age groups and the questions which they could not answer yet were not asked. Also, no interviews occurred when entertainers were on stage, translating to artists playing or when intoxicant quizzes were taking place. However, the questionnaires were available to be individually filled out during these times.

The interviews were conducted by a member of the Tuhkalehto band's street team as well as by me. The attendees were approached calmly and they were asked if they wanted to take part in an interview which was to improve the Music Against Drugs events of the future. They were also informed that answers would be kept confidential and no personal information was gathered. Also, the option of discontinuing the interview at any point was possible and the short time which it would take away from their fun evening. In total, the number of interviews conducted in both events was 58. The total number of questionnaires which had been filled out was 20.

5 RESULTS

This chapter will present the final results from the Seinäjoki and Nivala Music Against Drugs events.

5.1 Seinäjoki

The total number of answers from both means of data collection in Seinäjoki, Finland was 40, which can be split into 29 interviews and 11 questionnaires. Eight people who were approached were not willing to take part in the interview, all coming from the elder group of seventh graders and older. This

totals a refusal rate of 27,6 % for the interviews, since the respondents of the questionnaire were not approached.

5.1.1 Interviews

The responses from the general questions gave an appearance that the respondents had a fairly good knowledge of where they were presently and had gone to Internet sources to find more information. Roughly half of the respondents had visited the Music Against Drugs website.

Have you visited the Music Against Drugs website?	
Yes	14
No	15

On the other hand, not as many had visited the Music Against Drugs related pages on social media websites. A little over one-third of the respondents had visited the Facebook Music Against Drugs page or group, but the IRC-Galleria and Myspace pages did not get too much support.

Have you noticed any activity linked to Music Against Drugs on the following websites?	
Facebook	11
IRC-Galleria	3
Myspace	0

The satisfaction of the school week received surprisingly positive feedback. Out of 24 respondents who cast their vote on a scale from one to five, the average rating was 3,8. However, no respondent gave a score of either a one or a two, and six people even gave the school week full points. Five respondents had either come from schools without the special school week or did not want to give it a rating.

How satisfied were you with the Music Against Drugs week?					
1	2	3	4	5	No answer
0	0	10	8	6	5

The band competition received similar positive feedback, with the exception of more respondents who did not want to answer this question. The average rating was 4,1 out of five and did not receive a single score of one or two.

How satisfied were you with the band competition?					
1	2	3	4	5	No answer
0	0	6	6	7	10

The next questions regarded the evening event itself. As some of the interviews were conducted before Snow White's Poison Bite had performed, the question about the satisfaction in their performance was left out in twelve cases. However, the satisfaction with Tuhkalehto's performance received an average rating of 4,0. The number of respondents who gave the performance a score of four was by far the highest with 17 votes, followed by eight votes for a rating of five, and 4 votes who gave the performance a three or lower. The average rating for Snow White's Poison Bite was slightly higher at 4,1. Their performance received only threes, fours, and fives across the board. The aspect which received the highest rating from the interviewees was the presenter with an average rating of 4,5. It did receive one rating of a two, but all the others were either a four or a five.

How satisfied were you with the following?						
	1	2	3	4	5	No answer
Tuhkalehto	1	1	2	17	8	0
Snow White's Poison Bite	0	0	5	5	7	12
The presenter	0	1	0	12	16	0

The familiarity of Tuhkalehto's band to the attendees was split between the two options. 37,9 % of the respondents had heard of Tuhkalehto before coming to the event, while the remaining 62,1 % heard of them for the first time in Seinäjoki. This leads us to believe that the marketing and advertising is fairly sufficient, but could be improved upon.

Were you familiar with Tuhkalehto beforehand?	
Yes	11
No	18

The second band, Snow White's Poison Bite had less people who had heard of the band beforehand at 24,1 %. However, with the higher average rating they received from the satisfaction poll, this number could simply go up through word-of-mouth after the event.

Were you familiar with Snow White's Poison Bite beforehand?	
Yes	7
No	22

5.1.2 Questionnaires

The number of questionnaires which were filled out at the Seinäjoki Music Against Drugs was 11. The overall number was lower than could have been hoped for, but the main trouble was that the event had so much entertainment and other surveys and quizzes that the motivation for filling out a questionnaire voluntarily was not at a high level.

The most popular mode of finding out that Music Against Drugs would be coming to Seinäjoki came from friends. However, the votes were so varied that no real conclusions could be made on what should be concentrated on in the future.

