A STATEWIDE HALLMARK EVENT: THE EXPLORATION OF PARTICIPANTS' PERCEPTIONS AND EMOTIONS

Millie Kathleen Nyhuis

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Master's Thesis Committee

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Brian Krohn, Ph.D., Chair

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Becky Liu-Lastres Ph.D.

_____

Yao-Yi Fu, Ph.D.

DEDICATION

This thesis is dedicated to a group of six

For standing with me through six years of manuscripts.

First, my father, for helping me with hours and hours of statistics and never letting me quit.

My mother, Kathy, for praying for me every time I needed strength.

My brother, Jeremy, for spending days editing my thesis and inspiring me to follow in his path.

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My sister, Becky, for cheering me on as I passed through each hoop with text messages and incentive gifts.

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Millie Kathleen Nyhuis

A STATEWIDE HALLMARK EVENT: THE EXPLORATION OF PARTICIPANTS' PERCEPTIONS AND EMOTIONS

The Indiana Bicentennial Torch Relay was a one-of-a-kind event that involved over 2,000 participants from all 92 counties. The event was created to invoke community pride and connectivity. The purpose of this study is to understand the emotions and perceptions of participants in a state-wide Hallmark event. To achieve the purpose of this study, this research studied the perception and emotions of the participants of the state-wide event. Participants filled out an online survey with questions related to their sense of community, perception and emotions of the event. Four different scales from previous research were used in the survey. A total of 490 participants responded to the survey. Normality and nonparametric tests were performed. The results of the tests showed an increase in positive affect after the event than before. Most of the perceptions of the event were shown to be relatively similar based on proximity and population of the counties. Showing that no matter the population of the community, perceptions of the event could be very similar.

Brian Krohn, Ph.D., Chair

Becky Liu-Lastres, Ph.D.

Yao-Yi Fu, Ph.D.

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Introduction

In 2016, Indiana had its bicentennial and invited 2,000 guests to celebrate. Each guest participated by carrying a torch throughout the state of Indiana. The torchbearers represented their community by holding the torch in their hometowns. The event included all 92 counties in an effort to create a sense of community amongst the participants throughout the entire event. This specific event has never been done before, thus no literature of this particular kind of event currently exists. Although many researchers have written articles about the emotions, attitudes, and sense of community of participants in events, this event was unique in its invitation of over 2,000 participants to hold a torch throughout their various counties. Torch relays have been done in the past, but this was a special event that included all 92-counties, a specific torch was created for the event and lasted 31 days (Indiana Department of Tourism Development, 2016).

Most event research relies on the economic impact and the community life surrounding events (Jackson, 2008). Specifically, Hallmark events are described to possess significance and provide the host venue, community, and destination with a competitive advantage (Getz, 2008). Understanding the perceptions of the impact of an event by the community is vital for any event (Gursoy et al., 2004). Although understanding the community impact and economic value is important for an event, the Bicentennial Torch Relay poses a unique situation where the communities are the actual participants of the event, with the experience being different between bystander community members and participating community members. Experience varies greatly within individuals, so researchers should understand experience of an event attendee (Bastiaansen et al., 2019).

This thesis combines the research of many different literature and studies on sense of community, perception, and emotions. All of these factors were an important part of the event and will help to understand and strengthen this study.

Since nothing like this event has happened before, this thesis can demonstrate how the attendees of this event felt and create suggestions on what can be improved for possible future events. When creating an event, understanding the audience is key, and this thesis will help future event planners better understand the emotions and attitudes of their participants (Gursoy et al, 2004). Therefore, the purpose of this study is to understand the perceptions and emotions of participants in a state-wide Hallmark event, along with how their experience with the Indiana Bicentennial Torch Relay impacted their sense of community. The event organizers observed that many participants of the event were excited and cried tears of joy as they walked the torch to the next participant. Therefore, they posited that this observed joy could be related to the participants' sense of pride in their community. In order to fully analyze this issue, this study will address the following aspects: sense of community, perception, and emotions. These focus areas will give a better understanding of the issues and purposes of this study. In summary, this study was created to understand the emotions and perceptions of participants in a state-wide Hallmark event.

Definition of Terms

For the purpose of clarification, the following are the definitions for the key terms used in this study.

> **Hallmark Events:** A major one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal, and profitability of a tourism destination in the short and/or long term (Ritchie, 1984, p. 2).

Many scholars have researched different kinds of events. This shows that events can be defined based on their definition. Ritchie describes Hallmark Events as:

> [m]ajor one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term. Such events rely for their success on uniqueness, status, or timely significance to create interest and attract attention. (1984, p. 2).

There are key goals that an event must achieve which distinguishes a Hallmark event from other types of big events. Some factors include the goal of the event and the relationship between the event and the community (Hall, 1989). Other goals include whether the event will attract tourists and create a positive image of the community, thus enhancing tourism (Getz, 2013).

Perception: The primary form of cognitive contact with the world around them (Efron, 1969, p. 137).

According to Gursoy et al., understanding perception is key to the success of any event (2004). In order to understand the perception of the attendees, there must be a general understanding of perception. There are three stages of the perception process: selection, organization, and interpretation (Qiong, 2017). In the selection stage, a person will convert the information around them into experience. In the organization stage, they will put the experience into categories within their mind. Finally, in the interpretation stage, they will assign meaning to the categories (Qiong, 2017). Perception is about interpreting the contact people have with their surroundings.

Sense of Community: A group of people interconnected through shared experiences and emotion.

For this study, the definition of community is proposed based on connecting previous literature to the purpose of the study. Bringing together experiences and the emotion, this study's definition of community is defined as *a group of people interconnected through shared experiences and emotion.* Using this definition, a community could be those who live closely in proximity or those who lives far apart. The locus is a key piece in this study, and it is important to understand that many people perceive locus as an important factor in community (MacQueen et al., 2001).

Emotion: A complex state of intensive feelings linked to the motor system that involves cognition, expression and experience.

Many researchers have researched the concept of *emotion*. The term is extremely loose, since every human being experiences this phenomena. An emotion has a beginning and an end and can feel very episodic (Mulligan & Scherer, 2012). Clynes describes emotion in his book as something related to the nervous and motor system (1977).

However, this study will use the definition of emotion as: a complex state of intensive feelings linked to the motor system that involves cognition, expression, and experience. Many researchers have defined emotion in various ways, with feelings and cognition being the commonalities among the definitions (Ruch, 1962; Buck, 1976).

Purpose Statement

The Indiana Bicentennial Torch Relay is an event that has never been done before. The main areas considered in studying this event are emotion, perception, and sense of community. The purpose of this study is to understand how the torchbearer perceived the Indiana Bicentennial Torch Relay as the event related to their sense of community. Since this event focused on bringing communities together (Indiana Department of Tourism

Development, 2016), this study wants to understand what the participant felt and perceived the sense of community that this event represented. Community connectivity is often linked to emotions (McMillan & Chavis, 1986). This study also wants to understand more about the participant's emotions before, during and after the event. In order to gain a better understanding of these aspects, the literature and research gathered here provides measures and information to help with the methodology of this study.

Literature Review

The evaluation of an event is of key importance to ensuring its success (Brown et al., 2015). Although many understand the importance of evaluating an event, this study takes a deep dive into evaluating the Indiana Bicentennial Torch Relay and the feelings and attitudes of the participants of this statewide Hallmark event. The purpose of this study is to understand the perception and emotions of participants of this event. To help achieve this purpose, several hypothesis' have been created to focus on a couple of the themes of this study.

There are three main themes in this study's research: perception, community, and attitudes/emotions. This literature review will focus on these three themes, evaluating what research has already been done in these fields and what research still needs to be done. Although a lot of research has already been done in each of the individual fields, very little research has tied these three themes together. This literature review will show the gaps in literature and the needs of this study.

Perception

The perception of an event is vital to its success. Event organizers and attendees may view the event completely differently, so understanding each perception is important (Gursoy et al., 2004). Many events rely on understanding attendee perception to develop strategies that will help grow their revenue and loyalty (Tsuji et al., 2007). The attendees perception of this event were studied in relation to their emotional attachment, based on previous findings that attendees' perception positively correlates with their emotional attachment (Meeprom & Fakfare, 2021).

Perception is a part of cognition that happens constantly without realization; it can be defined as the primary form of cognitive contact with the world around them (Efron, 1969). Perception is what a person thinks and believes, based on many different aspects; all conceptual knowledge, however, is based on awareness (Efron, 1969). A person approaching any situation might make dozens of perceptions according to its unique context. They may think that a room, for example, is cold, loud, bright, small, odorous, etc. These perceptions are based off their awareness and judgment, and they can make perceptions on anything, whether they have experienced it or not. People could base their perception on popular opinion or what they have heard from others. Perception is an input (Attneave, 1962) into the brain that can lead to action, opinion, and attitude.

Moreover, perceptions can be positive or negative. Because perceptions are based on a number of aspects, they can also be biased (Kenny & Acitelli, 2001). If a perception is based on a past experience or feeling, the person might be blinded by their subjectivity. This is often the case with familiar events. When a person attends an annual event, for instance, their perception of that event might be remarkably higher than other events because they know more about that event than other events. Most people make perceptions of others based on what they see. Using an example by Kenny & Acitelli (2001), where "Sam thinks that James is happy today," the authors reason that Sam thinks this because James looks happy in a visual sense. James might not be happy today, but he is giving off the appearance that he is content; thus, others will perceive that he is happy.

Additionally, evaluating a person's perception can help understand the person's intentions and attitude of their actions. When a person goes to an event, they will likely enter the event with a perception of that event, which could be based on their past

experience of the event or what they have heard. When they leave the event, they will retain a perception of the event, but this perception might have changed, and measuring this perception can be very valuable. There are many aspects of the event that would create behaviors from their perceptions that could impact their desire to attend or not attend future events (Shonk, 2006).

Most studies overlook the evaluation of certain intangible aspects, such as civic pride or community identity (Zawadski, 2016). Pride and identity can be indicators of how people perceive themselves, with every life event helping to identify what a person thinks of themselves.

