

Bibliography

This article examines the concert attendance behaviors of undergraduate non-music majors, focusing on how preferences, convenience, and course requirements influence participation. Through three studies, Flowers analyzes correlations between students' stated musical preferences and actual attendance, the timing of attendance in relation to assignment deadlines, and the vocabulary students use in describing concerts. The findings highlight discrepancies between intention and behavior, and show that convenience often outweighs preference in determining attendance choices. This source will provide valuable context for understanding how student motivations and institutional factors shape attendance patterns. It will help me interpret Pomona's historical attendance logs and survey results, and extrapolate deliverable suggestions from my analysis.

Flowers, Patricia J. "ASPECTS OF CONCERT ATTENDANCE BEHAVIOR OF UNDERGRADUATE NONMUSIC MAJORS." *Contributions to Music Education*, no. 10, 1983, pp. 19–26. *JSTOR*, <http://www.jstor.org/stable/24127374>. Accessed 10 Sept. 2025.

This case study examines how the Emily Carr University Library utilized Facebook, Instagram, and Twitter to engage students and community members, assessing effectiveness through analytics and surveys. The authors discuss strategies for increasing visibility, the importance of goal setting, and the challenges of measuring success beyond simple metrics, such as follower counts. A key finding is that Instagram provided the highest engagement due to its visual nature, with social media activity influencing not only awareness but also physical attendance at library events. This article will support the "Present" phase of my capstone project by offering concrete examples of how social media platforms can drive participation in arts-related events. It will also help guide my analysis of Instagram and Bitly data, particularly in connecting online engagement with concert attendance outcomes.

Kulczynski, Alicia, et al. "Measuring Motivations for Popular Music Concert Attendance." *Event Management*, vol. 20, no. 2, 2016, pp. 239–54, <https://doi.org/10.3727/152599516X14643674421816>.

This dataset documents attendance at music department concerts over a 15-year period, including student, faculty, and guest performances. It will serve as the foundation for the “Past” phase of my capstone project, allowing me to identify long-term patterns and the effects of major events such as COVID-19 on participation. By combining these logs with demographic and campus activity data, I will analyze how concert type, timing, and student body changes influence attendance trends.

Pomona College Music Department. (2008–2023). Concert attendance logs [Unpublished internal dataset]. Pomona College.

This case study evaluates how the Emily Carr University Library used Facebook, Instagram, and Twitter to engage students and community members, measuring effectiveness through analytics and surveys. The authors discuss strategies for increasing visibility, the importance of goal-setting, and the challenges of measuring success beyond simple metrics like follower counts. A key finding is that Instagram provided the highest engagement due to its visual nature, with social media activity influencing not only awareness but also physical attendance at library events. This article will support the “Present” phase of my capstone project by offering concrete examples of how social media platforms can drive participation in arts-related events. It will also help guide my analysis of Instagram and Bitly data, particularly in connecting online engagement with concert attendance outcomes.

Solomon, Mary, "Market Research on Student Concert Attendance at BGSU's College of Musical Arts" (2019). Honors Projects. 440.
<https://scholarworks.bgsu.edu/honorsprojects/440>

This study develops and validates the Concert Attendance Motivation Scale (CAMS), designed to measure the diverse motivations that influence popular music concert attendance. Using focus groups, exploratory factor analysis, and survey data from over 500 participants, the authors identify ten key motivational dimensions, including nostalgia, aesthetics, escape, social interaction, hero worship, and uninhibited behavior. Three motivations—nostalgia, status enhancement, and the opportunity to experience new or concert-specific music—are highlighted as unique to popular music contexts. The paper demonstrates how these motivational categories can inform marketing and event management strategies. For my capstone project, this source provides a comprehensive framework for understanding the psychological and social drivers of

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concert attendance, which I can apply when analyzing survey results and considering long-term strategies to encourage student participation in Pomona's music events.

Webb, Hillary, and Ken Laing. "Engaging with Social Media: The Emily Carr University of Art and Design Library Experience." *Art Documentation: Journal of the Art Libraries Society of North America*, vol. 34, no. 1, 2015, pp. 137–51. *JSTOR*, <https://doi.org/10.1086/680570>. Accessed 10 Sept. 2025.