From where did you hear from that Music Against Drugs will be coming to your town?			
A friend	4		
Sibling	3		
A website	2	Which site?	Myspace Facebook
Work	1		
School	1		
A poster	0		

The interest in Music Against Drugs seemed higher with the ones who filled out the questionnaire than in the cases of the interviews. While 48 % of the interviewees had visited the website, 75 % of the respondents who gave an answer on the questionnaire had taken a look at it. Of course that leaves the 3 respondents who gave no answer and if their answers are calculated into the percentage, it drops to 54,5 %.

Have you visited the Music Against Drugs website?	
Yes	6
No	2
No answer	3

The same about the questionnaire respondents can be said when looking at the answers for the social media websites. If taking into consideration the fact that only 11 attendees filled out the questionnaire and 14 websites getting support, the activeness of these attendees on line seems higher. The use of Facebook was the most popular in the cases of interviews and the same result came from the questionnaires, with a shared first place. Myspace also

received two votes, while the interviewees' responses had none for this particular website.

Have you noticed any activity linked to Music Against Drugs on the following websites?	
Facebook	6
IRC-Galleria	6
Myspace	2

At first glance, the satisfaction in the school week seemed to be lower with the questionnaire respondents than with the interviews. Without the non-respondents the average score for the morning announcements was 4,2, for the quizzes 4,3, for the treasure hunt 3,8, for the announcements regarding the event event 3,5, for the posters informing about the school week 4,1, and finally for the evening event posters 4,1. The main aspect worth noticing is the large differences in the votes regarding the announcements and posters. One respondent gave all three of these a rating of one, significantly reducing the average. They had elaborated on their opinion by saying that that more posters, more advertising and more marketing was needed.

How satisfied were you with the following:	1	2	3	4	5	No answer:
Morning announcements	0	0	1	3	2	5
Quizzes	0	0	0	4	2	5
Treasure hunt	0	0	2	3	1	5
Announcements	1	0	2	1	2	5
School week posters	1	0	0	2	4	4
Event posters	1	0	0	2	4	4

More advertising and marketing should also be put into the band competition, since only one respondent had admitted to voting in the band competition. They had also chosen the option "between one and five times", giving the impression that they did not necessarily feel that voting in the band competition was necessary. Regardless if they felt that voting was necessary, only one person had felt that the band competition was not a necessary part of Music Against Drugs. Needless to say, the band competition is an aspect of the tour which people feel is important.

Did you vote in the band competition?	
Yes	1
No	10

Not much can be said about the favorite artists. The most notable fact is that it seems that a number of respondents had come to see their favorite artists play live. Snow White's Poison Bite and Tuhkalehto came in first and second place in the poll of Finnish artists and bands respectively. Genre-wise rock and pop were the most represented. Also note that in Seinäjoki the respondents were asked for four favorite artists, but the number was reduced to two choices in Nivala. The reasoning behind this was to try to make the questionnaire shorter in order to attract more respondents.

Name four of your favorite Finnish artists/bands:		Name four of your favorite foreign artists/bands:	
Snow White's Poison Bite	4	Black Veil Brides	2
Tuhkalehto	3	10 Years	1
Antti Tuisku	2	30 Seconds to Mars	1
Disco Ensemble	1	Dead By April	1
Doom Unit	1	Guns n' Roses	1
Fintelligens	1	Hans Zimmer	1
Happoradio	1	Hardcore Superstar	1
Irina	1	KISS	1
LMCF	1	My Chemical Romance	1
Nightwish	1	Mötley Crüe	1
Reckless Love	1	Ozzy Osbourne	1
Sonata Arctica	1	Papa Roach	1
TAP	1	Rhapsody of Fire	1
The Giant Leap	1	The Black Out	1
Uniklubi	1	The Used	1
		Tokio Hotel	1

For other local content there were three responses: a strip tease, Tokio Hotel as a performer, and TAP as a performer. Naturally Tokio Hotel and TAP are not local artists so the possibility to take them on board upcoming Music Against Drugs events is far fetched. Also, strip teases are not a suitable form of entertainment for this age group.

The satisfaction in the various aspects of the evening event can be seen in the table below. The number of non-respondents was surprisingly low after so many had left aspects of the school week blank. From the two performers, Tuhkalehto received an average rating of 4,0 and Snow White's Poison Bite edged them out by half a rating with 4,5. The disco also received an honorable average of 4,0. Just as well the audience seemed satisfied with the presenter

who also received an average of 4,0 just like the Youth Against Drugs stand which also scored an average of 4,0. The Nintendo Wii stand received a 4,2 average, the interior decoration also received a 4,2, the starting time of the event scored a 4,3 and the ending time a 4,3.