When a person has an opinion about an event, they have made a perception of that event. Whether negative or positive, perceptions can lead to consequences (Zawadski, 2016). If a person has a negative perception of a hotel, for example, based on their experience, they might write a bad review for the hotel, leading to a negative consequence for the hotel. Examining the perceptions of people for marketing efforts can be critical in reaching other types of people. Event organizers should ask themselves why these people had a negative perception and whether or not it was related to something that can be changed. Negative perceptions can also lead to a lack of understanding of the entire picture. For example, in 2019 NBC News released a story that a city in Indiana had a shooting and several people were shot in a bar (Griffith, 2019). Without going to the city themselves, people might perceive that Indiana city is dangerous and will not be interested in hosting an event in that city. Therefore, marketers need to know how to change a negative perception; once a perception is formed, it might not be changed easily.

Depending on the job or location, a perception can differ dramatically. When organizing an event, the organizer may look at the event as an opportunity to increase revenue, while a local resident of the event may look at the event as a recreational pursuit (Gursoy et al., 2004). Since perception is a key aspect of an event, event organizers can change the event to improve its quality for the attendees (Akhoondnejad, 2006). Perception is the key to knowing if the event is successful or not (Gursoy et al, 2004).

Since perception is a key aspect of a successful event, the first hypothesis is:

Hypothesis 1: The perceptions of a participant involved with the Indiana Bicentennial Torch Relay differ from one another.

To better understand the perception of the public, Jha, Singh, and Suresh created a scale for shoppers called the Consumer Perception Scale (CPS). The creators of the scale wanted to measure consumers' perception of satisfaction, loyalty, and communication according to the environment and products in the store (Jha et al., 2014).

One scale in measuring perception in events is the organizers' perceptions of socio-economic impacts of festivals and special events on host communities' measurement model (Gursoy et al., 2004). This scale was specifically designed to gather information about the host community's ideas about an event in their town. This type of information is helpful for the development of future events, as well as the satisfaction of not only the participants but the entire community.

Specifically, this study is focused on the participants of each community in Indiana, which can be divided into different counties, each with various differences between them. Counties are the primary division of U.S. states and are the largest units of local government (Kowalski, et al., 1987). The event was divided into all 92 Indiana counties,

with the participants being nominated and participating as members their respective counties (Indiana Office of Tourism Development, 2016). Prezza and Costantini (1998) found that life satisfaction and sense of community were higher from smaller communities. This study wants to test that finding. Therefore, Hypothesis 1A is:

Hypothesis 1A: The perceptions of a participant from a highly populated county differ from a participant from a lower populated county.

This study is interested in understanding the perception of the participants based on their resident counties. It is a perception that is very unique and is not similar to perceptions studied in other research. This study seeks to find a correlation between the participants' counties and their perception of the event.

Sense of Community

Community was one of the main themes of the event. The Indiana Bicentennial Torch Relay's website stressed the celebration of community and unifying the state as the purposes of the event (Indiana Department of Tourism Development, 2016). The participants of this event are, in effect, the community. However, many people define community differently.

Understanding one's community can be a difficult process. Many researchers have taken on the task to understand community through their sense of community (McMillan & Chavis, 1986). According to some, a person's sense of community can be defined by their spirit of belonging, shared experiences, trust, and many other emotional-related aspects (McMillan & Chavis, 1986). However, other researchers have looked into community as a geopolitical entity, which relates to the politics of their region (MacQueen

et al., 2001). Therefore, asking a person what community they belong to can lead to a large assortment of answers.

MacQueen et al (2001) describes community in relation to what it means to many people. Using a survey, the researchers asked their participants what community is to them. They came back with several responses, with the largest response being locus, a certain position, or place. Most people described community as something that could be physically located; in other words, if they live in a specified location, they are a part of a community. The other popular response was shared interests—that a community can be created by shared perspectives, common interests, values, and familiarity. Many other key words were researched, but another term was social ties, which include interpersonal relationships like family, relatives, parents, co-workers, and friends. The relationships built from a group of people that can trust one another are naturally part of a community (MacQueen et al., 2001).

One method the researchers have found to measure a person's sense of community is through the Brief Sense of Community Scale (McMillan & Chavis, 1986). Although it is a shortened version from the original Sense of Community Scale, this eight-item scale continues to measure the important aspects of community that McMillan and Chavis (1986) highlighted in their research: needs fulfillment, emotional connection, and influence. Researchers have found this scale to be useful in understanding the beliefs and emotions of individuals and what they believe to be their community (McMillan & Chavis, 1986).

A sense of community is the link that binds the participant and the event. The participant may hold the torch throughout the streets of their town, but it is because of their sense of community that they have emotions and feelings toward the event. Depending how deeply involved they are with their community, their emotions could vary a lot

(McMillan, 1996). Their sense of community can play an integral role in their satisfaction with their neighborhood and finding their level of satisfaction with their community (McMillan & Chavis, 1986).

The second research hypothesis focuses on participants' perception of the community as an impact of the event. Since the purpose of the event was to unify the state and celebrate the community (Indiana Department of Tourism Development, 2016), this is an important hypothesis to research for this study.

Hypothesis 2: The participants perceive a positive impact in the sense of community of a statewide Hallmark Event.

Understanding a person's connection can be a deep and difficult task. With the Brief Sense of Community Scale researchers should be able to get a broad sense of how a participant feels about their community (McMillan & Chavis, 1986). With an event such as the Indiana Bicentennial Torch Relay, the geographical area was restricted to just Indiana, with each county having their own celebration and providing the participants with very similar experiences. With torchbearers going through each county in its entirety, this can be an experience that can bond people into a community, based on this study's definition.

This definition of community also relies on understanding the emotions of the group. The emotional safety and the trust of the members of the group can greatly influence the community (McMillan, 1996). Indiana is a unique example of a state that can be very different from one geographic region to another. Visually, southern, central, and northern Indiana all give visitors completely different experiences. Northern Indiana has some

bigger cities, and some in the northern part of the state associate themselves more with Chicago than with the rest of the state of Indiana.

There is not much scholarly writing that discusses the differences between southern Indiana and northern Indiana. However, the website Only In Your State does list seven differences between the northern and southern parts of Indiana, including visual differences, such as northern Indiana being hilly and southern Indiana being flat and dialect differences, and that southern Indiana locals tend to have a southern twang (Johnston, 2018).

Hypothesis 2A is focused on understanding how perceptions differ. Indiana can be separated into three regions: North, Central and South. Since Indiana is known has having cultural differences between the northern and southern part of the state, the next research hypothesis is:

Hypothesis 2A: There is a difference in perception between attendees in how the Torch Relay benefitted the community based on their geographic location.

The Indiana Bicentennial Torch Relay was structured according to a deep connection between communities. Therefore, understanding communities is vital to the importance of this study. The deep connection a person feels can be based on participants' experience or emotions and attitudes.

Emotion and Affect

People describe emotion as a particular feeling they had in a given situation, e.g., "That movie made me emotional." Although this may be used correctly, there is a state of complexity that goes into the word *emotion*. One researcher defines emotion this way:

> Emotion has four aspects. (i) Cognition: a situation a must be perceived, related to past experiences, and evaluated. (ii) Expression: Emotion is expressed outwardly in the form of somatic and autonomic activities. (iii) Experience... the 'inward aspect of emotion'.., psychologists once divided emotion into two categories, those accompanied by pleasant affect and those which are unpleasant. (iv) Excitement: when we experience certain emotions we look and feel excited (Ruch, 1962, as cited by Kleinginna & Kleinginna, 1981, pg. 369).

Additionally, another researcher simplifies emotion as "generally defined in terms of states of feeling […] It is impossible to separate the activation and direction of behavior, subjective feelings, and cognition" (Buck, 1976, as cited by Kleinginna & Kleinginna, 1981, pg. 361).

Related to emotion is the term *affect*. This word is not as commonly used as emotion, but the two words have some similarities. Some definitions of affect describe it as "a pattern of observable behaviors that is an expression of subjectively experienced feeling state" (Manjunatha et al., 2009), whereas others define it as "waves of emotion in which there is a sudden exacerbation of emotion, usually as a response to some event" (Manjunatha et al., 2009). Thus, emotion is one layer of affect, but not the only part. This study will use the definition for affect as such: a response that is a non-conscious sensation and a change of feeling. The key difference is the order in which one experiences affect and when one experiences emotion. Most studies on these two terms have been to measure peoples' positive or negative affect based on their emotions to different pictures or words (Kappes & Schikowski, 2013).

Emotion is based on experience. If something makes someone sad, their emotions are involved because of a past situation that made them feel this way. Affect is also momentary (Manjunatha et al., 2009). Being upset or excited can influence positive or negative affect for the individual (Watson et al, 1988). In one study, students were shown a movie clip that made many of them uncomfortable. The more discomfort they had in the clip, the more negative affect they felt. The students with the most negative affect did not have interest in finishing the movie to find out how it ended (Kappes & Schikowski, 2013). Their affect influenced their interest in the movie; because of their discomfort, they had little interest in it. However, based on past experience, their discomfort could have influenced their emotions to the movie as well.

Since emotions are states of feelings (Buck, 1976), there can be several states to consider. This study focuses on participants' perceptions and emotions, making Hypothesis 3 to be:

Hypothesis 3: The participants' emotions of the event changed throughout the Indiana Bicentennial Torch Relay process.

Since affect is based on a change of feeling, Watson et al (1988) created the Positive and Negative Affect Schedule (PANAS) scale. This scale was created to measure a person's affect in a specific situation. The points on the scale represent a person's negative and positive affect. An important part of measuring affect is the change of feeling, represented by time (Watson et al., 1988). Therefore, the PANAS scale is supposed to be used more than once to understand the difference in feeling.

Mood, affect, emotion, and attitude are terms that have often been used inconsistently (Bagozzi et al., 2002). However, as discussed earlier, while they all have

different meanings, they also have some distinct commonalities. The biggest commonality between the definitions of each word are their shared division between short-term and long-term. Emotion and affect are both short-term. Emotion can be short-lived, and affect can be as momentary as the weather (Manjunatha et al., 2009). Mood is a prolonged emotion (Manjunatha et al., 2009), and attitude is an evaluation of opinion and beliefs (Bagozzi et al., 2002).

