

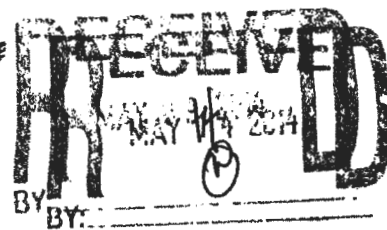
California State University, San Bernardino  
Institutional Review Board

Application to Use Human Subjects in Research

1. PROJECT REVIEW

All applicants complete CITI Course in Human Subjects Online Training before submitting IRB application (see policy at <http://irb.csusb.edu/>).

- New project (ID # assigned by IRB): [REDACTED]  
 Resubmission project (Enter IRB ID #): [REDACTED]  
 Date of most recent previous review: [REDACTED]



2. DATA COLLECTION DATES: From (May 15, 2014) to (June 15, 2014)

Note: Required information; must be future dates (after IRB approval).

3. INVESTIGATOR(S) (copy and paste additional investigator names as needed):

All individuals listed below are from the Department of Criminal Justice. The phone number is 909-537-5506. Email contact information for each student appears in section 9.

Faculty Investigator Name & contact: Gisela Bichler [gbichler@csusb.edu](mailto:gbichler@csusb.edu)

Student Names: Yesenia Cardenas, Ashley Crubaugh, Haley Garland, Alberto Gomez, Alicia Gutierrez, Stephanie Hernandez, Brian Jung, Jason Leith, Cristal Mercado, Joshua Montooth, Erik Perez, Paola Plata, Brittany Rios, Nanet Sicairos.

For students, this research is for:

- Graduate Thesis or Project  
 Independent Study  
 Other:  
 Honors Project  
X Course: CJUS 570

4. PROJECT TITLE: Palm Springs Special Event Security Study

5. PARTICIPANTS (approximate number and all applicable categories):

Number of participants proposed: ( est. 165 )

- Female     Male  
 Children (17 or younger)  
 Prisoners  
 Pregnant women  
 CSUSB students  
 Child Development Center  
 Patients in institutions  
 Faculty or external reviewers

6. FUNDING: Project period from (MM/DD/YYYY) to (MM/DD/YYYY)

Are you seeking funding for this research?                      X No     Yes  
If yes, submit one complete copy of your proposal as soon as available.

Does the funding agency require IRB approval?                       No     Yes  
If yes, provide all relevant forms, instructions, etc. with this application.

7. **REVIEW CATEGORY:** Please mark all items that apply.

Note: All research involving children must be reviewed by the full Board.

**Administrative Review** (based on the following categories):

- Research conducted in established or commonly accepted educational settings, involving normal educational practices, such as (i) research on regular and special education instructional strategies, or (ii) research on the effectiveness of or the comparison among instructional techniques, curricula, or classroom management methods.
- Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures or observation of public behavior, unless: (i) information obtained is recorded in such a manner that human subjects can be identified, directly or through identifiers linked to the subjects; and (ii) any disclosure of the human subjects' responses outside the research could reasonably place the subjects at risk of criminal or civil liability or be damaging to the subjects' financial standing, employability, or reputation.
- Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures, or observation of public behavior that is not exempt under paragraph (b) (2) of this section, if: (i) the human subjects are elected or appointed public officials or candidates for public office; or (ii) federal statute(s) require(s) without exception that the confidentiality of the personally identifiable information will be maintained throughout the research and thereafter.
- Research involving the collection or study of existing data, documents, records, pathological specimens, or diagnostic specimens, if these sources are publicly available or if the information is recorded by the investigator in such a manner that subjects cannot be identified, directly or through identifiers linked to the subjects.
- Research and demonstration projects which are conducted by or subject to the approval of department or agency heads, and which are designed to study, evaluate, or otherwise examine: (i) Public benefit or service programs; (ii) procedures for obtaining benefits or services under those programs; (iii) possible changes in or alternatives to those programs or procedures; or (iv) possible changes in methods or levels of payment for benefits or services under those programs.
- Taste and food quality evaluation and consumer acceptance studies, (i) if wholesome foods without additives are consumed or (ii) if a food is consumed that contains a food ingredient at or below the level and for a use found to be safe, or agricultural chemical or environmental contaminant at or below the level found to be safe, by the Food and Drug Administration or approved by the Environmental Protection Agency or the Food Safety and Inspection Service of the U.S. Department of Agriculture.