How satisfied were you with the following?						
	1	2	3	4	5	No answer
Tuhkalehto	0	2	2	1	6	
Snow White's Poison Bite	0	0	1	3	6	1
Disco	0	1	3	2	5	
The presenter	0	0	3	5	3	
YAD stand	0	0	1	4	5	
Nintendo Wii stand	0	0	2	4	4	1
Decoration	0	0	3	2	5	1
Starting time of event	0	0	2	4	5	
Ending time of event	0	0	2	3	5	1

The familiarity with Tuhkalehto was slightly higher from the ones who had filled out the questionnaire than with the interviewees at 45,5 %. Out of these responses, the places where they had heard of them the first time were either from on line, Facebook or IRC-Galleria, or by word-of-mouth coming from a friend or sister.

Were you familiar with Tuhkalehto beforehand?	
Yes	5
No	6

Snow White's Poison Bite had similar responses, except the ones who had not heard of them before received the 45,5 % share of votes. Out of these, two different means of finding out received votes, two votes for the Provinssi Rock festival and two votes for a past Music Against Drugs event in Kauhava.

Were you familiar with Snow White's Poison Bite beforehand?	
Yes	6
No	5

A few respondents also had thoughts to state covering topics which were not mentioned in the questionnaire. There seemed to be dissatisfaction with the stickers which they were giving out at the Youth Against Drugs stand. A lot of these stickers were attached to the tables and floors, complicating the cleaning process. Also, the marketing of Music Against Drugs was emphasized once more. And finally, it was mentioned for a second time that it

would be loved if TAP was a performer on board the Music Against Drugs tour.

5.2 Nivala

The Music Against Drugs event in Nivala had roughly the same number of attendees and the number of questionnaires and interviews totaled 38, coming from nine questionnaires and 29 interviews. The refusal rate was 18,4 % coming from seven attendees who were approached but did not want to participate, and once again all of these were from the older group of seventh graders and higher.

5.2.1 Interviews

In a similar situation, the general knowledge of Music Against Drugs information sources seemed surprisingly high. Roughly half of the attendees had visited all three websites, with the Music Against Drugs website having the most hits, followed by their Facebook pages, and finally the IRC-Galleria page which still was a fairly popular source for information.

Have you visited the Music Against Drugs website?	
Yes	15
No	14

Have you visited the Music Against Drugs Facebook group or fan page?	
Yes	14
No	15

Have you visited the Music Against Drugs IRC-Galleria page?	
Yes	13
No	16

The satisfaction of the school week for people in the Nivala area was a success. The average rating was 3,7 compared to the average rating of 3,8 in Seinäjoki. No drastic differences had happened within what the Music Against

Drugs school week offered so the only factor which affected the average was basically the opinions of the respondents.

How satisfied were you with the Music Against Drugs week?				
1	2	3	4	5 No answer
0	2	9	11	4
				3

The style of asking about the band competition changed in between the Seinäjoki and Nivala events to get a more concrete answer in terms of improvement. Only one respondent stated that they did not feel that the band competition was a necessary part of Music Against Drugs. This could be said to be a fairly similar response as in Seinäjoki, as most people were satisfied with the competition.

Would you say that the band competition is a necessary part of Music Against Drugs?	
Yes	28
No	1

Overall, most people were satisfied with the entertainment of the evening event. There were a few exceptions just like in Seinäjoki and just as the situation there, Snow White's Poison Bite was the band with the higher average of 4,3 compared to Tuhkalehto's 3,8. The difference between these two was much larger than it was in Seinäjoki and this was also seen by the number of people who gathered in front of the stage for each band. Sixteen people could not give their opinion on Snow White's Poison Bite, since they had not performed yet when they were asked to take part in the survey. The presenter seemed to be a favorite for many again scoring an average of 4,2 without any scores of a one or a two. This was also a little lower than the 4,5 in Seinäjoki, but any figure above a four can be said to be a success.

How satisfied were you with the following?					
	1	2	3	4	5 No answer
Tuhkalehto band	1	2	8	10	8
Snow White's Poison Bite band			4	1	8
The presenter			5	12	12
					16

41,3 % of the attendees were familiar with Tuhkalehto before they attended the event compared to the 58,6 % who were not. The numbers were exactly

the same for Snow White's Poison Bite. For both bands the numbers in Nivala were higher than in Seinäjoki, and for Snow White's Poison Bite, the leap can be said to be great. A small raise can be accounted for due to the event taking place later in time so more people have had a chance to hear about both bands, but for example with Snow White's Poison Bite's familiarity rising by 17,2 % the simple reason of having a different audience with different tastes and musical backgrounds has to be considered.