The Indiana Bicentennial Torch Relay was created to celebrate Indiana's 200th anniversary. The attendees were specifically selected based on their experience within the community. Therefore, holding the torch represented their devotion to the community. Many of the torchbearers have lived their entire life in the state of Indiana alone. Their devotion to their town and their state could be characterized as stronger than those who lived for a lesser time in Indiana and perhaps also had devotional ties to another state.

What this study seeks to understand is the connection between the emotion of the attendees with their devotion to the state. Therefore, their devotion can possibly be linked to their time spent in Indiana, with the length of residency considered a predictor of emotional attachment (Bonaiuto et al., 1999).

One study found that the longer people stay in a certain place, the more likely they feel attached to that place (Anton & Lawrence, 2014). This study wants to test a similar concept with its Research Hypothesis 3A:

Hypothesis 3A: The participants time spent in Indiana affects their emotions during the event.

Methodology

The purpose of this study is to understand the emotions and perceptions of participants in a state-wide Hallmark event. The literature review focuses on three aspects of the research: Sense of Community, Emotion/Affect, and Perception.

The goal of this methodology is to explain how research was done to achieve the purpose of this study. A participant is someone who was nominated by their community to participate in the Indiana Bicentennial Torch Relay (IBTR). To qualify as a participant, the person must have participated in the Indiana Bicentennial Torch Relay as a "torchbearer."

Some of the variables of this study are the participants' emotions and perceptions. However, this variable is difficult to measure on its own. Therefore, this study researches sense of community, emotion, affect, and perception to give a better understanding as to how to measure this variable.

The research hypothesis created for this study were written to help support the purpose statement. The first hypothesis involves the perception of participants in the IBTR and comparing perceptions of participants from a highly populated county against the perceptions of participants from a lower populated county. To fully understand the perception of a participant's sense of community, it is important to understand if their surrounding community played a part in their perception towards the event. Since the event was created around each community, the researchers want to know if the size of their community/county could have impacted a participant's perception.

For the second hypothesis, the researchers want to understand more about the community impact of the event. In other words, did the participants perceive their community differently because of the IBTR? Once again, since the event was focused on

the community itself, the study wants to understand more about the community perception of the participants based on geographical region. Many locals believe that Indiana locals differ in perception based on geographical region, so this study wants to understand more about the participants based on geographical region.

For the last question, the researchers want to understand the emotions and affect of the participants involved in the event. A lot of the emotions were visible amongst the participants, but this study seeks to dig deeper and look into multiple emotions that the participants might have felt while also acquiring knowledge about the emotions of participants in relation to the time they have lived in Indiana. This would help pinpoint if their Indiana pride correlates with their emotions during the event.

This connects to the main hypothesis: Being a participant of a local Hallmark Event can create a sense of community connectedness for the participant. This study strives to demonstrate how researching these aforementioned questions will help to test this hypothesis, thereby achieving substantial results for this thesis.

Instrument

In order to address the hypothesis' of this study, a survey was developed to create a sample. The survey's questions were taken from many different articles by authors who have done similar research. The survey has five sections.

Demographics

Demographics are primarily used to describe the sample. The demographics of this survey were chosen as possible tests. This study wants to locate if there are any differences in perception and attitude of the event based on a participant's demographics. The general demographics include: gender, age, and ethnicity. These demographical questions were

chosen to gain a better understanding of the participants and if any of personal factors could have played an influence in their experience as a torchbearer.

The survey also includes other non-general demographical questions. One such question, "What county did you participate in?", is an open-ended question; the participants may respond by typing any of Indiana's 92 counties. Another open-ended question, "What county do you currently live in?", is asked to possibly investigate if participants' emotions and experiences might have differed based on whether they answered differently for the two county questions. The next question, "How long the participant lived in Indiana?", is asked in order to understand the difference between the perspective of a participant who is a long-time Indiana resident and that of a participant who has only lived in Indiana a few years. The next question, "Have you ever lived outside of Indiana?", is asked for the same purpose, i.e., to understand the perception of a participant who possibly has ties outside of the state. Lastly, the survey asks how the torchbearer participated in the relay. The participant can check a couple different options: walking/running, rode in a vehicle, rode on a horse, or other. All of this helps measure the participant's experience based on the way they participated.

Much consideration was done to decide on a quantitative vs. qualitative approach to the research. The researchers decided that although qualitative research would have provided an interesting perspective to this study, the choosing of the torchbearers to participate in qualitative interviews could possibly lead to bias. Moreover, one of the researchers personally worked first-hand during the Indiana Bicentennial Torch Relay and thus remembers witnessing the physical emotions of all the torchbearers, which would lead to predictable results in such a qualitative research study.

Therefore, quantitative research through a survey was chosen by the researchers. The survey includes scales and open-ended questions to better group the participants based on their responses, which can more easily be formed into data and statistics.

Measures

The questions in the second section were used from the study "Perceived Impacts of Festivals and Special Events by Organizers: An Extension and Validation" by Dogan Gursoy, Kyungmi Kim, and Muzaffer Uysal (2004). The scale was designed to survey event organizers in Virginia on the impacts of festivals and events in the local communities. The scale used a four-factor structure to measure: (1) community cohesiveness, (2) economic benefits, (3) social incentives, and (4) social costs (pg. 173). The authors believe that understanding the impacts of an event in the local community is essential for the future of events. Although a lot of research has been done about tourism in local communities, the authors wanted to find out more about events specifically. This study also aimed to understand the impact an event can have on the local community.

For this study, the previous article's 5-point Likert scale was used almost exactly as written, only changing local events of Virginia to the Indiana Bicentennial Torch Relay. It was written as such:

Table One

Perceived Impacts of Festivals and Special Events Measurement Model Attributes

Community cohesiveness
Generated revenues for civic projects
Enhanced community image
Built community pride
Helped preserve the local culture
Economic benefits
Helped create cohesion in the community
Increased employment opportunities
Increased the standard of living
Encouraged locals to develop new facilities
Social incentives
Provided more recreational opportunities
Promoted organizations and businesses
Offered family-based recreation activities
Enhanced community image to outsiders
Helped foster relationships between residents and visitors
Educational – make people aware
Social Costs
Increased traffic congestion
Put pressure on local services
Increased the crime rate

Then the scale used for this study was:

Table Two

Perceived Impacts of Festivals and Special Events Measurement Model

I believe the Indiana Bicentennial Torch Relay…
Generated revenues for civic projects
Enhanced community image
Built community pride
Helped preserve the local culture
Helped create cohesion in the community
Increased employment opportunities
Increased the standard of living
Encouraged locals to develop new facilities
Provided more recreational opportunities
Promoted organizations and businesses
Offered family-based recreation activities
Enhanced community image to outsiders
Helped foster relationships between residents and visitors
Was educational and made people more aware of the town
Increased traffic congestion
Put pressure on local services
Increased the crime rate

Perception

The questions in the third section of the survey were taken from the Consumer Perception Scale created by Shalini Jha, Bharti Singh and Suresh KP (2014). The scale was originally designed to measure a customer's experience while shopping in an Indian retail market. The researchers wanted to measure the behavior and emotion of customers based on the shopping environment, quality, and salespeople. Since this 5-point Likert scale measures perception of an experience, it seemed to be a good fit for the questionnaire, with the shopping-trip content replaced with that about the Torch Relay. For example:

Table Three

Consumer Perception Scale

1. Original: This shopping trip was truly a joy

   Revision: Being a torchbearer was truly a joy
2. Original: Compared to other things I could have done, the time spent in shopping was truly enjoyable

   Revision: Compared to other things I could have done, the time spent as a torchbearer was truly enjoyable
3. Original: I enjoyed being immersed in exciting new products

   Revision: I enjoyed being immersed in the Bicentennial Torch Relay
4. Original: While shopping, I felt a sense of adventure

   Revision: While being a torchbearer, I felt a sense of adventure
5. Original: My feelings towards this shopping center's services can be described as very unsatisfied

Revision: My feelings towards the Bicentennial Torch Relay can be described as very unsatisfied

6. Original: My feelings towards this shopping center's services can be described as very satisfied

   Revision: My feelings towards the Bicentennial Torch Relay can be described as very satisfied

7. Original: The shopping center is located near my home

   Revision: My experience during the Bicentennial Torch Relay was located near my home

8. Original: I like this shopping center

   Revision: I liked the Bicentennial Torch Relay experience

9. Original: The affability of salespersons makes shopping in this shopping center pleasant

   Revision: The Bicentennial Torch Relay staff made the experience pleasant

Affect

The questions of the fourth section of the survey were used from the Positive and Negative Affect Schedule scale created by David Watson and Lee Anna Clark (1988). The researchers of this scale were trying to find the best ways to measure mood. They created this scale and tested it on one class of college students at various times over several weeks. This gave the researchers a good indication of how affect and moods change over time and with experience. The authors explained that they used "the Positive and Negative Affect Schedule as a reliable, valid, and efficient means for measuring these two important

dimensions of mood" (1988). This study used the exact same positive affects and negative affects that were created for the previous scale. However, this survey was not conducted until after the event, so the participants answered at different times based on memory. Participants were asked to rank their emotions before, during and after the event based on a 5-point Likert scale. The measurements of the scale were, Very Slightly or Not at All, A Little, Moderately, Quite a Bit, and Extremely. The emotions used were:

Interested

Distressed

Excited

Upset

Strong

Guilty

Scared

Hostile

Enthusiastic

Proud

Irritable

Alert

Ashamed

Inspired

Nervous

Determined

Attentive

Jittery

Active

Afraid

Sense of Community

The final section of the questionnaire was created from questions from the Brief Sense of Community Scale, which was designed to have a better understanding of what a community means to an individual. The scale was designed to measure needs fulfillment, belonging, influence, and emotional connection in a community. Since this study is focused on many of the same aspects, this scale was perfect for helping measure the sense of community from participants in the IBTR. Some of the questions for this scale were used in the last section of the survey to find how the event participants felt towards their community.

