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Blank Space (thebspacex) Managerial Problem

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Introduction

The world post-COVID-19 is a world filled with change. People, nations, and corporations have had to alter the ways in which they operate; from regular day-to-day tasks to carrying out international business. To delay the spread of the new coronavirus, most countries declared quarantine laws beginning in mid-March that brought a large segment of economic activity to a standstill. These regulations, in conjunction with the fear many people have about getting infested by participating in ordinary economic activity, have demolished economies. In the UAE, 80 percent of companies feel "strongly impacted" by the ongoing pandemic, according to a research by HSBC (Gibbon). Among those most affected by this pandemic have been the small businesses; Blank Space, an open mic event and the focus of this paper, being one of them.

'Blank Space' allows UAE residents to showcase their platforms ranging from spoken word poetry to stand-up comedy. Pre-pandemic, the monthly event that took place in many areas of Dubai hosted around 200 performers and audience members per event. The platform "sees artists ranging from as young as 10 or 12 years of age, to established performers with huge fan followings on social media" staging various forms of spoken word performances (Shahbandari). The event has proven to be a massive success over its 5-year existence.

However, due to social distancing and gathering guidelines set forward by the UAE government, the company has not been able to host its monthly event in person. Instead, it has opted, like many other corporations, to shift its operations online. It now hosts its events online on its Instagram page, which boasts over 3000 followers, using the platform's "Live" feature. In order to be able to feature artists from all around the world during the event, Blank Space gets all the performers into a Zoom call, and using a 3rd party director/platform, mirrors the Zoom call on their Live. This system is paid for monthly by the company; and not only is the cash flow from audience members' entrance fees is no longer ongoing, there is further strain on the founders to pay out of pocket to keep the events going.

Management Problem, Marketing Problem & Main Marketing Problem Components

- Management Problem:

What strategies can Blank Space implement to increase their virtual event exposure and audience enrollment and participation?

- Marketing Problem:

To explore options in regards to having a smoother transition from IRL events to virtual ones whilst maintaining audience participation and engagement rate.

- Main Marketing Problem Components:
    - How can creating more engaging and interesting content (that is not based on previous events) drive traffic to the live streams?
    - What does the audience look for when watching the live streams, and how can you keep them involved with the performers virtually?
    - Should Blank Space be targeting certain demographics instead of their whole follower base when marketing their live streams?
    - Is there still a way to generate revenue with online events? How can Blank Space push their merchandise more effectively?

Secondary Data Analysis

- Macroenvironment:

Cultural Factors	The UAE is very diverse, in reality, "more than 200 nationalities living and working in the UAE. " (Fact Sheet) The nationalities in this country are boundless, which enables a lot of exposure to different cultures. However, it is still a Muslim country with restrictions meaning cultural clashes could occur. The beauty of the UAE being diverse is that Blank Space will be able to showcase a wide range of different talents from different nationalities. It can carry the theme of 'no matter the nationality, Blank Space is one community with the purpose of expressing art through diversity.'

Economic Factors	The UAE has the largest economy in the Middle East. In fact, "some of the features of the UAE's economy are its strategic location, strong financial reserves, and consistent government spending" (Economy), giving a boost to any start-up business to rise quickly in the country. However, due to the current global pandemic situation, the UAE is trying to stay at the forefront of the case, regardless of the economy. The whole world has faced a sudden fall which impacted a lot of small start-up businesses. "Dubai, which has one of the most diversified and non-oil dependent economies in the Gulf, relies on sectors like hospitality, tourism, entertainment, logistics, property and retail. Some 74% of travel and tourism companies said they expected to close in that time, and 30% of companies in the transport, storage and communications expect the same fate" (Turak). This puts a threat on companies like Blank Space as it falls under Arts and Entertainment, one of the sectors getting heavily affected by the economic situation. "Sectors that are likely to be most affected by the pandemic account for over half of the UAE's total GDP (and just under half of the non-oil GDP) and an even greater share of Dubai's GDP." (Mathew)
Technological Factors	The UAE is very technologically advanced, and the highest in the Middle East. "The UAE is one of the most advanced digital economies in the world, landing in the top 20 globally and first in the Arab world." (Maceda, 2018) Even though the emergence of COVID-19, and the fact that everything has emerged on to online platforms, has halted some traditionally offline businesses, the country has no issues whatsoever on being able to stay on top of everything being online and virtual. "The UAE's electronic services system has also carved a trailblazing path. It is one of the best in the region, providing leading services, such as clearing government and private transactions, banking services and electronic shopping. This system has played a key role in reducing waiting lines and assisting various government and private entities." (GulfToday) Even with the global pandemic and the lack of ability to host in real-life events for Blank space, the company still has a chance and an excellent opportunity to operate virtually because of the facilities the UAE provides regarding technology and online streaming.
Regulatory Factors	According to the Global Safe Index, the UAE has ranked the second safest country in the Middle East and 53rd safest in the world to visit. Evidently, laws and regulations are pretty strict. Everything is monitored, including online performances and events. It implies privacy, but also it puts limits on how far a business can go. For example, the country has now unblocked some online network providers, "the UAE's telecommunications regulatory authority said it was working with network providers to enable companies to use Microsoft Teams, Zoom, Blackboard, Microsoft's Skype for Business and Google Hangouts Meet" (Arabnews), allowing virtual events like Blank Space to host their events. However, services like Instagram Live are still banned in Abu Dhabi, putting a restriction on certain performers who are in the city and the company's overall reach and exposure.

Political Factors	There are a few policies in the UAE regarding social media, for example "Article 21 of Federal Law No. 5 of 2015 (or Cyber Crimes Law) states that 'photographing others' without permission 'shall be punished by imprisonment of a period of at least 6 months and a fine not less than AED 150,0000", meaning that Blank Space need to be cautious while they are hosting their events in real life or even virtual. They need to make sure that their audience are not taking photos/videos without consent of the performers to avoid getting a fine or imprisonment. Adding to that, "Article 34 cites that those who use 'communication services, audio or video broadcasting channels without legal right' shall face imprisonment of at least 1 year and a fine not less than AED 250,000" (5 social media rules: Using social media in the UAE). Blank Space are switching to virtual events and need to be extra aware with what platform they use, how they broadcast, and where they do it in order to respect the policies of the UAE government. Moreover, in terms of politics, Blank Space have a rule of not speaking about the politics of the UAE and being vulgar and offensive during their events. This helps the company put a limit on what they can showcase during their events, so they are on the safe side. However, because of the nature of the politics in the UAE, it puts a restriction on Blank Space of what they can show during their events'.
Environmental Factors	One can say that because the event is live, it can cause noise pollution, due to the fact that they host live music/open mic nights and so on. So, unless the place they host their events are suitable for such events it can cause disturbance for other people/ neighbors or places nearby. Adding to that, since they host live events which generates a large range of audience, they often need an area with suitable parking spots which can cause take a lot of space. Keeping in mind that more cars means more greenhouse emission which can make the nature of the event less environmentally friendly. Finally, during their events they provide break time which allows the audience and the performers to grab something to eat or drink, meaning that they are using plastic/paper in a large consumption to serve the people during the event which is clearly not environmentally friendly. However, that is not the case anymore. Since they have switched to virtual events, the company has become much more environmentally friendly and there are no damages to their surroundings.