Were you familiar with Tuhkalehto beforehand?	
Yes	12
No	17

Were you familiar with Snow White's Poison Bite beforehand?	
Yes	12
No	17

5.2.2 Questionnaires

The total number of questionnaire responses in Nivala was 9. The number is not as high as hoped, but the interviews on top of these 9 questionnaires gives us a fairly good image of the satisfaction rate. The biggest challenge in conducting the questionnaires in Nivala was that the attendees seemed to be in large groups and trying to encouraging all of them to take part was impossible. The few who did take part, were the ones who mostly attended within a pair or alone.

There were only two different options which respondents answered for the question regarding where they had found out that Music Against Drugs would be coming to Nivala. Roughly half stated that the initial information came from a friend and the other half stated that it came from a poster which they had seen. This was a surprise as in Seinäjoki the responses ranged from a sibling, to a website, to school, or to work. However, it is always a good thing when word-of-mouth is a key contributor to advertisement.

From where did you hear from that Music Against Drugs will be coming to your town?	
A friend	5
A poster	4

The even splits in answers continued with the next question. Exactly half of the attendees who gave an answer had visited the Music Against Drugs website. However, as six people had noticed activity linked to Music against Drugs on Facebook, the on line marketing had been relatively successful. Also, neither IRC-Galleria nor Myspace had not gone unnoticed.

Have you visited the Music Against Drugs website?	
Yes	4
No	4
No answer	1

Have you noticed any activity linked to Music Against Drugs on the following websites?	
Facebook	6
IRC-Galleria	2
Myspace	1

From the chart below, it is easy to see how people's answering habits might be affected by the length of questions. The first question regarding the morning announcements received an average score of 3,5, the second regarding the quizzes received a 4,1, followed by the treasure hunt with 4,2, the announcements with 4,6, the school week posters with a 4,4 and the event posters with a 4,8. All of these averages were higher than in Seinäjoki, but since the contents of the package had not changed in between the events the only difference maker had been the respondents opinions on the matters. These questions were followed by an open opinion on what could be improved and one respondent stated that candy should be handed out, which actually could be possible to be added to the agenda.

How satisfied were you with the following:	1	2	3	4	5
Morning announcements		1	4	4	1
Quizzes			3	2	4
Treasure hunt			2	3	4
Announcements			1	2	6
School week posters				5	4
Event posters				2	7

Not too many people were aware of the band competition in Nivala and only two people had voted. This definitely means that the information flow of this aspect of Music Against Drugs could be improved. Out of these two voters, both had voted between one and five times. After they had been enlightened about the band competition, all but one said that it still is an important and necessary part of Music Against Drugs, leading to the fact that it should not be tampered with in terms of keeping it along. The one who did not say yes, had not given an answer at all.

Did you vote in the band competition?	
Yes	2
No	7

Would you say that the band competition is a necessary part of Music Against Drugs?	
Yes	8
No	0
No answer	1

Just as in Seinäjoki, the main genre which people enjoyed listening to was rock. However, when the second largest genre was pop in Seinäjoki, in Nivala second place went to rap. The bands were a little different but it definitely does give us an opinion on what kind of music should be a part of Music Against Drugs. The most popular band out of both Finnish and foreign artists was the Finnish rap duo Jare & Ville Galle with four votes out of the possible nine respondents. One large difference in Nivala was that not a single person had stated Tuhkalehto nor Snow White's Poison Bite as their favorite Finnish artist. The foreign artist column is almost completely full of American artists.

Name two of your favorite Finnish artists/bands:	
Jare & Ville Galle	4
Uniklubi	2
Jenni Vartiainen	
Lovex	
The 69 Eyes	
Cheek	
Fintelligens	
Mokoma	
Apulanta	

Name two of your favorite foreign artists/bands:	
Iron Maiden	2
Volbeat	2
Good Charlotte	2
Green Day	2
Rihanna	
Mötley Crüe	
Metallica	
Escape the Fate	
Eminem	
Pitbull	
System Of A Down	

After this, the respondents were asked what other local content they wished to see as entertainment in Music Against Drugs. Two different answers were given, the first one stating that there should be more music which would be hard to fulfill since the only time when there is no music playing is when the presenter is on stage either introducing bands or during small quizzes, which seemed to be fairly successful. The other response was a dance competition. This could be strongly taken into consideration for future events.

Overall, the different aspects of the evening event received positive feedback. Tuhkalehto band received an average score of 3,9 compared to a 4,0 in Seinäjoki. Snow White's Poison Bite received the exact same scores as Tuhkalehto totaling 3,9, while they received a 4,5 in Seinäjoki. The same average continued with the disco, as it received a 3,9 which can be compared to Seinäjoki's 4,0 average. The presenter seemed to be enjoyed more in Nivala than in Seinäjoki with a 4,3 while it received a 4,0 in Seinäjoki. The Youth Against Drugs stand and the Nintendo Wii stand received a 4,3 and a 4,1 respectively. Compared to Seinäjoki, the numbers were similar but in the earlier event the Nintendo Wii received a higher average than the Youth Against Drugs stand. The decoration was enjoyed with an average of 4,1 and the starting time of the event received an honorable 3,9. The lowest average of the evening event came from the ending time with only a 3,1, which was over a whole point less than in Seinäjoki.