Table Four

Brief Sense of Community Scale*

I can get what I need in my neighborhood
My neighborhood helps me fulfill my needs
I feel like a member of this neighborhood
I belong in my neighborhood
I have a say about what goes on in my neighborhood
People in my neighborhood are good at influencing each other
I feel connected to this neighborhood
I have a good bond with others in my neighborhood

*Full survey found in Appendix A.

In order to better understand the emotions of the participants, the researchers wanted to understand how they felt at various steps in their experience. From the moment the participant received their letter indicating that they had been selected as torchbearer to the moment they handed the torch to the next person, they experience an assortment of emotions. One way to capture emotion and affect is by using the Positive Affect and Negative Affect Schedule (PANAS) scale (Watson et al., 1988). This scale was designed to indicate the exact feeling and affect based on several specific times. Since the Indiana Bicentennial Torch Relay had several moments of feelings, the questionnaire asks the participants their feelings based on three different moments: before they received the torch (receiving the letter and uniform, going to training meetings, etc.), when they received the torch and moved it to the next person, and after handing the torch to the next torchbearer.

One of the goals of the Indiana Bicentennial Torch Relay was to draw attention to Indiana—not only for the rest of the country but for other Indiana residents, too. The IBTR went to every county and stopped at every major Indiana attraction, spotlighting special people of the state. Being a part of this experience was meant to be an honor to those participating. To gather their perception on the event, the Perceived Impacts of Festivals and Special Events Scale (Gursoy et al., 2004) was used for this study. This scale highlighted understanding the participants' perception of the event in their community and how this event changed their community.

Since the Indiana Bicentennial Torch Relay's location is entirely in Indiana, each participant has a commonality with the other participants; they are all representing a shared community of Indiana. Thus, it is important to understand their views and opinions of their own community. In order to understand how the participants feel about participating in an event that is specifically location-based, the research needs to show how the participant feels about their geographical location. The Brief Sense of Community Scale (Peterson et al., 2008) was used to understand how the participant feels about their specific community, apart from the event.

The last scale used, the Consumer Perception Scale (Jha et al., 2014), was used to help the researchers understand the participants' perception of the event as a whole—not just their emotions, but their opinions of the event, how it felt to be participating, and if they would be interested in doing something similar again.

Data Collection Process

To collect the data for this study, a survey was created based on scales that had been previously formed. After many drafts, the questionnaire was sent to be approved by the

IRB (see approval letter in appendix). Once it was approved, the survey was sent to all the participants' emails. An electronic survey was chosen due to the low budget of the study, being more cost efficient for the researchers. The survey results were gathered in Qualtrics.

Sampling

Over 2,200 people participated in the event, ranging from four years of age to 104 years old, with some participating posthumously for someone who had passed away. Once the participants were selected, each participant received a letter in the mail, telling them that they had been one of the few people selected to represent their county and their state. From there, they had to register, received a torchbearer uniform in the mail, and were invited to a torchbearer training, where they could ask questions and learn about the mechanics of the torch they would carry. Participants of the Indiana Bicentennial Torch Relay are considered those who carried the torch. There were attendees of the event who watched the torch relay, but they are not considered to be participants of the event.

On the day of the torch relay in their specific county, the torchbearers were asked to wait at the location chosen for them and arrive 30 minutes before the estimated departure. One staff member went ahead of the torch to ensure all the torchbearers were in their selected area. Then, when the torch came their way, the torchbearer would carry that torch to the next torchbearer.

The selection process for participants of this study were based on the participants of the event. Torchbearers of the event were chosen through a long process by the event organizers and community. Each county had their own nominations for torchbearers. People were nominated based on their involvement with their community or something heroic they had done. Each county had a selected committee that would choose their

torchbearers based on the nomination. Once the torchbearers were selected, they received a notification that they were selected to represent their county by holding the torch. The Indiana Office of Tourism Development collected the data of each participant. They used this data to organize the event. The researchers of this study were given a list of contact information by the IOTD. The sample size of this study was around 2,000 and they were 60% male, 40% female. The ages ranged from 18-100, with 62% over the age of 60 years old and 98% White/Caucasian.

The goal of the researchers was to find the reactions of these selected participants in the Indiana Bicentennial Torch Relay. The only way to understand their reactions was by asking them directly. Shortly after the IBTR, the Event Director was contacted for permission to conduct this study and to receive the torchbearers' contact information. The Event Director gave the approval and a spreadsheet of over 2,000 emails. Although more than 2,200 torchbearers participated in the event, the list did not include the torchbearers who had died since the event nor the torchbearers who had no access to an email address.

Recruitment

The survey was designed in Qualtrics and was sent to all the participants that were 18 or over on the spreadsheet through email. The survey took roughly 15 minutes to complete. Each participant who filled out the questionnaire was put into the results of the study. In short, participants were selected based on their involvement with the event and were invited to partake in the survey through email. Recruitment script can be found in Appendix B.

Analysis Plan

When converting the survey responses to the hypothesis', there needed to be a statistical analysis plan, with each question requiring its own set of statistic tests. How this study intends to understand the responses through statistics is stated in the following hypothesis and variables.

Analysis 1

- R1: What are the perceptions of a participant involved with the Indiana Bicentennial Torch Relay?
- R1A: What is the perception of a participant from a highly populated county against the perception of a participant from a lower populated county?
- R1 & R1A: The perception of a participant from a highly populated county will differ from a participant from a lower populated county.

The Dependent Variable for this statistical analysis is *the participants' perception of the event*. This variable was chosen from the Perceived Impacts of Festivals & Special Events Measurement Model used in the questionnaire, which includes a five-point Likert scale where the participants chose between Strongly Agree and Strongly Disagree on perception statements, e.g., "Being a torchbearer was truly a joy."

Since this study is to determine the difference between the perceptions of two different categories, the responses from the CPS Scale and the County Lives In was used to compare results. These results are based in the 2016 US Census Bureau, which indicates the population of each Indiana county in 2015. These numbers were divided into four groups:

- Small Rural: Under 25,000 residents
- Rural: Between 25,000 and 49,999 residents
- Urban: Between 50,000 and 100,000 residents
- Large Urban: Over 100,000 residents

Once the respondent was correctly categorized into one of the four groups, a normality test was performed, which shows if the distribution of the responses are normal or not. After the normality test, if the test proved that the data is normal, an ANOVA test would be performed to determine if the results are significant, followed by Tukey's HSD test to identify where the differences lie. If the normality test showed that the data is non-normal, the Kruskal-Wallace test would be performed. This test is another way to conclude if the data is significant.

The study was testing for this statistical hypothesis:

- H0: Median of Small rural = Median of large rural = Median of small urban = Median of large urban
- H1: At least two groups are not equal

If the medians of the categories did not match, then the research showed that there is a difference in perception based on the population of the counties.

Analysis 2

- R2: What are the participants perceived community impact of a statewide Hallmark Event?
- R2A: What is the difference in perception between attendees in how the Torch Relay benefitted the community based on their geographic location of Indiana?

- R2 & R2A: The perception of how the event benefitted the community will differ based on the respondents' geographic location.

The Independent Variable used here is *the geographic location of Indiana*. This variable was chosen based on the answers of the write-in question, "Which county do you live in?" The Dependent Variable is *the participants' perception of how the Torch Relay benefitted the community*. This variable was chosen based on the questions on the survey that were used in the Brief Sense of Community Scale. The survey included a five-point Likert-scale where respondents choose between Strongly Agree and Strongly Disagree on community perception statements, e.g., "I belong in my town."

This hypothesis was based on the answers to the County Lived In and the answers from the Brief Sense of Community Scale. To better estimate the results, Indiana was separated into three categories: Northern, Mid-State, and Southern. Each category has roughly the same amount of counties, including larger counties that balances out their smaller counties. This division also attempted to understand if the place where the torchbearer experienced the event had significance in how they felt about the event.

To find the results for this hypothesis, the same statistical standards as the previous question was tested, beginning with a normality test. If the results are normal, an ANOVA test and Tukey's HSD test would be performed to find the significance and differences. If the data was non-normal, the Krustal-Wallis test would be performed.

- H0: Median of the Northern Counties = Media of the Central Counties = Median of the Southern Counties
- H1: At least one Mean is different

If one of the three medians are different, this shows that there was a difference of perception in community benefits based on the geographical location of the respondents.

Analysis 3

- R3: How do the participants' emotions change throughout the Indiana Bicentennial Torch Relay process?
- R3A: How do the participants' time spent (residency) in Indiana affect their emotions during the event?
- R3 & R3A: The participants' emotions before the event will differ from their emotions after the event.

The Independent Variable used here was *the time of the event experience*. For this question, both variables based on the questions answered on the survey were from the PANAS Scale. Respondents on this scale were given three different times of their experience with the IBTR: before the event, during the event, and after the event. They were asked to respond to a series of different feelings—such as upset, nervous, or enthusiastic—with a five-point Likert-scale, ranging from Slightly or Not at All to Extremely, based on their emotions at that point in time. For this variable, this study looked at the responses of the Before the Event questions and After the Event questions.

The Dependent Variable used is *the participants' emotions*. In order to test this hypothesis, this study only concentrated on the results from the responses of the PANAS Scale Before and After. First, a normality test would be performed to determine if the results are normal. If the data shows that the results are normal, then a paired t-test would be performed. If the data is non-normal, the Wilcoxon Signed-Rank Test would be

performed. The answers would be compared to see if there was a change in emotion from the respondents.

If the data is normal, then the hypothesis will be:

- H0: Median Before = Median After
- H1: Medians will be different

If the medians were different from each other, this would show that the hypothesis is true.

Analysis 4

- R3A: The torchbearers' emotions differ based on their time spent living in Indiana.

The Independent Variable used here is *the torchbearer's time spent living in Indiana*. This variable was chosen based on the responses of the question, "How long have you lived in Indiana?"

The Dependent Variable used is *the torchbearer's emotions of the event*. This variable was chosen based on the questions of the PANAS scale on the survey. Whereas the last question used the Before and After responses, this question tests the During the Event responses as the dependent variable.