- Microenvironment:

Industry Trends	There is a growing interest in open-mic events, not just in the UAE or the Middle East, but in the world. People are looking for ways to express themselves, and they want to see others do that too. As a result, companies and start-ups are jumping on this opportunity to create their own open-mic nights. To stay on top of the game, however, said start-ups (like Blank Space), must recognize key industry events. According to an article by Social Tables ("19 Event Trends You Need To Know For 2020 | Social Tables"), there are19 key event trends will shake up the industry in 2020. Of the most notable trends are the points that "a whopping 71% of people consider the destination in the decision to attend a meeting" (Experience Institute), meaning the venue that an event is held in plays a crucial role in the person's decision to attend or not. Due to COVID-19 restrictions, this factor has been eliminated events are mostly held online now. Another critical trend discussed is the fact that "attendees want more control over the event agenda". The audience members perhaps would like to see more stand-up performances than poetry, or vice versa. The point is, through proper market research and survey conduction, the events can be personalized to the audiences' preferences, therefore increasing participation and engagement rate.
Competitors	While open mic events cannot be considered as an industry that have "competitors", other events around the UAE can challenge for the same target audience. Among the biggest ones are Jazz @ Pizza Express, Jam Night @ The Music Room, Open Mic Nights @ The Gramercy, and 10 Open Mic Night. (Masroorjul) Jazz @ Pizza Express is arguably the biggest open mic event in the UAE. Most of its popularity comes from being affiliated with Pizza Express, a large transnational corporation. The restaurant holds events every night in both Dubai and Abu Dhabi, exposing them to a wider audience. 10 Open Mic Night in DIFC offers performers the chance to win a prize based on their 15-minute performance, such as a trip to Sri Lanka or an AED 1,000 dine-in-voucher. What sets Blank Space apart from other open-mic events is the aura and environment that the owners are able to create. The audience feel like they are part of a family (hence why they are called the "Blank Space Family"), and they come back every month to re-experience that ordeal. The challenge now is to transfer that feeling virtually.
Market Profile	The open-mic market is an ever-growing one. With exponential interest in these types of ways of self-exposure, it is no wonder why many restaurants, cafes, and start-ups are rushing to create their own unique open-mic nights. An open mic event bring value to a lot of people, it’s a laid-back and easy way for people to learn how to perform for an audience, and find people to collaborate or share ideas with. It allows people to get out of their comfort zone and share their voice on stage. Since Covid-19, open mic events are not able to operate their event in venues, that’s where the new technologies come. Companies can now use platforms such as Zoom, Microsoft Teams, and Instagram Live to showcase their performances to a live audience

- Literature Review:

In order to inspect why and how companies create social media pages for their brand, as well as what strategies they use to achieve a positive outcome in our rapidly growing online environment, we must assess the "Brand strategies in social media" paper by Georgios Tsimonis and Sergios Dimitriadis. Their approach towards this discovery was to use a qualitative study approach by gathering data from fourteen marketing managers who were liable for their social media undertakings. Through this analysis, Tsimonis and Dimitriadis found that in order to create a successful brand strategy, companies must have competitions with promised prizes, broadcast new services and products, network with followers, offer guidance and useful material, and managing customer service concerns. The fundamental results for companies should be to intermingle with consumers, build and shape a relationship with customers, have brand consciousness, to engage with the consumer, endorse products in order to grow sales, and additionally, target a new range of new consumers. By using social media, not only can institutes have connections with current customers, but can also with new ones too, and produce groups that interactively work together to recognize issues and acquire resolutions for them. These relations change the customary roles of both the seller and customer. Due to Covid-19, companies such as Blank space have had to switch their services online, therefore struggling to gather as many people as they used to. By following the strategies in this article, it is guaranteed that the brand raises more awareness then they used to have and increase their customer loyalty.

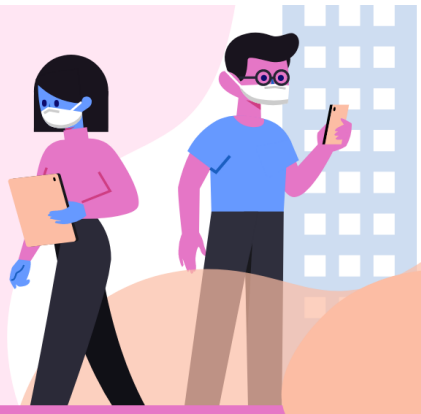
Hosting online events can be something that not a lot of people are quite familiar with, and therefore Adriano Pianesi and Amy Lenzo have come up with some guidelines in order to successfully perfect one, by recommending their mutual practice and knowledge while contributing their viewpoints on a successful online event. Some people see online events as a "poor substitute for the richness of a classroom session or face-to face event" (Adriano, Lenzo, 2011), but online involvement is not a replacement for direct communication; it's something completely distinctive. The more we get used to technology, we realize that each variety of online events, performed well, has its place. Online events are an effective way for people to gather information, discover, and get together. People should view these online events as something they can use to their benefit. In blank space's case, transitioning to online events is a way to keep their business going and therefore they are using it to their advantage. Some people are also inclined to

believe that an online event is less real than a stage event, but in reality, they produce an atmosphere that is "personal, warm, and conducive to human relationship." (Adriano, Lenzo, 2011) The co-founder of Blank Space has admitted that a large number of people feel more comfortable performing in their own homes rather than on stage, which goes back to the warm and personal atmosphere an online event presents. The authors also mention that having an online event is easier for a more geographically dispersed audience, which seems to be the case from Blank Space since now they have worldwide performers.

Infographic

BORNA I ALIA I NAWAL

Blank Space (thebspacex) Managerial Problem



RESEARCH OBJECTIVE:
To explore options in regards to having a smoother transition from IRL events to virtual ones whilst maintaining audience participation and engagement rate.

How can creating more engaging and interesting content (that is not based on previous events) drive traffic to the live streams?

Creating content that is both engaging and entertaining can be a great help for businesses aiming to grow their social media presence. Relatable content like poems, famous stand-up performances, or inspirational quotes can increase engagement within the page. As stated in the article 'Finding High-Quality Content in Social Media', " as the availability of such content increases, the task of identifying high-quality content in sites based on user contributions–social media sites– becomes increasingly important" (Agichtein et al). Keeping a consistent posting schedule and promoting the monthly Live event can not only boost followers but also forcast higher numbers of viewers during said Live events.

What does the audience look for when watching the live streams, and how can you keep them involved with the performers virtually?

Keeping the audience engaged with live virtual events depends on many factors, it can be hard to find out how we can keep them engaged, according to a study by Wang et al. "Rarely have studies focused on explaining users' emotional involvement or audiences' continuous interactions. On the one hand, emotional involvement is closely associated with platforms' capacity to foster a healthy connection with audiences, and it can cultivate firm adherence to viewers' favorite platforms" however, in the study the findings showed that social media engagement like commenting and liking a live stream played a big role. "The results show that audiences' commenting was mostly affected by the number of viewers, the gender of streamers, the number of likes, the number of gifts, and the duration of the live stream..the number of likes had a strong positive effect in live talent shows." Evidently, if Blank Space wants to increase their engagement on their virtual events, the company must work on getting the audience involved emotionally, pick their performers carefully and work on trying to create a lively environment during their virtual.

