

Research Snapshot

Shaping our perception of reality: Sustainability communication by Canadian festivals

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Process

- Determines the extent of online communication by festivals for their sustainability practices
- Uses Cultivation Theory to determine perceived value creation
- Data triangulation through content analyses and interviews

Results

- 64% of festivals did not communicate any sustainable practices through their websites
- Propensity to communicate was impacted by awareness, funding, categorization, timing, and policy



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