The responses from the How Long Have You Lived in Indiana question would be used and the PANAS During questions. The answers of respondents would be compared based on their Indiana residence longevity. In the questionnaire, this question was divided into seven categories:

1. Under 5 Years
2. 5-10 Years
3. 11-20 Years
4. 21-30 Years

5. 31-40 Years
6. 41-50 Years
7. Over 50 Years

To find the results for this question, the same tests from R1 and R2 would be used, beginning with a normality test. If the test shows that the data is normal, an ANOVA test and Tukey's HSD test would be performed. If the data is non-normal, the Kruskal-Wallis test would be performed.

The hypothesis of this test is looking for each of the groups to have the same median result. If all of the results were in a list, from least to greatest, the median would represent the middle number of the list. In statistical test, the median will be the number that is tested for the hypothesis.

If the group medians are different, this would be the null-hypothesis and would show a difference in the responses, based on the hypothesis.

- H0: Median Group 1 = Median Group 2 = Median Group 3 = Median Group 4 = Median Group 5 = Median Group 6 = Median Group 7
- H1: Medians are different

If there was no difference of medians between the participants' years spent in Indiana and their emotions during their experience in the Indiana Bicentennial Torch Relay, the hypothesis would be accepted as true.

Results

For the results of this study, the researchers analyzed the results of the survey based on a series of statistical tests. The purpose of this study is to understand the perception and emotions of participants of a state-wide Hallmark event. Since this was done with quantitative data, the best way to analyze the results is through statistical analysis.

For the perception scale, this study tested the participants' results alongside the participants' county population. The responses to "What county do you live in?" have been divided into four categories, based on the 2016 Indiana Census: Small Rural, Rural, Urban, and Large Urban. The values of the Participation Scale were tested to find if there is any significance in the respondents based on their county population.

The hypothesis of this test is looking for each of the groups to have the same median result. If all of the results were in a list, from least to greatest, the median would represent the middle number of the list. In statistical test, the median will be the number that is tested for the hypothesis.

If the group medians are different, this would be the null-hypothesis and would show a difference in the responses, based on the hypothesis.

- H0: Media of small rural = Median of large rural = Median of small urban = Median of large urban
- H1: At least two groups are not equal

Table Five

Consumer Perception Scale Analysis

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of: "I believe the IBTR generated revenues for civic projects" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.237	Retain the null hypothesis
2	The distribution of: "I believe the IBTR enhanced community image" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.582	Retain the null hypothesis
3	The distribution of: "I believe the IBTR built community pride" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.516	Retain the null hypothesis
4	The distribution of: "I believe the IBTR helped preserve the local culture" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.041	Reject the null hypothesis

	Null Hypothesis	Test	Sig.	Decision
5	The distribution of: "I believe the IBTR helped create cohesion in the community" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.091	Retain the null hypothesis
6	The distribution of: "I believe the IBTR increased employment opportunities" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.382	Retain the null hypothesis
7	The distribution of: "I believe the IBTR increased the standard of living" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.490	Retain the null hypothesis
8	The distribution of: "I believe the IBTR encouraged the locals to develop new facilities" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.730	Retain the null hypothesis

	Null Hypothesis	Test	Sig.	Decision
9	The distribution of: "I believe the IBTR provided more recreational activities" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.222	Retain the null hypothesis
10	The distribution of: "I believe the IBTR promoted organizations and businesses" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.445	Retain the null hypothesis
11	The distribution of: "I believe the IBTR offered family-based recreation activities" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.701	Retain the null hypothesis
12	The distribution of: "I believe the IBTR enhanced community image to outsiders" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.965	Retain the null hypothesis

	Null Hypothesis	Test	Sig.	Decision
13	The distribution of: "I believe the IBTR helped foster relationships between residents and visitors" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.158	Retain the null hypothesis
14	The distribution of: "I believe the IBTR made people more aware of the town" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.832	Retain the null hypothesis
15	The distribution of: "I believe the IBTR increased traffic congestion" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.817	Retain the null hypothesis
16	The distribution of: "I believe the IBTR put pressure on local services" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.278	Retain the null hypothesis

	Null Hypothesis	Test	Sig.	Decision
17	The distribution of: "I believe the IBTR increased the crime rate" is the same across categories of "what county do you live in" by population	Independent-Sample Kruskal-Wallis Test	.846	Retain the null hypothesis

1. I believe the Indiana Bicentennial Torch Relay *generated revenues for civic projects.*
    - According to the Kruskal-Wallis Test, the p-value was .237. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.
2. I believe the Indiana Bicentennial Torch Relay *enhanced community image.*
    - According to the Kruskal-Wallis Test, the p-value was .582. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.
3. I believe the Indiana Bicentennial Torch Relay *built community pride.*
    - According to the Kruskal-Wallis Test, the p-value was .516. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.

4. I believe the Indiana Bicentennial Torch Relay *helped preserve the local culture.*
    - According to the Kruskal-Wallis Test, the p-value was .041. Therefore, there was a significance in the participants' responses based on population, and this study rejected the null hypothesis.
5. I believe the Indiana Bicentennial Torch Relay *helped create cohesion in the community.*
    - According to the Kruskal-Wallis Test, the p-value was .091. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.
6. I believe the Indiana Bicentennial Torch Relay *increased employment opportunities.*
    - According to the Kruskal-Wallis Test, the p-value was .382. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.
7. I believe the Indiana Bicentennial Torch Relay *increased the standard of living.*
    - According to the Kruskal-Wallis Test, the p-value was .490. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.
8. I believe the Indiana Bicentennial Torch Relay *encouraged locals to develop new facilities.*
    - According to the Kruskal-Wallis Test, the p-value was .730. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.

9. I believe the Indiana Bicentennial Torch Relay *provided more recreational opportunities.*
    - According to the Kruskal-Wallis Test, the p-value was .222. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.
10. I believe the Indiana Bicentennial Torch Relay *promoted organizations and businesses.*
    - According to the Kruskal-Wallis Test, the p-value was .445. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.
11. I believe the Indiana Bicentennial Torch Relay *offered family-based recreation activities.*
    - According to the Kruskal-Wallis Test, the p-value was .701. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.
12. I believe the Indiana Bicentennial Torch Relay *enhanced community image to outsiders.*
    - According to the Kruskal-Wallis Test, the p-value was .965. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.
13. I believe the Indiana Bicentennial Torch Relay *helped foster relationships between locals and visitors.*

- According to the Kruskal-Wallis Test, the p-value was .158. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.

14. I believe the Indiana Bicentennial Torch Relay *made people more aware of the town.*
    - According to the Kruskal-Wallis Test, the p-value was .832. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.
15. I believe the Indiana Bicentennial Torch Relay *increased traffic congestion.*
    - According to the Kruskal-Wallis Test, the p-value was .817. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.
16. I believe the Indiana Bicentennial Torch Relay *put pressure on local services.*
    - According to the Kruskal-Wallis Test, the p-value was .278. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.
17. I believe the Indiana Bicentennial Torch Relay *increased the crime rate.*
    - According to the Kruskal-Wallis Test, the p-value was .846. Therefore, there was no significance in the participants' responses based on population, and this study retained the null hypothesis.

For question two, "What county do you live in?", the participants' responses to were tested with the Brief Sense of Community Scale. The counties have been categorized into three approximately equal regions: Northern Indiana, Central Indiana, and Southern

Indiana. This study will be using the Kruskal-Wallace test to determine if there is any difference in participants' sense of community based on their region.

- H0: Median of the Northern Counties = Median of the Central Counties = Median of the Southern Counties
- H1: At least one median is different

Table Six

Brief Sense of Community Scale Analysis

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of: "I can get what I need in my town" is the same across categories of "what county do you live in" by proximity	Independent-Samples Kruskal-Wallis Test	.571	Retain the null hypothesis
2	The distribution of: "my town helps me fulfill my needs" is the same across categories of "what county do you live in" by proximity	Independent-Samples Kruskal-Wallis Test	.663	Retain the null hypothesis
3	The distribution of: "I belong in this town" is the same across categories of "what county do you live in" by proximity	Independent-Samples Kruskal-Wallis Test	.637	Retain the null hypothesis
4	The distribution of: "I feel like a member of this town" is the same across categories of "what county do you live in" by proximity	Independent-Samples Kruskal-Wallis Test	.429	Retain the null hypothesis

	Null Hypothesis	Test	Sig.	Decision
5	The distribution of: “I have a say about what goes on in my town” is the same across categories of “what county do you live in” by proximity	Independent-Samples Kruskal-Wallis Test	.115	Retain the null hypothesis
6	The distribution of: “people in my town are good at influencing each other” is the same across categories of “what county do you live in” by proximity	Independent-Samples Kruskal-Wallis Test	.008	Reject the null hypothesis
7	The distribution of: “I feel connected this town” is the same across categories of “what county do you live in” by proximity	Independent-Samples Kruskal-Wallis Test	.902	Retain the null hypothesis
8	The distribution of: “I have a good connection with others in my town” is the same across categories of “what county do you live in” by proximity	Independent-Samples Kruskal-Wallis Test	.537	Retain the null hypothesis

1. *I can get what I need in my town*.
    - According to the Kruskal-Wallis Test, the p-value was .571. Therefore, there was no significance in the participants' responses based on region, and this study retained the null hypothesis.
2. *My town helps me fulfill my needs.*
    - According to the Kruskal-Wallis Test, the p-value was .663. Therefore, there was no significance in the participants' responses based on region, and this study retained the null hypothesis.
3. *I feel like a member of this town.*
    - According to the Kruskal-Wallis Test, the p-value was .429. Therefore, there was no significance in the participants' responses based on region, and this study retained the null hypothesis.
4. *I belong in my town.*
    - According to the Kruskal-Wallis Test, the p-value was .637. Therefore, there was no significance in the participants' responses based on region, and this study retained the null hypothesis.
5. *I have a say about what goes on in my town.*
    - According to the Kruskal-Wallis Test, the p-value was .115. Therefore, there was no significance in the participants' responses based on region, and this study retained the null hypothesis.
6. *People in my town are good at influencing each other.*
    - According to the Kruskal-Wallis Test, the p-value was .008. Therefore, there was a significance in the participants' responses based on region, and this study

rejected the null hypothesis. This study indicated that the southern region rated higher that the people in their town are good at influencing each other.