Should Blank Space be targeting certain demographics instead of their whole follower base when marketing their live streams?

It is important for blank space to target their live streams towards people who are particularly interested in the content they are presenting. In the article "Social Media Capital for Nonprofits: How to Accumulate It, Convert it, and Spend It", the authors state that "the organization should seek to cultivate a specific, well-defined audience through its social media communications." (Chao, Gregory, 2016). By doing that, they would improve their brand and better identify their audience. Identifying a target audience seems to have a significant potential, specifically in the fast-growing area of social media and online events.

Is there still a way to generate revenue with online events? How can Blank Space push their merchandise more effectively?

With the loss of IRL events comes, unfortunately, the loss of Blank Space's only source of income. The open-mic event would pull audiences to their event venues, and in the midst of entertaining them through various performances, would sell them their various merchandise. The company has its logo on t-shirts, mugs, hoodies, and other accessories. However, sales have declined exponentially due to the absence of IRL events, and since Blank Space does not sell their merchandise online, this revenue stream is completely gone., putting a strain on the founders to keep the events going. Perhaps a viable option would be to start an online portal and push loyal followers to purchase the merchandise and support the loved business.

So, what's still missing?

After conducting our secondary research, it is time to get our hands dirty and conduct some primary research. We will do this through surveys targeted at specific demographics. We need to find out why exactly people are not attending the live streams. Is it due to a lack of content? Are live streams too boring? Is it due to the fact that they are held on IG Live? Through our research, we hope to test our hypotheses and come to a viable solution as to how to help Blank Space.

SWOT Analysis

Strengths	Weaknesses
Family Friendly: Blank Space has a family friendly environment where families and children can come and enjoy the live entertainment. The company prides itself on the fact that it has succeeded in creating a vibe where the audience are not just viewers, but they are part of the "Blank Space Family". Consistency: The event has become a location that people constantly visit and revisit and make into a routine since their events are almost never cancelled. Over the span of its 5-year existence, only 2 events have ever been cancelled. Networking: A great place to meet and get to know similar-minded people as well as make lifelong friends. There have been many stories of couples who have met at Blank Space and had a baby together! Confidence Builder: Due to the supportive nature of the audience and general receptive vibes, first time and shy performers have been able to boost their confidence on stage and be able to showcase their full talent, making their experience enjoyable and comfortable.	Lack of Marketing Strategy: Blank Space currently does not have a marketing strategy. By creating one, they could better understand the needs and wants of their audience, as well as have a long term set out plan. Absence of Website: The company doesn't have a website yet because they don't see the need for one. This could potentially downplay their authenticity and legitimacy in regards to competitors with websites. Everything they do goes on their Instagram page but that limits the exposure they could receive by not having a website.
Opportunities	**Threats**
Worldwide Performers: Due to the Covid-19 pandemic, the events are being held online. However, that gives performers from all around the word a chance to showcase their talents for the first time on a Blank Space platform, from the comfort of their own house. This newfound opportunity also widens the reach of the event in regards to viewers and audiences, as now people from all around the world are able to view and enjoy these performances. Virtual Event Start-ups: There has been a surge of online B2B websites who aid and sponsor events/companies virtually as a result of IRL events' restrictions. By collaborating with one such websites, Blank Space could increase the	Loss of Interest: It is common for people to lose interest in the business due to the fact that the real-life event has a certain ambience that could never be matched online. Facing your fears on stage and performing in front of an audience on stage is not the same as sitting on your couch and performing, therefore Blank space could potentially lose their appeal. Content Creation: No IRL events equals no new quality content to upload. Inevitably, the platform will run out of content to post on its IG page to keep the audience engaged and talking. It currently relies on old footage of previous events as weekly content to upload;

quality of its online events and deliver a smoother and better experience to its audience.	however, this is not merely enough to keep Blank Space in the peoples' minds. Technical Issues: At any time, the event could potentially breakdown if the host's internet stopped working, people could have connection issues, lack of webcams, poor quality microphones etc.…

Hypotheses

H1: There is a difference within age groups for their preference towards real-life events in comparison to virtual events.

H2: Likelihood of participating in an online open-mic is related to attitude towards using IG Live as a platform to host online events.

H3: There is a relationship between familiarity to open-mic events and having attended a virtual open-mic event post-pandemic.

H4: There is no difference between having attended an open-mic event pre-pandemic (in-real life) and the reason for attentivity of said event.

H5: There is a relationship between age and the level of preference towards musical performances.

Methodology for Primary Data Collection

- <u>Type of research:</u>

We are using exploratory research to gain an initial understanding where there is little or no existing knowledge about options to have a smoother transition from IRL events to virtual which is our marketing problem as well as what strategies can blank space implement to increase their virtual event exposure and audience enrollment which is our management problem. Exploratory is suitable for our research because it will give us an insight and explain the why of behaviors, attitudes of our current sample. Our sample is fairly small of only 47 people and we have collected secondary data and used quantitative exploratory multivariate methods. Our primary quantitative data is descriptive because we used surveys to collect information from people. It is also inductive because our research aims to develop a theory. Our research is a field experiment due to the fact that it happened in a natural environment with no controls.

- Method adopted:

We have used surveys and questionnaires as our primary data collection, because it is first hand and we can tailor it specifically to explore our research problem. We displayed our surveys on social media to get a wide range of people to answer. Most people who answered were students in AUD and other young adults around the UAE. These young adults filled our survey, in order to determine what people, want and don't want to see in an open mic event, and whether they would attend a virtual mic event or not. Most of the questions we had were specifically made and directed to come to a conclusion about what would these people (potential audience) want to witness during an open mic event and what could be done better to increase engagement online. Adding to that, we had questions to determine their location, their age, and ethnicity to have a little more insight on the kind of people that have answered our survey.

- The questionnaire:

Did you ever attend an open-mic event, pre-pandemic (IRL)?

- Yes
- No

Have you ever attended an open-mic event, post-pandemic (Virtual)?

- Yes
- No

How familiar are you with open-mic events and their flow?

- Never heard of it
- Heard of it but never attended an event (in-person or online)
- Have attended a couple events
- Attend many events

Why do you choose to attend open-mic events? Select all that apply:

- I like watching live performances
- I want to socialize with people with similar interests
- I enjoy the aura
- Other:

Please rate the following types of performance in terms of your preference on a scale of 1 to 5 (1 = least preferred, 5 = most preferred)

- Poetry performances
- Stand-up comedy performances
- Musical performances

Please answer the following questions on a scale of 1 to 5 (1 = extremely unlikely, 5 = extremely likely)

- How likely are you to participate in an online open-mic event in the future?
- How likely are you to participate as a performer in an online open-mic event?

Please answer the following questions on a scale of 1 to 5 (1 = totally disagree, 5 = totally agree)

- I prefer in real life events over virtual events.
- I believe Instagram Live is the best virtual platform to host an online event.
- I am more enticed to join a IG Live event if it includes more poetry performances
- I am more enticed to join a IG Live event if it includes more stand-up performances
- I am more enticed to join a IG Live event if it includes more musical performances

When attending an online event, please indicate your consideration and the importance of the following aspects of the event:

- Platform (IG Live)
- Performers
- Overall quality of sessions
- Duration of event
- Date of Event

What night of the week is most convenient for you to attend a Live event?