How satisfied were you with the following?	1	2	3	4	5
Tuhkalehto band	1		2	2	4
Snow White's Poison Bite band	1		2	2	4
Disco			3	4	2
The presenter			1	4	4
YAD stand			1	4	4
Nintendo Wii stand			2	4	3
Decoration			1	6	2
Starting time of event			3	4	2
Ending time of event	2		4	1	2

The familiarity with the bands was exactly the same for both bands, just like in the case of the interviews. 22 % had heard of both bands before attending the event, while the other 78 % had not. The ones who said yes, had heard of

them on the Internet or school, or even by seeing their tour bus once. Snow White's Poison Bite had been heard on the Internet and school, as well as seeing the band's posters out in the public. Compared to Seinäjoki, a lot less attendees had heard of neither band beforehand. At the event in Seinäjoki, roughly half had heard of both bands.

Were you familiar with Tuhkalehto beforehand?	
Yes	2
No	7

Were you familiar with Snow White's Poison Bite beforehand?	
Yes	2
No	7

5.3 Totals

Some important figures from both events can be seen below.

Word-of-mouth has been the most effective mode of advertising, as 13 out of 22 stated that they had heard about Music Against Drugs through either word-of-mouth from a friend, a sibling, or through work.

From where did you hear from that Music Against Drugs will be coming to your town?			
A friend	9		
A poster	5		
A website	3	Facebook	Myspace
Sibling	3		
Work	1		
School	1		

Exactly half of the attendees who responded in the survey had visited the Music Against Drugs website. It is a reasonable figure, but when turned upside down that half of the attendees had not visited the website of the event which they were presently at makes this a problem to tackle.

Have you visited the Music Against Drugs website?	
Yes	37
No	37
No answer	4

Once again, the same number of 37 who had noticed activity liked to Music Against Drugs on Facebook is reasonable. Due to IRC-Galleria becoming less popular in today's youth society, 24 attendees who had seen activity liked to Music Against Drugs can be said to be a success. Only three had seen activity on Myspace.

Have you noticed any activity linked to Music Against Drugs on the following websites?	
Facebook	37
IRC-Galleria	24
Myspace	3

The school week did not receive a single vote for the lowest possible score, but did receive two votes for the second lowest. However, the rest of the votes were given for the three highest possibilities. The average score came out to be 3,7.

How satisfied were you with the Music Against Drugs week?				
1	2	3	4	5
	2	19	19	10

When looking at the school week in more detail, the morning announcements received an average rating of 3,8, which turned out to be the least popular out of the options. The rest of the options all received average scores of over 4, with the treasure hunt and the announcements just surpassing that mark with a 4,1, the quizzes with a 4,2, the school week posters with a 4,3 , and the evening event posters with the highest average of 4,5.

How satisfied were you with the following:					
	1	2	3	4	5
Morning announcements		1	5	7	3
Quizzes			3	6	6
Treasure hunt			4	6	5
Announcements	1		3	3	8
School week posters	1			7	8
Event posters	1			4	11

The large majority of the attendees felt that the band competition was a necessary part of Music Against Drugs, as only two people stated that it was not necessary. The other 59 out of 61, or 96,7 %, felt it was a necessity.

Would you say that the band competition is a necessary part of Music Against Drugs?	
Yes	59
No	2

Below are the artists and bands, which received more than one vote in the question regarding attendees' favorite artists. When combining the votes from both events, Snow White's Poison Bite and Jare & Ville Galle, both Finnish artists, received four votes each. Classifying by genres, one pop artist is listed, two rap artists are listed, and the all the other nine artists are from a sub-genre of rock.

Name four of your favorite Finnish artists/bands:		Name four of your favorite foreign artists/bands:	
Snow White's Poison Bite	4	Mötley Crüe	2
Jare & Ville Galle	4	Black Veil Brides	2
Tuhkalehto	3	Iron Maiden	2
Uniklubi	3	Volbeat	2
Fintelligens	2	Good Charlotte	2
Antti Tuisku	2	Green Day	2

The satisfaction of the most important evening event factors are listed below. Tuhkalehto received an average rating of 3,9 out of five, but did receive 8 votes for an either one of a two. Snow White's Poison Bite received a slightly higher average of 4,2, with only one vote for the lowest two markings. The presenter was the one with the highest average out of these three aspects, just as was seen in individual elaborations, with an average of 4,3.