**Expedited Review** (based on the following categories):

Note: Submit original and one copy of all application materials.

- Collection of hair, nail clippings, teeth (if non-disfiguring)
- Collection of excreta or external secretions

- Recording data from adults using non-invasive procedures
- Collecting moderate blood samples from healthy adults
- Collecting supra- and sub-gingival dental plaque or calculus
- Voice recordings made for research purposes
- Moderate exercise by healthy volunteers
- Study of existing data, documents, records, or pathological or diagnostic specimens
- X Non-manipulative, non-stressful research on individual or group behavior

**Full Board Review:** Submit original and one copy of all materials.

8. **ATTACHMENTS:** All relevant project materials and documents, including

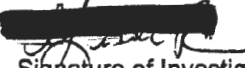





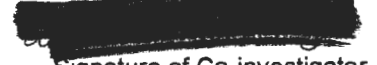

















- X Surveys, questionnaires, interview instruments
- X Informed Consent and Assent (if applicable) forms
- Letters of approval on letterhead from cooperating agencies, schools, boards of education, etc.
- X Debriefing statement or explanation sheet if applicable
- Participant recruitment materials (e.g., fliers, advertisements)







9. AFFIRMATION OF COMPLIANCE:

Note: Investigators or researchers are required to notify the IRB of substantive changes to protocol, unanticipated adverse, serious events experienced by participants, and project completion. Projects lasting longer than one year require an annual Request for Continuation (Protocol Renewal) or Notice of Project Ending by emailing the Research Compliance Officer at [mgillesp@csusb.edu](mailto:mgillesp@csusb.edu). Failure to submit may result in disciplinary action under CSUSB student or faculty misconduct policy. Consent forms and data must be kept at least three years.

*I agree to follow the procedures outlined herein and to ensure that the rights and welfare of human participants are properly protected. I will commence the study only after receiving approval from the IRB (or departmental Human Participants Review Board) and having complied with required modifications. I will promptly report additions, changes, or problems involving the rights or welfare of human participants to the IRB by contacting the Research Compliance Officer at [mgillesp@csusb.edu](mailto:mgillesp@csusb.edu). If the project continues for more than one year from the approval date, I will submit the required documentation.*

*I affirm that I have read and reviewed the accuracy of this application and accept responsibility for the ethical conduct of this research, supervision of human participants, and maintenance of data and informed consent documentation as required by the IRB.*

 Signature of Investigator	 CSUSB E-mail Address	5/1/14 Date
 Signature of Co-investigator	 CSUSB E-mail Address	5-8-14 Date
 Signature of Co-investigator	 CSUSB E-mail Address	5/1/14 Date
 Signature of Co-investigator	 CSUSB E-mail Address	5/1/14 Date
 Signature of Co-investigator	 CSUSB E-mail Address	5/1/14 Date
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 Signature of Co-investigator	 CSUSB E-mail Address	5/1/14 Date

 Signature of Co-investigator	 CSUSB E-mail Address	5/11/14 Date
 Signature of Co-investigator	 CSUSB E-mail Address	5/01/14 Date
 Signature of Co-investigator	 CSUSB E-mail Address	5/1/14 Date

**APPROVAL OF FACULTY ADVISOR OR SPONSOR:**

*I affirm that I have proofread and reviewed the accuracy of this application and accept responsibility for the ethical conduct of research, student supervision, and documentation maintenance. (copy and paste additional faculty advisor approval signatures and contact information lines as needed below.)*

*I agree to follow the procedures outlined herein for my student(s) and to ensure that the rights and welfare of human participants are properly protected. I will ensure the study does not commence until the study has been approved by the CSUSB IRB or from the Psychology or Social Work IRB committees (administrative and expedited review approval only) and having complied with required modifications. I will promptly report additions, changes, or problems involving the rights or welfare of human participants to the IRB by contacting the Research Compliance Officer at [mgillesp@csusb.edu](mailto:mgillesp@csusb.edu). If the project continues for more than one year from the approval date, I will submit the required documentation.*

Gisela Buchler      Criminal Justice  
 Printed Name of Faculty Advisor CSUSB Department      Phone x 75510

  
 Signature of Faculty Advisor      CSUSB E-mail Address      Date

**APPROVAL OF LICENSED PHYSICIAN:**

Required only if the project involves medical procedures and neither the investigator nor the faculty advisor is a licensed physician.