7. *I feel connected to this town.*
    - According to the Kruskal-Wallis Test, the p-value was .902. Therefore, there was no significance in the participants' responses based on region, and this study retained the null hypothesis.
8. *I have a good bond with others in my town.*
    - According to the Kruskal-Wallis Test, the p-value was .537. Therefore, there was no significance in the participants' responses based on region, and this study retained the null hypothesis.

For question three, the participants' responses to the PANAS scale was tested. This study used the Wilcoxson-Signed Rank test to find a difference between the participants' emotions before their experience to after their experience.

- H0: Median Before = Median After
- H1: Medians will be different

Table Seven
Positive Affect Negative Affect Schedule Before and After Analysis

	Test Statistics	Z	Asymp. Sig (2-tailed)
1	Interested	-3.002	.003
2	Distressed	-3.424	.001
3	Excited	-3.052	.002
4	Upset	-1.223	.221
5	Strong	-6.262	.000
6	Guilty	-3.416	.001
7	Scared	-5.802	.000
8	Hostile	-2.193	.028
9	Enthusiastic	-2.195	.028
10	Proud	-4.592	.000
11	Irritable	-1.209	.227
12	Alert	-6.630	.000
13	Ashamed	-1.136	.256
14	Inspired	-4.985	.000
15	Nervous	-10.870	.000
16	Determined	-3.236	.001
17	Attentive	-2.447	.014
18	Jittery	-9.552	.000
19	Active	-3.097	.003
20	Afraid	-3.568	.000

1. I felt *interested.*
    - According to the Wilcoxson-Signed Rank Test, the p-value was .003. Therefore, there was a significance in the participants' responses based on emotions, and this study rejected the null hypothesis. Indicating a positive change in affect.
2. I felt *distressed*.
    - According to the Wilcoxson-Signed Rank Test, the p-value was .001. Therefore, there was a significance in the participants' responses based on emotions, and this study rejected the null hypothesis. Indicating a negative change in affect.
3. I felt *excited*.
    - According to the Wilcoxson-Signed Rank Test, the p-value was .002. Therefore, there was a significance in the participants' responses based on emotions, and this study rejected the null hypothesis. Indicating a positive change in affect.
4. I felt *upset*.
    - According to the Wilcoxson-Signed Rank Test, the p-value was .221. Therefore, there was no significance in the participants' responses based on emotions, and this study retained the null hypothesis.
5. I felt *strong*.
    - According to the Wilcoxson-Signed Rank Test, the p-value was .000. Therefore, there was a significance in the participants' responses based on

emotions, and this study rejected the null hypothesis. Indicating a positive change in affect.

6. I felt *guilty*.
    - According to the Wilcoxson-Signed Rank Test, the p-value was .001. Therefore, there was a significance in the participants' responses based on emotions, and this study rejected the null hypothesis. Indicating a negative change in affect.
7. I felt *scared*.
    - According to the Wilcoxson-Signed Rank Test, the p-value was .000. Therefore, there was a significance in the participants' responses based on emotions, and this study rejected the null hypothesis. Indicating a negative change in affect.
8. I felt *hostile*.
    - According to the Wilcoxson-Signed Rank Test, the p-value was .028. Therefore, there was a significance in the participants' responses based on emotions, and this study rejected the null hypothesis. Indicating a positive change in affect.
9. I felt *enthusiastic*.
    - According to the Wilcoxson-Signed Rank Test, the p-value was .028. Therefore, there was a significance in the participants' responses based on emotions, and this study rejected the null hypothesis. Indicating a positive change in affect.

10. I felt *proud*.

- According to the Wilcoxson-Signed Rank Test, the p-value was .000. Therefore, there was a significance in the participants' responses based on emotions, and this study rejected the null hypothesis. Indicating a positive change in affect.

11. I felt *irritable*.

- According to the Wilcoxson-Signed Rank Test, the p-value was .227. Therefore, there was no significance in the participants' responses based on emotions, and this study retained the null hypothesis.

12. I felt *alert*.

- According to the Wilcoxson-Signed Rank Test, the p-value was .000. Therefore, there was a significance in the participants' responses based on emotions, and this study rejected the null hypothesis. Indicating a negative change in affect.

13. I felt *ashamed*.

- According to the Wilcoxson-Signed Rank Test, the p-value was .256. Therefore, there was no significance in the participants' responses based on emotions, and this study retained the null hypothesis.

14. I felt *inspired*.

- According to the Wilcoxson-Signed Rank Test, the p-value was .000. Therefore, there was a significance in the participants' responses based on emotions, and this study rejected the null hypothesis. Indicating a positive change in affect.

15. I felt *nervous*.

- According to the Wilcoxson-Signed Rank Test, the p-value was .000. Therefore, there was a significance in the participants' responses based on emotions, and this study rejected the null hypothesis. Indicating a negative change in affect.

16. I felt *determined*.

- According to the Wilcoxson-Signed Rank Test, the p-value was .001. Therefore, there was a significance in the participants' responses based on emotions, and this study rejected the null hypothesis. Indicating a positive change in affect.

17. I felt *attentive*.

- According to the Wilcoxson-Signed Rank Test, the p-value was .014. Therefore, there was a significance in the participants' responses based on emotions, and this study rejected the null hypothesis. Indicating a positive change in affect.

18. I felt *jittery*.

- According to the Wilcoxson-Signed Rank Test, the p-value was .000. Therefore, there was a significance in the participants' responses based on emotions, and this study rejected the null hypothesis. Indicating a negative change in affect.

19. I felt *active*.

- According to the Wilcoxson-Signed Rank Test, the p-value was .002. Therefore, there was a significance in the participants' responses based on

emotions, and this study rejected the null hypothesis. Indicating a positive change in affect.

20. I felt *afraid*.

- According to the Wilcoxson-Signed Rank Test, the p-value was .000. Therefore, there was a significance in the participants' responses based on emotions, and this study rejected the null hypothesis. Indicating a negative change in affect.

For RQ3A, the participants' emotions were tested during the event by using the responses of the PANAS scale during questions with the responses of "How Long Have You Lived in Indiana?" to find if there is a significant difference between emotions during the event based on the participant's longevity in Indiana.

- H0: Median Group 1 = Median Group 2 = Median Group 3 = Median Group 4 = Median Group 5 = Median Group 6 = Median Group 7
- H1: Medians are different

Table Eight

Positive Affect Negative Affect Schedule Analysis

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of: "I felt interested" is the same across categories of "how long have you lived in Indiana?"	Independent-Samples Kruskal-Wallis Test	.959	Retain the null hypothesis
2	The distribution of: "I felt distressed" is the same across categories of "how long have you lived in Indiana?"	Independent-Samples Kruskal-Wallis Test	.927	Retain the null hypothesis
3	The distribution of: "I felt excited" is the same across categories of "how long have you lived in Indiana?"	Independent-Samples Kruskal-Wallis Test	.960	Retain the null hypothesis
4	The distribution of: "I felt upset" is the same across categories of "how long have you lived in Indiana?"	Independent-Samples Kruskal-Wallis Test	.655	Retain the null hypothesis
5	The distribution of: "I felt strong" is the same across categories of "how long have you lived in Indiana?"	Independent-Samples Kruskal-Wallis Test	.279	Retain the null hypothesis
6	The distribution of: "I felt guilty" is the same across categories of "how long have you lived in Indiana?"	Independent-Samples Kruskal-Wallis Test	.386	Retain the null hypothesis

	Null Hypothesis	Test	Sig.	Decision
7	The distribution of: “I felt scared” is the same across categories of “how long have you lived in Indiana?”	Independent-Samples Kruskal-Wallis Test	.430	Retain the null hypothesis
8	The distribution of: “I felt hostile” is the same across categories of “how long have you lived in Indiana?”	Independent-Samples Kruskal-Wallis Test	.908	Retain the null hypothesis
9	The distribution of: “I felt enthusiastic” is the same across categories of “how long have you lived in Indiana?”	Independent-Samples Kruskal-Wallis Test	.712	Retain the null hypothesis
10	The distribution of: “I felt proud” is the same across categories of “how long have you lived in Indiana?”	Independent-Samples Kruskal-Wallis Test	.422	Retain the null hypothesis
11	The distribution of: “I felt irritable” is the same across categories of “how long have you lived in Indiana?”	Independent-Samples Kruskal-Wallis Test	.217	Retain the null hypothesis
12	The distribution of: “I felt alert” is the same across categories of “how long have you lived in Indiana?”	Independent-Samples Kruskal-Wallis Test	.066	Retain the null hypothesis
13	The distribution of: “I felt ashamed” is the same across categories of “how long have you lived in Indiana?”	Independent-Samples Kruskal-Wallis Test	.566	Retain the null hypothesis

	Null Hypothesis	Test	Sig.	Decision
14	The distribution of: “I felt inspired” is the same across categories of “how long have you lived in Indiana?”	Independent-Samples Kruskal-Wallis Test	.119	Retain the null hypothesis
15	The distribution of: “I felt nervous” is the same across categories of “how long have you lived in Indiana?”	Independent-Samples Kruskal-Wallis Test	.027	Reject the null hypothesis
16	The distribution of: “I felt determined” is the same across categories of “how long have you lived in Indiana?”	Independent-Samples Kruskal-Wallis Test	.402	Retain the null hypothesis
17	The distribution of: “I felt attentive” is the same across categories of “how long have you lived in Indiana?”	Independent-Samples Kruskal-Wallis Test	.118	Retain the null hypothesis
18	The distribution of: “I felt jittery” is the same across categories of “how long have you lived in Indiana?”	Independent-Samples Kruskal-Wallis Test	.154	Retain the null hypothesis
19	The distribution of: “I felt is active” the same across categories of “how long have you lived in Indiana?”	Independent-Samples Kruskal-Wallis Test	.391	Retain the null hypothesis
20	The distribution of: “I felt afraid” is the same across categories of “how long have you lived in Indiana?”	Independent-Samples Kruskal-Wallis Test	.148	Retain the null hypothesis

1. I felt *interested*.
    - According to the Kruskal-Wallis Test, the p-value was .959. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.
2. I felt *distressed*.
    - According to the Kruskal-Wallis Test, the p-value was .927. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.
3. I felt *excited*.
    - According to the Kruskal-Wallis Test, the p-value was .960. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.
4. I felt *upset*.
    - According to the Kruskal-Wallis Test, the p-value was .655. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.
5. I felt *strong*.
    - According to the Kruskal-Wallis Test, the p-value was .279. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.