How satisfied were you with the following?	1	2	3	4	5
Tuhkalehto band	3	5	14	30	26
Snow White's Poison Bite band	1		12	11	25
The presenter		1	9	33	35

The familiarity with the artists shows that Tuhkalehto was better known of before the event. 38,5 % of the attendees who took part in the survey stated that they had heard of the band before attending. 34,6 % had heard of Snow White's Poison Bite beforehand.

Were you familiar with Tuhkalehto beforehand?	
Yes	30
No	48

Were you familiar with Snow White's Poison Bite beforehand?	
Yes	27
No	51

6 ANALYSIS OF RESULTS AND RECOMMENDATIONS

Overall, these two Music Against Drugs events in the spring of 2011 were both successful. The attendance amount showed that the marketing and advertisement of the events were implemented well, but still had room for improvement. The school week had been enjoyed by the students, just as had the evening event. Some aspects of both had their strengths and their weaknesses which can be worked on for future Music Against Drugs events.

The biggest form of marketing had been word-of-mouth. It naturally is a positive fact that people share with each other where they wish to go to, but since money has been put into other forms of public information, they could be worked on so more people might show up. At the moment, the posters are visually good but the amount of them around schools and public areas is not sufficient, as one attendee stated. They could be spread out earlier before the event occurs, in order to give possible attendees more time to reserve room in their calendars. Also, simply spreading them out to more of the public places around the town in question, in order to gain attendees who might not be looking around school for free time activities. Another problem is actually getting people so interested in the posters that they have to go see what the event is all about. Some more motivational stimuli, such as the treasure hunt prize of meeting band members backstage which already does exist, could be added. Lastly, the more announcements could be added. By constantly reminding people that the most fun part of the week is still upcoming, they might almost feel obligated to attend.

Secondly, some improvements to the school week could be made. The school week could be made extra special by adding simple activities for students to perform on their breaks. The treasure hunt was truly enjoyed by students, so more of these kinds of competitions should be created which could relate to adding motivation into attending the evening event. At the moment, the Music Against Drugs week is only concretely present in schools on three days, on

which the morning announcements, treasure hunt, and quizzes are held. If the students were reminded about the event in fun ways on all days of the week, they might get more excited about attending the evening event. Not all of the extra activities need to be related to drug usage, but could simply be about the other main portion of the package, music. This could mean, for example having live music from local bands after school, or even having the main artists's music playing during lunch breaks.

Finally, the evening event has a few weaknesses which could be easily tackled. If the event ever wishes to expand, attendees's listening habits should be considered. Since the ending time of the event was one of the lowest scorers, another artist could be added to lengthen the experience. When looking at the genres which present attendees prefer, a Finnish artist who combines rap and pop could be the most fruitful. The presenter was loved, so any means to get him more involved might be an intelligent idea. He could give longer speeches or be more present around the venue during the event. Another thing which was noticed during the event was the shyness of children in this age group. A lot of them seemed as if they would have liked to approach the stands, but they needed much encouragement before they did so. If more stress was appointed on what can be done at the stands, they might feel more welcome into checking what they can do at the stands.

Figures such as the familiarity of Tuhkalehto and Snow White's Poison Bite could be worked on outside of the events. It is known that the will and want is high for these bands to succeed, but still the knowledge of them being out there leaves something to be wished upon. Music Against Drugs is not only a company who have music events, but also a company who regularly promote life without drugs. A lot of the attendees, future and past, might feel as if the event is only about promoting this way of life so the bands need more promotion throughout selling these events.

7 CONCLUSION

A total of 93 attendees of Music Against Drugs were approached regarding their satisfaction with the week. 78 surveys were filled out through either an interview or by questionnaire. This comes out to equal a 83,9 % response rate, which can be said to be a successful set of reliable information.

The average attendee of Music Against Drugs could be said to have been either satisfied or very satisfied with the school week and the evening event. The most satisfaction came from the event posters, the band competition, and the presenter himself. The least satisfaction came from the morning announcements during the school week and the ending time of the evening event. However, the aspects which were enjoyed the least still received fairly high ratings meaning that they were not failures by any means. It still must be remembered that encouraging answers can be improved upon.

There are a few factors which need to be taken into consideration when viewing the results. The ratings which were gathered are only the opinions of a portion of attendees in only two events. The crowd usually makes a large difference in the satisfaction of a concert and in an event where more people enjoy the music, the ones who do not enjoy the music might still enjoy the event itself due to the crowd around them. On the contrary, if the promotion of an event has not succeeded as well in an event outside of the ones where these surveys were conducted, the attendance could be much lower leading to less satisfaction for everyone who does attend. Also, due to the young age of the attendees of Music Against Drugs events, they might feel shy to give honest answers especially when they are interviewed face-to-face. Although generally, the figures for interviews compared to filled surveys were similar.