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

What night of the week is SECOND most convenient for you to attend a Live event?

- Sunday
- Monday
- Tuesday
- Wednesday

- Thursday
- Friday
- Saturday

Which of the following types of performances would you like to see added to an online event? Select all that apply:

- o Magic tricks
- o Improv comedy
- o Dance
- o Puppetry
- o Other:

What elements of an online event entice you to actively join and participate? Select all that apply:

- o Interacting (on the chat box) with fellow audience members
- o Watching the live performances
- o Other:

Please specify your age group:

- 10 – 15
- 16 – 20
- 21 – 26
- 27 – 34
- 35+

Please indicate your gender:

- Male
- Female
- Other:

Please indicate your ethnicity:

- White
- Hispanic or Latino
- Black or African American
- Native American or American Indian
- Middle Eastern
- Asian
- Other:

Please indicate the Emirate you are based in:

- Dubai
- Sharjah
- Abu Dhabi
- Fujairah
- Ras Al Khaimah
- Umm Al Quwain
- Ajman

Which languages are you capable of speaking fluently? (Check all that apply)

- English
- Arabic
- French
- Hindi
- Mandarin
- Farsi
- Filipino
- Other:

Any suggestions/feedback for the next Blank Space event?

- Questionnaire Types:

Nominal	Ordinal	Interval	Ratio
12 questions	2 questions	32 questions	1 question

- Sampling Design:

Our population is young adults who live in the UAE and are familiar with open mic events or Blank space in general. The sampling technique used was Simple Random Sampling; the survey was spread through various social media cites to extract answers from as many different types of demographics as possible.

SPSS Analysis:

- Description of Sample:

Our sample was mainly people located in the UAE, age between 16 to 26 which makes them high school students, university students or fresh graduates. Our sample is familiar with open mic events, may have heard of Blank space if they are living in Dubai, but the majority were

familiar with attending open mic events in real life but not virtual. The sample were almost split equally between male and females. The ethnicity repeated the most was Middle Eastern.

- Univariate Analysis

Statistics

Did you ever attend an open-mic event, pre-pandemic (IRL)?

N	Valid	47
	Missing	0
Mode		2

There are no missing values, we have 47 variables collected which means everyone answered. Out of everyone Yes is the most answered option.

Did you ever attend an open-mic event, pre-pandemic (IRL)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	15	31.9	31.9	31.9
	Yes	32	68.1	68.1	100.0
	Total	47	100.0	100.0	

15 people never ended an open mic event, and 32 people attended an open mic event, 68.1 people answered that they have attended an open mic event pre pandemic which means we have a great number of people whose response are valid.

Statistics

Have you ever attended an open-mic event, post-pandemic (Virtual)?

N	Valid	47
	Missing	0
Mode		1

No missing values, the most common is No.

Have you ever attended an open-mic event, post-pandemic (Virtual)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	36	76.6	76.6	76.6
	Yes	11	23.4	23.4	100.0
	Total	47	100.0	100.0	

36 people have not attended an open mic event post pandemic and 11 have, which shows that less people have been interested in open mic event (virtually).

Statistics

How familiar are you with open-mic events and their flow?

N	Valid	47
	Missing	0
Median		2.00

There are no missing values, the median is 2.00 which is the middle value.

How familiar are you with open-mic events and their flow?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Attend many events	8	17.0	17.0	17.0
	Have attended a couple events	22	46.8	46.8	63.8
	Heard of it but never attended an event (in-person or online)	11	23.4	23.4	87.2
	Never heard of it	6	12.8	12.8	100.0
	Total	47	100.0	100.0	

We have the highest percent of 46.8 which means the most have attended a couple of events. The lowest valid percent is 12.8 for those who have never heard of it.

Statistics

Why do you choose to attend open-mic events? Select all that apply:

N	Valid	47
	Missing	0

There are no missing values which means everyone answered the question.

Why do you choose to attend open-mic events? Select all that apply:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		5	10.6	10.6	10.6
	Friends are performing	1	2.1	2.1	12.8
	I enjoy the aura	2	4.3	4.3	17.0
	I like watching live performances	12	25.5	25.5	42.6
	I like watching live performances, I enjoy the aura	6	12.8	12.8	55.3
	I like watching live performances, I want to socialize with people with similar interests	5	10.6	10.6	66.0
	I like watching live performances, I want to socialize with people with similar interests, I enjoy the aura	8	17.0	17.0	83.0
	I like watching live performances, I want to socialize with people with similar interests, To perform	1	2.1	2.1	85.1
	I want to socialize with people with similar interests	6	12.8	12.8	97.9
	I want to socialize with people with similar interests, Support my friends	1	2.1	2.1	100.0
	Total	47	100.0	100.0	

The highest valid percent is 25.5 for I like watching live performances, following with 17.9 which is I like watching live performance I want to socialize with people with similar interests and I enjoy the aura. However the lowest is split into 3 categories which is I want to socialize with people with similar interest, support my friends, I watching live performances, I want to socialize with people with similar interests, to preform, and friends are performing.

Statistics

Please rate the following types of performance in terms of your preference on a scale of 1 to 5

N	Valid	44
	Missing	3
Mean		2.52
Std. Deviation		1.455
Minimum		1
Maximum		5

We have 3 missing values, which means 3 people have skipped this question. We have a mean of 2.52 which is the average number. we have STD. deviation of 1.455 which means that the measurement is closer to the mean.

Please rate the following types of performance in terms of your preference on a scale of 1 to 5 (1 = least preferred, 5 = most preferred) [Poetry performances]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least preferred	14	29.8	31.8	31.8
	2	12	25.5	27.3	59.1
	3	6	12.8	13.6	72.7
	4	5	10.6	11.4	84.1
	most preferred	7	14.9	15.9	100.0
	Total	44	93.6	100.0	
Missing	System	3	6.4		
Total		47	100.0		

We have the highest valid percent of 31.8 which means the least preferred is poetry performances. The lowest valid percent is 11.4 which indicates the least popular answered is 4.

Statistics

Please rate the following types of performance in terms of your preference on a scale of 1 to 5

N	Valid	47
	Missing	0
Mean		3.53
Std. Deviation		1.266
Minimum		1
Maximum		5

There are no missing values, the mean is 3.53 which is the average number and we have STD of 1.266 which means the measurements are closer to the mean.

Please rate the following types of performance in terms of your preference on a scale of 1 to 5 (1 = least preferred, 5 = most preferred) [Stand-up comedy performances]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least preferred	4	8.5	8.5	8.5
	2	7	14.9	14.9	23.4
	3	8	17.0	17.0	40.4
	4	16	34.0	34.0	74.5
	most preferred	12	25.5	25.5	100.0
	Total	47	100.0	100.0	

We have the highest valid percent of 34 which means the almost most preferred is stand-up comedy. The lowest valid percent is 8.5 which indicates the least popular answered is 1.