6. I felt *guilty*.
    - According to the Kruskal-Wallis Test, the p-value was .386. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.
7. I felt *scared*.
    - According to the Kruskal-Wallis Test, the p-value was .430. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.
8. I felt *hostile*.
    - According to the Kruskal-Wallis Test, the p-value was .908. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.
9. I felt *enthusiastic*.
    - According to the Kruskal-Wallis Test, the p-value was .712. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.
10. I felt *proud*.
    - According to the Kruskal-Wallis Test, the p-value was .422. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.

11. I felt *irritable*.

- According to the Kruskal-Wallis Test, the p-value was .217. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.

12. I felt *alert*.

- According to the Kruskal-Wallis Test, the p-value was .066. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.

13. I felt *ashamed*.

- According to the Kruskal-Wallis Test, the p-value was .566. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.

14. I felt *inspired*.

- According to the Kruskal-Wallis Test, the p-value was .119. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.

15. I felt *nervous*.

- According to the Kruskal-Wallis Test, the p-value was .027. Therefore, there was a significance in the participants' responses based on how long they lived in Indiana, and this study rejected the null hypothesis. Indicating that the longer the participant lived in Indiana, the more nervous they felt.

16. I felt *determined*.

- According to the Kruskal-Wallis Test, the p-value was .402. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.

17. I felt *attentive*.

- According to the Kruskal-Wallis Test, the p-value was .118. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.

18. I felt *jittery*.

- According to the Kruskal-Wallis Test, the p-value was .154. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.

19. I felt *active*.

- According to the Kruskal-Wallis Test, the p-value was .391. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.

20. I felt *afraid*.

- According to the Kruskal-Wallis Test, the p-value was .148. Therefore, there was no significance in the participants' responses based on how long they lived in Indiana, and this study retained the null hypothesis.

Overall, there were 20 significances found in this study. Showing that region and population rarely affects the perception, but emotions will almost always change before and after an event. The significant findings are as follows, with participants feeling:

21. That the Indiana Bicentennial Torch Relay helped preserve the local culture (based on population).
22. That people in their town are good at influencing each other (based on region).
23. Interested changed positively (based on the affect before and after the event).
24. Distressed changed negatively (based on the affect before and after the event).
25. Excited changed positively (based on the affect before and after the event).
26. Strong changed positively (based on the affect before and after the event).
27. Guilty changed negatively (based on the affect before and after the event).
28. Scared changed negatively (based on the affect before and after the event).
29. Hostile changed positively (based on the affect before and after the event).
30. Enthusiastic changed positively (based on the affect before and after the event).
31. Proud changed positively (based on the affect before and after the event).
32. Alert changed negatively (based on the affect before and after the event).
33. Inspired changed positively (based on the affect before and after the event).
34. Nervous changed positively (based on the affect before and after the event).
35. Determined changed positively (based on the affect before and after the event).
36. Attentive changed positively (based on the affect before and after the event).
37. Jittery changed negatively (based on the affect before and after the event).
38. Active changed positively (based on the affect before and after the event).
39. Afraid changed negatively (based on the affect before and after the event).
40. Nervous changed negatively (based on how long they lived in Indiana).

Discussion

Restating Purpose Statement

The purpose of this study is to understand the emotions and perceptions of participants in a state-wide Hallmark event and to understand how the participants' experience with the Indiana Bicentennial Torch relay impacted their sense of community.

Interpreting Results

The proposed hypothesis: the perception of a participant from a highly populated county will differ from a participant from a lower populated county. Based on the findings, there was only one question in the perception scale that had a significant difference.

The findings suggest that the participants differed in their belief that the Indiana Bicentennial Torch Relay helped preserve local culture. According to previous studies, perception is based on what is input into the brain (Attneave, 1962). Hence, a person from one community would have a different life-experience from a person from a different community. However, the results show that the participants' perception to the event was mostly the same. This shows that even though they have different cultures and backgrounds, they can still possess similar attributes (Foscht et al., 2008). This explains that perception is not predictable and can be correct or incorrect based on assumptions (Kenny & Acitelli, 2001).

This significantly different item is not surprising, based on personal experience, where the local culture seems to differ a lot between smaller counties and larger counties. Although not considered statistically significant, the participants seemed to differ in their opinion that the Indiana Bicentennial Torch Relay helped create cohesion in the community. This finding is also not surprising, based on personal observation and

anecdotal evidence. In small counties, nearly every school and business in small counties stood outside to wave at and support the torchbearers. In larger counties, however, the event focused more on managing traffic and other aspects. Thus, community was more heavily promoted in smaller counties.

The proposed hypothesis was designed based on the researcher's personal experience with the Indiana Bicentennial Torch Relay. From her observation, the hype and excitement of the crowds were very different in small-populated counties compared to large-populated ones. The smaller counties encouraged everyone in town to participate in the event in some manner, whereas the larger-populated counties the Torch Relay was just one of many events happening simultaneously. Therefore, the researcher proposed that there might be a difference in the participants' perception based on their population.

For the second hypothesis, the researcher proposed that the perception of how the event benefitted the community will differ based on the respondents' geographical location, which formed the second hypothesis. Based on the findings, there was only one question that was found significantly different: "People in my town are good at influencing each other." According to MacQueen et al (2001), one of the main aspects of community is locus. Additionally, many people believe that community is based on their physical distance to others and the society and history of the community (Kitayama et al., 2003). Thus, the hypothesis was based on previous studies which found that similar communities would have similar perceptions of their community. However, the findings showed that most of the perceptions of the communities were similar throughout the entire state, suggesting that although many parts of Indiana have different demographics, political affiliations and populations, locals' perceptions of their communities differ only slightly.

This finding may be interpreted as a surprise, since observations suggest that differences would be based on participants' sense of belonging to their town. However, this influence was not thought to be related to geographical location. The proposed hypothesis was based on the personal experience the researcher had with the Indiana Bicentennial Torch Relay. Although the observed participants seemed to feel a commonality of passion for the event, the community aspect felt different, especially in the central region of Indiana, where the communities appeared busier and less involved with the event. By contrast, southern communities appeared very involved in the planning process of the event and had several side-events linked to the Indiana Bicentennial Torch Relay. Alternatively, in several parts of northern Indiana, the communities seemed to associate themselves to Chicago or Illinois in general rather than Indiana.

Therefore, the findings of no significant difference in the other community perception questions were unexpected. Central Indiana is filled with college towns and large cities, leading to the assumption that the feeling of community would be stronger in the southern region than the central region. However, the feeling of community actually stretches across Indiana in similar ways, thus making the community broader and larger than expected.

For the third question, the study proposes that the torchbearers' emotions before participating in the event would differ from their emotions after the event. According to the findings, 17 out of the 20 emotions tested were found significant. The only emotions that were not considered significant were *upset, irritable,* and *ashamed*.

Of the 17 that were found significant, 10 were found to have changed positively. Those included the feelings of being *interested, excited, strong, hostile, enthusiastic,*

proud, inspired, determined, attentive, and *active*. A positive change means that the 10 emotions increased from the before the event to after the event. Seven of significant findings were negative: *distressed, scared, guilty, alert, nervous, jittery,* and *afraid.* The negative significance means that those seven emotions decreased from before to after the event.

The participants were evaluated using the PANAS scale to measure emotions. The participants were asked to rate their emotions before, during, and after the event. Measuring emotions before the event are most likely to be consistent, based on their perception of what they know (Kim et al., 2016). However, since perception is based on what is input into the brain (Attneave, 1962) and what participants have experienced, their perception would change during their experience of the event. Thus, it is believed that, based on their perception-change, participants' emotions before and after the event would differ.

The hypothesis is based on the observations of the Indiana Bicentennial Torch Relay and personal experience with emotions before and after an event. The initial hype before the experience could be different after one has experienced the event. The findings show that the emotions mostly do change. However, most of the participants rated the negative emotions as not common, and those negative emotions were not seen as significantly different. This is not a surprise. With hopes of creating a positive event, the staff of the Indiana Bicentennial Torch Relay would want the positive emotions to increase after the event and the negative emotions to never happen at all. These findings demonstrate that the positivity of participants' emotions did become more prominent overall.

The last hypothesis suggested that the participants of the Indiana Bicentennial Torch Relay would change their emotions during the event, based on the length of their

residency in Indiana. The findings showed that only one out of the twenty emotions tested was found significant: *nervous*.

The development of this question was based on "Hoosier Pride," with the event itself being created to showcase Indiana. While creating this research project, the director of the Indiana Bicentennial Torch Relay wanted to know more about the sense of Indiana pride that occurred during the event. The research done in this project was designed to learn more about participants emotions and their "Hoosier Pride." Since attitude is based on long-term emotion (Manjunatha et al., 2009), the study sought to determine the participants' attitudes of the event in relation to the longevity of their residency.

According to previous studies, a long-lasting relationship with something can be an asset that enhances image and credibility (Tàpies & Moya, 2012). Knowing this, a hypothesis was created which expected the image of the event to be more positively strong for those who had a longer relationship with Indiana than those who had shorter residency; after all, a person's cultural pride can depend on their longevity (Grajzl et al., 2018). However, this cultural pride might not be correlated to the event itself. The researchers believed that since the theme of the event was the bicentennial anniversary of the state, that pride and cultural identity would be linked with emotions. Since this study uses a relatively simple scale (Watson & Clark, 1988), the information may not be completely valid. If in-depth qualitative research were performed, there might be more insight found on the "Hoosier Pride" and cultural identity.

Limitations

This research has several limitations that may create problems when determining a clear interpretation of its hypothesis.

First, the survey was done a couple months after the event took place. A couple of the torchbearers had passed away, so their information was not collected. Also, since the survey was done after the event, the emotions they felt may have been altered by time. The most accurate evaluation of emotions would need to be done immediately after the event. Especially with the PANAS scale, the most accurate results would happen if the participants had been surveyed before and after the event. However, the participants answered the survey based on their memories, possibly not resulting in the most authentic answers.

