

Abstract of thesis entitled:

Development of Street Audience Experience (SAE) Scale

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Abstract

Street performance has gained a higher social status in the 21st century, and recently scholars have argued for its merit in contributing to the quality of urban life in the public places. The past studies of street performance have mainly focused on performances and performers, and there is a research gap in the literature calling attention to studying street performance from an audience perspective. A Street Audience Experience (SAE) scale was developed based on a Hong Kong sample through an exploratory and a confirmatory stage over three parts of study. In the exploratory stage, interviews and a quantitative survey were conducted and followed by an exploratory factor analysis to inform a hypothetical factor model. In the confirmatory stage, another survey was conducted and followed by a confirmatory factor analysis to validate the hypothetical factor structure. Six factors of street audience experience were confirmed: *emotion, intellect, interaction, novelty, place, and technique*. Based on the proposed model, the relations between the audience's experience of street performance and their behavioral intentions are also discussed.

摘要

二十一世紀，街頭表演獲得較高的社會地位，最近亦有學者討論其對於提昇城市生活及公共空間質素的貢獻。目前有關街頭表演的研究主要集中於表演本身和表演者上，觀眾的角度仍有待探討。是項研究共三部分，並劃分探索性(exploratory)和確認性(confirmatory)兩個階段，基於香港觀眾樣本建立起 Street Audience Experience (SAE) scale。至於研究方式，探索階段兩個部分採用訪問和問卷調查，運用 exploratory factor analysis 假定了 SAE 的雛型；確認階段的第三部分亦採用問卷調查，運用 confirmatory factor analysis 證實先前的假定。經過驗證，觀眾經歷街頭表演可分為情感上(emotion)、思維上(intellect)、互動性(interaction)、原創性(novelty)、地方觀感上(place)和技術性(technique)六個範疇。最後，研究基於 SAE scale，對街頭表演觀眾行為意向作出分析。