Statistics

Please rate the following types of performance in terms of your preference on a scale of 1 to 5

N	Valid	47
	Missing	0
Mean		3.66
Std. Deviation		1.273
Minimum		1
Maximum		5

There are no missing values, the means is 3.66 which is the average number and the STD is 1.273 which means the measurements are closer to the mean.

Please rate the following types of performance in terms of your preference on a scale of 1 to 5 (1 = least preferred, 5 = most preferred) [Musical performances]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least preferred	6	12.8	12.8	12.8
	2	1	2.1	2.1	14.9
	3	9	19.1	19.1	34.0
	4	18	38.3	38.3	72.3
	most preferred	13	27.7	27.7	100.0
	Total	47	100.0	100.0	

We have the highest valid percent of 38.3 which means the before the most preferred is musical performances. The lowest valid percent is 2.1 which indicates the least popular answered is 2.

Statistics

Please answer the following questions on a scale of 1 to 5 (1 = extremely unlikely, 5 = extremely likely)

N	Valid	47
	Missing	0
Mean		2.57
Std. Deviation		1.395
Minimum		1
Maximum		5

There are no missing values, the means is 2.57 which is the average number and the STD is 1.395 which means the measurements are closer to the mean.

Please answer the following questions on a scale of 1 to 5 (1 = extremely unlikely, 5 = extremely likely) [How likely are you to participate in an online open-mic event in the future?]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely unlikely	14	29.8	29.8	29.8
	2	10	21.3	21.3	51.1
	3	12	25.5	25.5	76.6
	4	4	8.5	8.5	85.1
	extremely likely	7	14.9	14.9	100.0
	Total	47	100.0	100.0	

We have the highest valid percent of 29.8 which means the most answered is extremely unlikely. The lowest valid percent is 8.5 which indicates the least popular answered is 4.

Statistics

Please answer the following questions on a scale of 1 to 5 (1 = extremely unlikely, 5 = extremely likely)

N	Valid	46
	Missing	1
Mean		1.85
Std. Deviation		1.192
Minimum		1
Maximum		5

There are no missing values, the means is 1.85 which is the average number and the STD is 1.192 which means the measurements are closer to the mean.

Please answer the following questions on a scale of 1 to 5 (1 = extremely unlikely, 5 = extremely likely) [How likely are you to participate as a performer in an online open-mic event?]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely unlikely	26	55.3	56.5	56.5
	2	9	19.1	19.6	76.1
	3	5	10.6	10.9	87.0
	4	4	8.5	8.7	95.7
	extremely likely	2	4.3	4.3	100.0
	Total	46	97.9	100.0	
Missing	System	1	2.1		
Total		47	100.0		

We have the highest valid percent of 56.5 which means the most answered is extremely unlikely. The lowest valid percent is 4.3 which indicates the least popular answered is 5, which is extremely likely.

Statistics

Please answer the following questions on a scale of 1 to 5 (1 = totally disagree, 5 = totally agree) [I prefer in real life events over virtual events.]

N	Valid	47
	Missing	0
Mean		4.43
Std. Deviation		.801
Minimum		3
Maximum		5

There are no missing values, the means is 4.43 which is the average number and the STD is 0.801 which means the measurements are closer to the mean.

Please answer the following questions on a scale of 1 to 5 (1 = totally disagree, 5 = totally agree) [I prefer in real life events over virtual events.]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	19.1	19.1	19.1
	4	9	19.1	19.1	38.3
	totally agree	29	61.7	61.7	100.0
	Total	47	100.0	100.0	

We have the highest valid percent of 61.7 which means the most answered is totally agree. The lowest valid percent is 19.1 which indicates the least popular answered is both 3 and 4

Statistics

Please answer the following questions on a scale of 1 to 5 (1 = totally disagree, 5 = totally agree)

N	Valid	47
	Missing	0
Mean		2.57
Std. Deviation		1.078
Minimum		1
Maximum		5

There are no missing values, the means is 2.57 which is the average number and the STD is 1.078 which means the measurements are closer to the mean.

Please answer the following questions on a scale of 1 to 5 (1 = totally disagree, 5 = totally agree) [I believe Instagram Live is the best virtual platform to host an online event.]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	totally disagree	9	19.1	19.1	19.1
	2	13	27.7	27.7	46.8
	3	15	31.9	31.9	78.7
	4	9	19.1	19.1	97.9
	totally agree	1	2.1	2.1	100.0
	Total	47	100.0	100.0	

We have the highest valid percent of 31.9 which means the most answered is number 3 which is between totally disagree and totally disagree. The lowest valid percent is 2.1 which indicates the least popular answered totally agree.

Statistics

Please answer the following questions on a scale of 1 to 5

N	Valid	47
	Missing	0
Mean		1.87
Std. Deviation		1.115
Minimum		1
Maximum		5

There are no missing values, the means is 1.87 which is the average number and the STD is 1.115 which means the measurements are closer to the mean.

Please answer the following questions on a scale of 1 to 5 (1 = totally disagree, 5 = totally agree) [I am more enticed to join a IG Live event if it includes more poetry performances]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	totally disagree	25	53.2	53.2	53.2
	2	9	19.1	19.1	72.3
	3	8	17.0	17.0	89.4
	4	4	8.5	8.5	97.9
	totally agree	1	2.1	2.1	100.0
	Total	47	100.0	100.0	

We have the highest valid percent of 53.2 which means the most answered is totally disagree.The lowest valid percent is 2.1 which indicates the least popular answered totally agree.

Statistics

Please answer the following questions on a scale of 1 to 5

N	Valid	45
	Missing	2
Mean		3.02
Std. Deviation		1.270
Minimum		1
Maximum		5

There are 2 missing values which means that 2 people skipped this question, the mean is 3.02 which is the average number and the STD is 1.270 which means the measurements are closer to the mean.

Please answer the following questions on a scale of 1 to 5 (1 = totally disagree, 5 = totally agree) [I am more enticed to join a IG Live event if it includes more stand-up performances]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	totally disagree	9	19.1	20.0	20.0
	2	4	8.5	8.9	28.9
	3	13	27.7	28.9	57.8
	4	15	31.9	33.3	91.1
	totally agree	4	8.5	8.9	100.0
	Total	45	95.7	100.0	
Missing	System	2	4.3		
Total		47	100.0		

We have the highest valid percent of 33.3 which means the most answered is 4. The lowest valid percent is 8.9 which indicates the least popular answered is both 2 and 5.

Statistics

Please answer the following questions on a scale of 1 to 5

N	Valid	45
	Missing	2
Mean		3.11
Std. Deviation		1.283
Minimum		1
Maximum		5

There are 2 missing values which means that 2 people skipped this question, the mean is 3.11 which is the average number and the STD is 1.283 which means the measurements are closer to the mean.

Please answer the following questions on a scale of 1 to 5 (1 = totally disagree, 5 = totally agree) [I am more enticed to join a IG Live event if it includes more musical performances]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	totally disagree	8	17.0	17.8	17.8
	2	4	8.5	8.9	26.7
	3	14	29.8	31.1	57.8
	4	13	27.7	28.9	86.7
	totally agree	6	12.8	13.3	100.0
	Total	45	95.7	100.0	
Missing	System	2	4.3		
Total		47	100.0		

We have the highest valid percent of 31.1 which means the most answered is 3. The lowest valid percent is 9.9 which indicates the least popular answered is 2.