Second, the survey was sent entirely by email. Although the study recorded a high response rate, several emails were sent back due to change of email address or the email being incorrect. For those who do not have email or the email was sent back, their information was unable to be collected.

Third, this kind of event is very specific. The Indiana Office of Tourism Development created this event to celebrate the 200th birthday of Indiana. The focus of this event was on the bicentennial of Indiana and its landmarks. Therefore, there will never again be an event exactly like this one. There could be similar events, but there is not a lot of other opportunities for analysis.

Lastly, the questions were all quantitative, which left out some possibly important information. If the torchbearers were interviewed personally, this study could have learned more about their emotions from their responses. However, a quantitative approach was chosen based on the personal experience the researcher had with the event. The researcher observed the participants personally and felt they did not need to be interviewed. However, interviewing them could have helped achieve better results.

Recommendations

Based on the research that was done to understand the perceptions and emotions of participants of a state-wide Hallmark event, the result of this study lead to several recommendations for future research. The Indiana Bicentennial Torch Relay was created to celebrate the 200th birthday of Indiana. This exact event could never happen again, due to it being a one-time anniversary. However, similar events could happen in the future, so retrieving an evaluation of the satisfaction of the participants is essential to determining the possible success of such events. Several U.S. states, after all, have yet to celebrate their bicentennial. Therefore, recommendations could apply to other states that hope to plan a similar event.

The first recommendation is to survey participants immediately after an event, possibly even the same day as the event. This would make the emotions more accurate when surveyed and provide more exact results. For this research, the delay in sending surveys possibly manipulated their results.

The second recommendation would be to randomly select interviews after the event. This would eliminate some statistical biases due to having the results only being obtained by email and would help researchers receive more detailed information about the participants. If the torchbearers were interviewed, instead of just surveyed, there might have been some significant responses that could have helped with the research.

Another recommendation is to generalize the event to involve multiple communities on a statewide level. A future event planner might be able to do a similar event by involving the entire state rather than breaking it up amongst specific counties. By including more whole-state events, and not just specific-county events. This bicentennial

event was divided among different Indiana counties, but this research recommends that having an event that involves the entire state as a community can result in more positive perceptions and emotions.

Appendices

Appendix A: Thesis Survey Questions

Gender:

- Male
- Female

Age: _____

Ethnicity:

- White/ Caucasian
- Black/African American
- Asian American
- Latino/Hispanic
- Native American
- Other: ____

County Participated: _____

What county do you live in? _____

How many years have you lived in Indiana?

- Less than 5 years
- 5-10 years
- 11-20 years

- 21-30 years
- 31-40 years
- 41-50 years
- Over 50 years

Have you ever lived outside of Indiana?

- Yes
- No

How did you participate in the Indiana Bicentennial Torch Relay?

- Walk/Run
- Rode on a Vehicle
- Rode on a Horse
- Other: _____

I believe The Indiana Bicentennial Torch Relay…	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
Generated revenues for civic projects	○	○	○	○	○
Enhanced community image	○	○	○	○	○
Built community pride	○	○	○	○	○
Helped preserve the local culture	○	○	○	○	○

Helped create cohesion in the community	○	○	○	○	○
Increased employment opportunities	○	○	○	○	○
Increased the standard of living	○	○	○	○	○
Encouraged locals to develop new facilities	○	○	○	○	○
Provided more recreational opportunities	○	○	○	○	○
Promoted organizations and businesses	○	○	○	○	○
Offered family based recreation activities	○	○	○	○	○
Enhanced community image to outsiders	○	○	○	○	○
Helped foster relationships between residents and visitors					
Educational – made people aware of the town	○	○	○	○	○
Increased traffic congestion	○	○	○	○	○
Put pressure on local services	○	○	○	○	○
Increase the crime rate	○	○	○	○	○

	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
Being a torchbearer was truly a joy	○	○	○	○	○
Compared with other things I could have done, the time spent as a torchbearer was truly enjoyable	○	○	○	○	○
I enjoyed being immersed in the Bicentennial Torch Relay	○	○	○	○	○
While being a torchbearer, I felt a sense of adventure	○	○	○	○	○
My feelings towards the Bicentennial Torch Relay can be described as Very Unsatisfied	○	○	○	○	○
My feelings towards the Bicentennial Torch Relay can be described as Very Satisfied	○	○	○	○	○
My experience during the Bicentennial Torch Relay was located near my home	○	○	○	○	○

I liked the Bicentennial Torch Relay experience	○	○	○	○	○
The Bicentennial Torch Relay staff made the experience pleasant	○	○	○	○	○

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How did you feel **before** participating in the event?	**Very slightly or not at all**	**A little**	**Moderately**	**Quite a bit**	**Extremely**
Interested	○	○	○	○	○
Distressed	○	○	○	○	○
Excited	○	○	○	○	○
Upset	○	○	○	○	○
Strong	○	○	○	○	○
Guilty	○	○	○	○	○
Scared	○	○	○	○	○
Hostile	○	○	○	○	○
Enthusiastic	○	○	○	○	○
Proud	○	○	○	○	○
Irritable	○	○	○	○	○
Alert	○	○	○	○	○
Ashamed	○	○	○	○	○

Inspired	○	○	○	○	○
Nervous	○	○	○	○	○
Determined	○	○	○	○	○
Attentive	○	○	○	○	○
Jittery	○	○	○	○	○
Active	○	○	○	○	○
Afraid	○	○	○	○	○

How did you feel **during** your participation of the event?	**Very slightly or not at all**	**A little**	**Moderately**	**Quite a bit**	**Extremely**
Interested	○	○	○	○	○
Distressed	○	○	○	○	○
Excited	○	○	○	○	○
Upset	○	○	○	○	○
Strong	○	○	○	○	○
Guilty	○	○	○	○	○
Scared	○	○	○	○	○
Hostile	○	○	○	○	○
Enthusiastic	○	○	○	○	○
Proud	○	○	○	○	○
Irritable	○	○	○	○	○
Alert	○	○	○	○	○
Ashamed	○	○	○	○	○
Inspired	○	○	○	○	○
Nervous	○	○	○	○	○
Determined	○	○	○	○	○
Attentive	○	○	○	○	○
Jittery	○	○	○	○	○
Active	○	○	○	○	○
Afraid	○	○	○	○	○

How did you feel **after** your participation in the event?	**Very slightly or not at all**	**A little**	**Moderately**	**Quite a bit**	**Extremely**
Interested	○	○	○	○	○
Distressed	○	○	○	○	○
Excited	○	○	○	○	○
Upset	○	○	○	○	○
Strong	○	○	○	○	○
Guilty	○	○	○	○	○
Scared	○	○	○	○	○
Hostile	○	○	○	○	○
Enthusiastic	○	○	○	○	○
Proud	○	○	○	○	○
Irritable	○	○	○	○	○
Alert	○	○	○	○	○
Ashamed	○	○	○	○	○
Inspired	○	○	○	○	○
Nervous	○	○	○	○	○
Determined	○	○	○	○	○
Attentive	○	○	○	○	○
Jittery	○	○	○	○	○
Active	○	○	○	○	○
Afraid	○	○	○	○	○

	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
I can get what I need in my town	○	○	○	○	○
My town helps me fulfill my needs	○	○	○	○	○
I feel like a member of this town	○	○	○	○	○
I belong in my town	○	○	○	○	○
I have a say about what goes on in my town	○	○	○	○	○
People in my town are good at influencing each other	○	○	○	○	○
I feel connected to this town	○	○	○	○	○
I have a good bond with others in my town	○	○	○	○	○

Appendix B: IRB Study Approval

IRB STUDY #1707352378

INDIANA UNIVERSITY STUDY INFORMATION SHEET FOR

Participant Experiences in the Indiana Bicentennial Torch Relay

You are invited to participate in a research study to understand the attitudinal impact and perception of the participants of the Indiana Bicentennial Torch Relay.. You were selected as a possible subject because you participated in Indiana's Bicentennial Torch Relay. We ask that you read this form and ask any questions you may have before agreeing to be in the study.

The study is being conducted by Brian D. Krohn, PhD in the department of Tourism Convention and Event Management.

STUDY PURPOSE

The purpose of this study is to examine the emotions, attitudes, and feeling of the participants of a Hallmark event. We want to better understand the relationship between participating in a specific event and the perception of the event.

PROCEDURES FOR THE STUDY:

If you agree to be in the study, you will complete an online survey that takes 10-25 minutes that measures your feeling toward the Bicentennial Torch Relay as well as the emotions you experiences prior, during and after participation.

RISKS AND BENEFITS

The risks of participating in this research are minimal and require only your time and use of an internet browser via your own personal computer or mobile device.

There is also a risk of loss of confidentiality.

There is no expected benefit to you as the participant, but the results will be used to guide the development of future events to improve the experience of the participant

CONFIDENTIALITY

Efforts will be made to keep your personal information confidential. We cannot guarantee absolute confidentiality. Your personal information may be disclosed if required by law. Your identity will be held in confidence in reports in which the study may be published and databases in which results may be stored.

Organizations that may inspect and/or copy your research records for quality assurance and data analysis include groups such as the study investigator and his/her research associates, the Indiana University Institutional Review Board or its designees, the study sponsor, and (as allowed by law) state or federal agencies, specifically the Office for Human Research Protections (OHRP), who may need to access your research records.

PAYMENT

You will not receive payment for taking part in this study.

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Curriculum Vitae

Millie Kathleen Nyhuis

Education

- Masters of Science in Event Tourism – Indiana University- Purdue University Indianapolis: December, 2022
- Bachelor of Science in Tourism, Conventions & Event Management – Indiana University-Purdue University Indianapolis: May, 2015
- Minor in Business Management – Indiana University-Purdue University Indianapolis: May, 2015

Professional Experience

- Event Intern – Indiana Bicentennial Torch Relay (2016)
- Event Intern – Downtown Indy, Inc. (2017)
- Membership & Meetings Coordinator (2020)