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APPENDICES

Appendix 1. Interview questions (Finnish)



Music Against Drugs kysely:

Vastaukset pidetään aina luottamuksellisina, eikä yhteystietoja kerätä. Vastauksia käytetään Music Against Drugsin kehitykseen. Kysely on vapaaehtoinen ja sinulla on oikeus keskeyttää kysely missä vaiheessa tahansa. Vastaamiseen menee noin 5 minuuttia.

Oletko käynyt: Music Against Drugs -nettisivustolla? Kyllä [] Ei []
 Music Against Drugsin Facebook ryhmässä? Kyllä [] Ei []
 Music Against Drugsin IRC-Galleria ryhmässä? Kyllä [] Ei []

Tyytyväisyys Music Against Drugs -viikkoon (aamunavaukset, tietokilpailu, arrejahti, ym):

Täysin tyytymätön / Hieman tyytymätön / En tyytyväinen enkä tyytymätön / Hieman tyytyväinen / Täysin tyytyväinen

1 2 3 4 5

Onko bändikilpailu mielestäsi tarpeellinen osa Music Against Drugs tapahtumaa? Kyllä [] Ei []

Miten tyytyväinen olit näihin:

	Täysin tyytymätön / Hieman tyytymätön / En tyytyväinen enkä tyytymätön / Hieman tyytyväinen / Täysin tyytyväinen				
Tuhkalehto	1	2	3	4	5
Snow White's Poison Bite	1	2	3	4	5
Juontamiseen	1	2	3	4	5

Oliko Tuhkalehto sinulle tuttu etukäteen? Kyllä [] Ei []

Oliko Snow White's Poison Bite sinulle tuttu etukäteen? Kyllä [] Ei []

Vapaa sana/kehitysideoita:

Kyselyn laatinut:
 Jukka Jäntti (jukka.jantti@musicagainstdrugs.info)

Appendix 2. Questionnaire (Finnish)



Music Against Drugs kysely:

Vastaukset pidetään aina luottamuksellisina, eikä yhteystietoja kerätä. Vastauksia käytetään Music Against Drugsin kehitykseen. Kysely on vapaaehtoinen ja sinulla on oikeus keskeyttää kysely missä vaiheessa tahansa. Kaikkiin kysymyksiin ei ole pakko vastata. Vastaamiseen menee noin 5 minuuttia.

Yleistä

Mistä sait tietää ensimmäistä kertaa että tämä tapatuma tulee kuntaasi?

Kaverilta

Julisteista

Nettisivuilta (Miltä sivuilta? _____)

Muualta (Mistä? _____)

Oletko käynyt Music Against Drugs -nettisivustolla? Kyllä [] Ei []

Oletko huomannut näillä sivustoilla Music Against Drugs:iin liittyvää toimintaa?

Facebook []

IRC-Galleria []

Myspace []

Music Against Drugs -viikko

Miten tyytyväinen olit näihin:

	Täysin tyytymätön	Hieman tyytymätön	En tyytyväinen enkä tyytymätön	Hieman tyytyväinen	Täysin tyytyväinen
Aamunavauksiin	1	2	3	4	5
Tietokilpailuun	1	2	3	4	5
Aarrejahtiin	1	2	3	4	5
Tiedotukseen	1	2	3	4	5
Viikon julisteisiin	1	2	3	4	5
Tapahtuman julisteisiin	1	2	3	4	5

Mitä toivoisit lisää/vähemmän?

Bändikilpailu

Äänestitkö bändikilpailussa? Kyllä [] Ei [] → Monesti? 1-5 kertaa []
6-20 kertaa [] Useammin []

Onko bändikilpailu mielestäsi tarpeellinen osa Music Against Drugs tapahtumaa? Kyllä [] Ei []

Nimeä omasta mielestäsi kaksi parasta suomalaista bändiä/artistia:

Nimeä omasta mielestäsi kaksi parasta ulkomaalaista bändiä/artistia:

Tuleeko mieleen mitään muuta paikallista sisältöä mitä tahtoisit nähdä mukana (esim tanssikilpailua)?