Statistics

When attending an online event, please indicate your consideration and the importance

N	Valid	45
	Missing	2
Mean		3.20
Std. Deviation		1.236
Minimum		1
Maximum		5

There are no missing values, the means is 3.20 which is the average number and the STD is 1.236 which means the measurements are closer to the mean.

When attending an online event, please indicate your consideration and the importance of the following aspects of the event: [Platform (IG Live)]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	totally unimportant	5	10.6	11.1	11.1
	2	6	12.8	13.3	24.4
	3	18	38.3	40.0	64.4
	4	7	14.9	15.6	80.0
	totally important	9	19.1	20.0	100.0
	Total	45	95.7	100.0	
Missing	System	2	4.3		
Total		47	100.0		

We have the highest valid percent of 40 which means the most answered is number 3 which is between totally unimportant and totally important. The lowest valid percent is 11.1 which indicates the least popular answered totally unimportant

Statistics

When attending an online event, please indicate your consideration and the importance

N	Valid	45
	Missing	2
Mean		4.02
Std. Deviation		.988
Minimum		1
Maximum		5

There are no missing values, the means is 4.02 which is the average number and the STD is 0.988 which means the measurements are closer to the mean.

When attending an online event, please indicate your consideration and the importance of the following aspects of the event: [Performers]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	totally unimportant	2	4.3	4.4	4.4
	2	1	2.1	2.2	6.7
	3	6	12.8	13.3	20.0
	4	21	44.7	46.7	66.7
	totally important	15	31.9	33.3	100.0
	Total	45	95.7	100.0	
Missing	System	2	4.3		
Total		47	100.0		

We have the highest valid percent of 46.7 which means the most answered is number 4 which is closer to totally important. The lowest valid percent is 2.2 which indicates the least popular answered 2 which is close to totally unimportant which means not many care about the performers.

Statistics

When attending an online event, please indicate your consideration and the importance

N	Valid	45
	Missing	2
Mean		3.96
Std. Deviation		1.065
Minimum		1
Maximum		5

There are 2 missing values which means that 2 people skipped this question, the mean is 3.96 which is the average number and the STD is 1.065 which means the measurements are close to the mean.

When attending an online event, please indicate your consideration and the importance of the following aspects of the event: [Overall quality of sessions]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	totally unimportant	2	4.3	4.4	4.4
	2	1	2.1	2.2	6.7
	3	11	23.4	24.4	31.1
	4	14	29.8	31.1	62.2
	totally important	17	36.2	37.8	100.0
	Total	45	95.7	100.0	
Missing	System	2	4.3		
Total		47	100.0		

We have the highest valid percent of 37.8 which means the most answered is totally important. The lowest valid percent is 2.2 which indicates the least popular answered is 2.

Statistics

When attending an online event, please indicate your consideration and the importance

N	Valid	45
	Missing	2
Mean		3.51
Std. Deviation		1.272
Minimum		1
Maximum		5

There are 2 missing values which means that 2 people skipped this question, the mean is 3.51 which is the average number and the STD is 1.272 which means the data are close to the mean.

When attending an online event, please indicate your consideration and the importance of the following aspects of the event: [Duration of event]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	totally unimportant	5	10.6	11.1	11.1
	2	3	6.4	6.7	17.8
	3	13	27.7	28.9	46.7
	4	12	25.5	26.7	73.3
	totally important	12	25.5	26.7	100.0
	Total	45	95.7	100.0	
Missing	System	2	4.3		
Total		47	100.0		

We have the highest valid percent of 28.9 which means the most answered is number 3 which is between totally unimportant and totally important. The lowest valid percent is 6.7 which indicates the least popular answered is right bellow totally unimportant.

Statistics

When attending an online event, please indicate your consideration and the importance

N	Valid	45
	Missing	2
Mean		3.64
Std. Deviation		1.151
Minimum		1
Maximum		5

There are no missing values, the means is 3.64 which is the average number and the STD is 1.151 which means the measurement are close to the mean.

When attending an online event, please indicate your consideration and the importance of the following aspects of the event: [Date of Event]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	totally unimportant	3	6.4	6.7	6.7
	2	4	8.5	8.9	15.6
	3	10	21.3	22.2	37.8
	4	17	36.2	37.8	75.6
	totally important	11	23.4	24.4	100.0
	Total	45	95.7	100.0	
Missing	System	2	4.3		
Total		47	100.0		

We have the highest valid percent of 37.8 which means the most answered is number 4 which is closer to totally important. The lowest valid percent is 6.7 which indicates the least popular answered is right bellow totally unimportant.

Statistics

What night of the week is most convenient for you to attend a Live event?

N	Valid	47
	Missing	0

There are no missing values, everyone has answered this question.

What night of the week is most convenient for you to attend a Live event?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friday	15	31.9	31.9	31.9
	Monday	1	2.1	2.1	34.0
	Saturday	11	23.4	23.4	57.4
	Sunday	1	2.1	2.1	59.6
	Thursday	14	29.8	29.8	89.4
	Wednesday	5	10.6	10.6	100.0
	Total	47	100.0	100.0	

We have the highest valid percent is 29.8 which shows that Thursday is the most convenient time for everyone to watch live event. While the least is Sunday and Monday since it is work days.

Statistics

What night of the week is SECOND most convenient for you to attend a Live event?

N	Valid	47
	Missing	0

There are 0 missing values which means that no people skipped this question.

What night of the week is SECOND most convenient for you to attend a Live event?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friday	16	34.0	34.0	34.0
	Monday	1	2.1	2.1	36.2
	Saturday	14	29.8	29.8	66.0
	Sunday	3	6.4	6.4	72.3
	Thursday	7	14.9	14.9	87.2
	Tuesday	2	4.3	4.3	91.5
	Wednesday	4	8.5	8.5	100.0
	Total	47	100.0	100.0	

We have the highest valid percent of 34.0 which means the most answered is Friday is the second most convenient. The lowest valid percent is 2.1 which indicates the least popular answered is monday.

Statistics

Which of the following types of performances would you like to see added to an online event? Select all that apply:

N	Valid	47
	Missing	0

There are 0 missing values which means that no people skipped this question.

Which of the following types of performances would you like to see added to an online event? Select all that apply:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	4.3	4.3	4.3
	Dance	8	17.0	17.0	21.3
	Improv comedy	14	29.8	29.8	51.1
	Improv comedy, Dance	5	10.6	10.6	61.7
	Improv comedy, Live talk show kind	1	2.1	2.1	63.8
	Improv comedy, Music concerts	1	2.1	2.1	66.0
	Informative sessions (getting interesting speakers and figures)	1	2.1	2.1	68.1
	Interviews with feature artist	1	2.1	2.1	70.2
	Magic tricks	1	2.1	2.1	72.3
	Magic tricks, Improv comedy	7	14.9	14.9	87.2
	Magic tricks, Improv comedy, Dance	3	6.4	6.4	93.6
	Magic tricks, Improv comedy, Dance, Puppetry	1	2.1	2.1	95.7
	none of these	1	2.1	2.1	97.9
	Not a fan tbh	1	2.1	2.1	100.0
	Total	47	100.0	100.0	

The most valid percent is 29.8 falls under improv comedy, which means majority of people want to see improv comedy online. While the least answered falls under 8 different categories. However, people want to see dance as well it comes under 17.0 for valid percent which right after improv comedy.