Iltatapahtuma

Miten tyytyväinen olit näihin:

	Täysin tyytymätön / Hieman tyytymätön	En tyytyväinen enkä tyytymätön	Hieman tyytyväinen	Täysin tyytyväinen
Tuhkalehto	1	2	3	4 5
Snow White's Poison Bite	1	2	3	4 5
Discoon	1	2	3	4 5
Juontamiseen	1	2	3	4 5
YAD-pisteeseen	1	2	3	4 5
Nintendo Wii pisteeseen	1	2	3	4 5
Somistukseen	1	2	3	4 5
Tapahtuman aloitusaikaan	1	2	3	4 5
Tapahtuman lopetusaikaan	1	2	3	4 5

Oliko Tuhkalehto sinulle tuttu etukäteen? Kyllä [] Ei [] → Mitä kautta kuulit siitä ensimmäistä kertaa? _____

Oliko Snow White's Poison Bite sinulle tuttu etukäteen? Kyllä [] Ei [] → Mitä kautta kuulit siitä ensimmäistä kertaa? _____

Vapaa sana/kehitysideoita:

Kyselyn laatinut:

Jukka Jäntti

jukka.jantti@musicagainstdrugs.info

Appendix 3. Interview questions (English)



Music Against Drugs questionnaire:

Answers will always be kept confidential and no contact information will be collected. The answers will be used to improve the operations of Music Against Drugs. Taking part is voluntary and you have the right to discontinue at any moment. Answering takes roughly 5 minutes.

Have you visited: The Music Against Drugs website? Yes [] No []
 Music Against Drugs Facebook group/fan page? Yes [] No []
 Music Against Drugs IRC-Galleria page? Yes [] No []

Satisfaction with the Music Against Drugs week (morning announcements, quizzes, treasure hunt, etc.):

Fully dissatisfied / Mildly dissatisfied / Not satisfied nor satisfied / Mildly satisfied / Fully satisfied
 1 2 3 4 5

Would you say that the band competition is a necessary part of Music Against Drugs? Yes [] No []

How satisfied were you with the following:

	Fully dissatisfied	Mildly dissatisfied	Not satisfied nor satisfied	Mildly satisfied	Fully satisfied
Tuhkalehto	1	2	3	4	5
Snow White's Poison Bite	1	2	3	4	5
The presenter	1	2	3	4	5

Were you familiar with Tuhkalehto beforehand? Yes [] No []

Were you familiar with Snow White's Poison Bite beforehand? Yes [] No []

Other thoughts/development ideas?

Questionnaire by:
 Jukka Jäntti (jukka.jantti@musicagainstdrugs.info)

Appendix 4. Questionnaire (English)



Music Against Drugs questionnaire:

Answers will always be kept confidential and no contact information will be collected. The answers will be used to improve the operations of Music Against Drugs. Taking part is voluntary and you have the right to discontinue at any moment. Answering takes roughly 5 minutes.

General

From where did you hear from that Music Against Drugs will be coming to your town?

A friend

A poster

A website (Which website? _____)

Other (Where? _____)

Have you visited the Music Against Drugs website? Yes [] No []

Have you noticed any activity linked to Music Against Drugs on the following websites?

Facebook []

IRC-Galleria []

Myspace []

Music Against Drugs week

How satisfied were you with the following:

	Fully dissatisfied	Mildly dissatisfied	Not satisfied nor satisfied	Mildly satisfied	Fully satisfied
Morning announcements	1	2	3	4	5
Quizzes	1	2	3	4	5
Treasure hunt	1	2	3	4	5
Announcements	1	2	3	4	5
School week posters	1	2	3	4	5
Event posters	1	2	3	4	5

What would you want more of/less of?

Band competition

Did you vote in the band competition? Yes [] No []

→ How many times? 1-5 times [] 6-20 times [] More than 20 times []

Would you say that the band competition is a necessary part of Music Against Drugs? Yes [] No []

Name two of your favorite Finnish artists/bands:

Name two of your favorite foreign artists/bands:

What other local content would you like to see more of as a part of Music Against Drugs (e.g. dance competition)?

Evening event

How satisfied were you with the following:

	Fully dissatisfied	Mildly dissatisfied	Not satisfied nor satisfied	Mildly satisfied	Fully satisfied
Tuhkalehto	1	2	3	4	5
Snow White's Poison Bite	1	2	3	4	5
Disco	1	2	3	4	5
The presenter	1	2	3	4	5
YAD-stand	1	2	3	4	5
Nintendo Wii stand	1	2	3	4	5
Decoration	1	2	3	4	5
Starting time of event	1	2	3	4	5
Ending time of event	1	2	3	4	5

Were you familiar with Tuhkalehto beforehand? Yes [] No [] → Where did you hear of them from the first time? _____

Were you familiar with Snow White's Poison Bite beforehand? Yes [] No [] → Where did you hear of them from the first time? _____

Other thoughts/development ideas?

Questionnaire by:
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