Statistics

What elements of an online event entice you to actively join and participate? Select all that apply:

N	Valid	47
	Missing	0

There are no missing values everyone has answered this question.

What elements of an online event entice you to actively join and participate? Select all that apply:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Interacting (on the chat box) with fellow audience members	9	19.1	19.1	19.1
	Interacting (on the chat box) with fellow audience members, Watching the live performances	18	38.3	38.3	57.4
	Not a fan again	1	2.1	2.1	59.6
	Watching the live performances	19	40.4	40.4	100.0
	Total	47	100.0	100.0	

The highest valid percent is 40.4 which is watching live performances that is what would make the audience actively join and participate. And the least is 2.1 for not a fan of online live performances.

Statistics

Please specify your age group:

N	Valid	47
	Missing	0
Median		1.00

There are no missing values, and the median is 1 which is the middle number in ascending order.

Please specify your age group:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 - 20	26	55.3	55.3	55.3
	21 - 26	18	38.3	38.3	93.6
	27 - 34	3	6.4	6.4	100.0
	Total	47	100.0	100.0	

The highest valid percent is 55.3 for age 16-20 which means the common age of people answering this survey were between 16-20.

Statistics

Please indicate your gender:

N	Valid	47
	Missing	0
Mode		2

There are no missing values, the mode is 2 which is the most common.

Please indicate your gender:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	23	48.9	48.9	48.9
	Male	24	51.1	51.1	100.0
	Total	47	100.0	100.0	

We have the highest valid percent of 51.1 which means the most answered is male. The lowest valid percent is 48.9 which indicates the least popular answered is female.

Statistics

Please indicate your ethnicity:

N	Valid	47
	Missing	0
Mode		4

There are no missing values, the mode is 4 which is the most common.

Please indicate your ethnicity:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	African	2	4.3	4.3	4.3
	Asian	4	8.5	8.5	12.8
	Black or African American	5	10.6	10.6	23.4
	Middle Eastern	36	76.6	76.6	100.0
	Total	47	100.0	100.0	

The highest valid percent is 76.6 for middle eastern ethnicity which indicates the most common ethnicity answering this survey are middle eastern. While the lowest is African.

Statistics

Please indicate the Emirate you are based in:

N	Valid	47
	Missing	0
Mode		2

No missing values, most common is 2.

Please indicate the Emirate you are based in:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Abu Dhabi	10	21.3	21.3	21.3
	Dubai	30	63.8	63.8	85.1
	Ras Al Khaimah	1	2.1	2.1	87.2
	Sharjah	6	12.8	12.8	100.0
	Total	47	100.0	100.0	

The highest valid percent is 63.8 which is Dubai, this means most people who answered this survey live in Dubai while a small amount live in RAK.

Statistics

Which languages are you capable of speaking fluently? (Check all that apply)

N	Valid	47
	Missing	0

There are no missing values.

Which languages are you capable of speaking fluently? (Check all that apply)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	6	12.8	12.8	12.8
	English, Arabic	23	48.9	48.9	61.7
	English, Arabic, French	8	17.0	17.0	78.7
	English, Arabic, French, Hindi	2	4.3	4.3	83.0
	English, Arabic, German	1	2.1	2.1	85.1
	English, Arabic, Hindi	1	2.1	2.1	87.2
	English, Farsi	3	6.4	6.4	93.6
	English, Filipino	1	2.1	2.1	95.7
	English, French, Mandarin	1	2.1	2.1	97.9
	English, Hindi	1	2.1	2.1	100.0
	Total	47	100.0	100.0	

The highest valid percent is 48.9 which is English and Arabic this indicates that most of the people taking this survey are both fluent in Arabic and English. Followed by English Arabic and French.

- Bivariate Analysis for Hypotheses Testing

H1: There is a difference within age groups for their preference towards real-life events in comparison to virtual events. (ANOVA)

H_0: There is no difference within age groups for their preference towards real-life events in comparison to virtual events.

$$\mu 1 = \mu 2 = \mu 3$$

H_1: There is a difference within age groups for their preference towards real-life events in comparison to virtual events.

$$\mu 1 \neq \mu 2 \neq \mu 3$$

Descriptives

Please answer the following questions on a scale of 1 to 5 (1 = totally disagree, 5 = totally agree) [I prefer in real life events over virtual events.]

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
16 - 20	26	4.58	.703	.138	4.29	4.86	3	5
21 - 26	18	4.11	.900	.212	3.66	4.56	3	5
27 - 34	3	5.00	.000	.000	5.00	5.00	5	5
Total	47	4.43	.801	.117	4.19	4.66	3	5

Descriptives (preference):

- 16 – 20: 4.58 ± .703
- 21 – 26: 4.11 ± .900
- 27 – 34: 5.00 ± .000 (highest)

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Please answer the following questions on a scale of 1 to 5 (1 = totally disagree, 5 = totally agree) [I prefer in real life events over virtual events.]	Based on Mean	6.280	2	44	.004
	Based on Median	3.195	2	44	.051
	Based on Median and with adjusted df	3.195	2	35.840	.053
	Based on trimmed mean	5.754	2	44	.006

Variances:

H_0: The variances in the population are equal

H_1: The variances in the population are not equal

p = .004 < .05, H_0 is rejected. The covariances in the population are not equal, therefore we should proceed with caution.

ANOVA

Please answer the following questions on a scale of 1 to 5 (1 = totally disagree, 5 = totally agree) [I prefer in real life events over virtual events.]

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.365	2	1.683	2.834	.070
Within Groups	26.124	44	.594		
Total	29.489	46			

p = 0.07 > 0.05, **H_0 is accepted**. There is no difference within age groups for their preference towards real-life events in comparison to virtual events.

Managerial Recommendation: Based on this analysis, we conclude that different age groups do not have varying preferences towards the different mediums of presentation (in-real life vs virtual). All age groups showed more preference towards in-real life events as opposed to virtual ones (mean of 4.43 on a scale of 1 – 5), therefore, the Blank Space managers shouldn't focus on implementing different virtual marketing strategies to attract different age groups.

H2: Likelihood of participating in an online open-mic is related to attitude towards using IG Live as a platform to host online events. (Correlation)

H_0: There is no linear relationship between likelihood of participating in an online open-mic and attitude towards using IG Live as a platform to host online events.

$$P = 0$$

H_1: There is a linear relationship between likelihood of participating in an online open-mic and attitude towards using IG Live as a platform to host online events.

$$P \neq 0$$

Correlations

		When attending an online event, please indicate your consideration and the importance of the following aspects of the event: [Platform (IG Live)]	Please answer the following questions on a scale of 1 to 5 (1 = extremely unlikely, 5 = extremely likely) [How likely are you to participate in an online open-mic event in the future?]
When attending an online event, please indicate your consideration and the importance of the following aspects of the event: [Platform (IG Live)]	Pearson Correlation	1	.220
	Sig. (2-tailed)		.147
	N	45	45
Please answer the following questions on a scale of 1 to 5 (1 = extremely unlikely, 5 = extremely likely) [How likely are you to participate in an online open-mic event in the future?]	Pearson Correlation	.220	1
	Sig. (2-tailed)	.147	
	N	45	47

The strength of the relationship = | r | = .220 (positive relation with low intensity)

p = .147 > .05, **H_0 is not rejected**. There is no linear relationship between likelihood of participating in an online open-mic and attitude towards using IG Live as a platform to host online events.

Managerial Recommendation: Based on the analysis, we conclude that the platform on which the online performance is held on bears no effect on whether people choose to attend said event or not. Therefore, Blank Space's decision to host their events on IG Live does not have much to do with participant's attentivity. Blank Space should rather focus on building hype and excitement for the online events, more than they have already been doing.

H3: There is a relationship between familiarity to open-mic events and having attended a virtual open-mic event post-pandemic. (Crosstabs)

H_0: There is no relationship between familiarity to open-mic events and having attended a virtual open-mic event post-pandemic.

$$Chi^2 = 0$$

H_1: There is a relationship between familiarity to open-mic events and having attended a virtual open-mic event post-pandemic.

$$Chi^2 \neq 0$$

How familiar are you with open-mic events and their flow? * Have you ever attended an open-mic event, post-pandemic (Virtual)? Crosstabulation

			Have you ever attended an open-mic event, post-pandemic (Virtual)?		
			No	Yes	Total
How familiar are you with open-mic events and their flow?	Attend many events	Count	3	5	8
		% within Have you ever attended an open-mic event, post-pandemic (Virtual)?	8.3%	45.5%	17.0%
	Have attended a couple events	Count	17	5	22
		% within Have you ever attended an open-mic event, post-pandemic (Virtual)?	47.2%	45.5%	46.8%
	Heard of it but never attended an event (in-person or online)	Count	10	1	11
		% within Have you ever attended an open-mic event, post-pandemic (Virtual)?	27.8%	9.1%	23.4%
	Never heard of it	Count	6	0	6
		% within Have you ever attended an open-mic event, post-pandemic (Virtual)?	16.7%	0.0%	12.8%
Total		Count	36	11	47
		% within Have you ever attended an open-mic event, post-pandemic (Virtual)?	100.0%	100.0%	100.0%

It can be seen that as familiarity with open-mic events increased, so did the number of people who responded with Yes to having attended a virtual event post-pandemic. People whose familiarity is derived from having attended a couple events and more statistically said Yes to having attended virtual events (45.5%) compared to those who have heard of these events but never attended (9.1%) and those who have never even heard of it (0.00%).

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.917[a]	3	.019
Likelihood Ratio	10.278	3	.016
Linear-by-Linear Association	8.059	1	.005
N of Valid Cases	47		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.40.

$p = 0.019 < 0.05$, **H_0 is rejected**. There is a statistically significant relationship between familiarity to open-mic events and having attended a virtual open-mic event post-pandemic.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.459	.019
	Cramer's V	.459	.019
N of Valid Cases		47	

Cramer's V value = .459. There is a moderate relationship/interdependency between familiarity to open-mic events and having attended a virtual open-mic event post-pandemic.

Managerial Recommendation: Based on the analysis, we conclude that the level of familiarity towards open-mic events has a moderate but positive relationship to attentivity of events post-pandemic. If Blank Space wants to keep its current online audience and expand on it, it needs to mainly target people who have some sort of familiarity to such events more than newcomers. It can also get their feedback on how to run the online events better for more participation and attentivity.

H4: There is no difference between having attended an open-mic event pre-pandemic (in-real life) and the reason for attentivity of said event. (T-test)

H_0: There is no difference between having attended an open-mic event pre-pandemic (in-real life) and the reason for attentivity of said event.

$$\mu^1 = \mu^2$$

H_1: There is a difference between having attended an open-mic event pre-pandemic (in-real life) and the reason for attentivity of said event.

$$\mu^1 \neq \mu^2$$

Group Statistics

	Did you ever attend an open-mic event, pre-pandemic (IRL)?	N	Mean	Std. Deviation	Std. Error Mean
Why do you choose to attend open-mic events? Select all that apply:	No	15	3.80	2.731	.705
	Yes	32	6.00	1.951	.345

The mean of those who said Yes to having attended an open-mic even in-real life is 6.00 ± 1.951, bigger than those who said No (3.80 ± 2.731). Looks like those who said Yes have a higher perception of reasons to attend open-mic events.

Variances:

H_0: The variances in the population are equal.

H_1: The variances in the population are not equal.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Why do you choose to attend open-mic events? Select all that apply:	Equal variances assumed	.903	.347	-3.163	45	.003	-2.200	.696	-3.601	-.799
	Equal variances not assumed			-2.803	20.959	.011	-2.200	.785	-3.833	-.567

p = .347 > .05, **H_0 is accepted**. Indicating the variances are equal and we look at line 1 for the interpretation of the significance or lack thereof of the means.

For the main test, p = 0.003 < 0.05, reject H0 and accept H1. There is a significant, statistical difference between having attended an open-mic event pre-pandemic (in-real life) and the reason for attentivity of said event.

Intensity of relationship:

$$\boldsymbol{n = \sqrt{\frac{t^2}{t^2 + n_1 + n_2 - 2}} = \sqrt{\frac{(-3.163)^2}{(-3.163)^2 + 15 + 32 - 2}} = 0.426}$$

There is a moderate relationship/interdependency between having attended an open-mic event pre-pandemic (in-real life) and the reason for attentivity of said event.

Managerial Recommendation: Based on the analysis, we can recommend Blank Space to try to replicate the reasons that made people want to attend the events IRL, online. A univariate analysis for the variable "Why do you choose to attend open-mic events" will further solidify the factors that led to people attending such events, and these factors could be replicated on the online platform to increase audience attentivity and enjoyment.

Limitations of Research and Conclusion:

Limitations of research comes under many categories; we can say that our sample wasn't big enough it was only 47 people which doesn't necessarily give us the appropriate measure of the sample we wished for to have a proper understanding of the marketing and management issue we are exploring. Therefore, the data we have gathered may not be reliable enough to come to a fitting conclusion about our marketing concern towards blank space. Another limitation would be that

our sampling was mainly exposed to people in the UAE. Respondents from outside the country could've given us a better and broader understanding of the factors that lead to virtual participation. This restraint is a direct contributor to our last limitation: time. A bigger time frame would've allowed us to survey more people, and people from outside the country, to derive more accurate and exact measures.

In conclusion, this research thought us a great deal about peoples' virtual behaviors. It allowed us to explore the reasons as to what sort of performances would entice people to join online events and the reasons as to why they wouldn't want to spend time watching. One factor that seems to be reoccurring is the fact that people would like to see more stand-up performances; this information was brought to us by the use of our open-ended question at the end of our survey. Through our various analysis, we discovered factors behind our marketing problem (To explore options in regards to having a smoother transition from IRL events to virtual ones whilst maintaining audience participation and engagement rate), and we can confidently say that our managerial recommendations will enable Blank Space to execute more successful online events.

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