Printed Name of Physician      E-mail Address      Phone

Signature of Physician      Date

**10. RECRUITMENT OF PARTICIPANTS:**

The proposed research project involves four groups of human participants.

1. Representatives for firms involved in providing security during special events hosted by the City of Palm Springs and other private companies or groups, but located in Palm Springs, will be contacted and invited to participate in an online survey (located on Survey Monkey). If they are more amendable to a telephone interview, this option will be available. The list of firms and organizations will be developed from various sources: promotional materials, event permits and licenses, and event promoters. All firms and organizations involved will be invited to participate with an email that includes a link to the url for the survey. It is anticipated that about 15 organizations and companies will be invited to participate. It is further estimated that 1-2 people per organization may volunteer to complete the survey. All participants will be adults.
2. Using social media, Instagram, facebook, and twitter, individuals posting images and commenting about recent special events occurring in Palm Springs will be emailed and invited to participate in an online survey (located on Survey Monkey). Two sets of events will be targeted, the LED Dayclub and other pool parties occurring during Coachella Fest. The first 100 unique email addresses identified will be invited to participate. An email will be sent to these addresses that includes a link to the url for the online survey. All participants attending these events must be 21 or over, hence, all individuals will be assumed to be adults.
3. Event organizers will be identified from promotional material and a list of major special events. The primary organization/company running each major event will be contacted and invited to participate in an online survey. If they are more amendable to a telephone interview, this option will be available. There are on average 2 major events each month and it is estimated that about 24 event planners will be invited to participate in the survey. Since some events are sponsored by the City of Palm Springs, individuals from the City may be involved in this survey. An email will be sent to these addresses that includes a link to the url for the online survey. It is anticipated that all participants will be adults.
4. A list of 10 patrol police officers volunteering to participate in an interview about policing special events will be nominated by the Palm Springs Police Department. 2-4 of these individuals will be randomly selected for participation in the study. These individuals will be interviewed in person regarding their assessments of security needs of special events in Palm Springs. Given hiring practices, it is anticipated that all officers will be over 21 years of age.

**11. DESCRIPTION OF THE PROJECT:**

The primary objective of this study is to develop a comprehensive understanding of the security concerns surrounding major special events in Palm Springs. The City of Palm Springs has experienced a substantial growth in the number of major special events it hosts in the last few years. The City Council and Police Department are interested in surveying critical stakeholders in order to determine what concerns the event planners, staff, and attendees may have. Once information is assembled, the City in partnership with the stakeholders will work toward meeting these needs so that special events will continue to occur with great success in Palm Springs.

To generate a comprehensive understanding of the security infrastructure of special events it is critical to capture information from a range of sources. Three different types of data are needed that are subject to human ethics oversight.

- a. **Surveys.** Online and possibly telephone surveys will be conducted with key stakeholders. As noted above, the stakeholders include event planners, security personnel and attendees. The preference for gathering this data is the use of an online survey mechanism (Survey Monkey). As noted above, individuals will be contacted by email. The message will contain a link to the url of the survey.
- b. **In-person Interviews with Police Officers.** 2-4 interviews will be conducted with policed officers whom have had experience policing major special events in Palms Springs. (The IRB committee should note that since there are only 89 officers on the PSPD, all officers have this experience.) Individuals will be contacted via email to establish a meeting time/date. It is anticipated that officers will be interviewed while they are on shift but away from the office, during a break. For this reason, the interviews will be kept to 30 minutes. No personal identifiers will be recorded.
- c. **Public Postings.** Social media will be examined and information about special events will be harvested. The data pertain to popularity of specific facilities and the behavior and opinions of attendees as freely indicated by them on Facebook, Instagram, YouTube, and Google. Pictures will be examined for the number of people present, demographics, and behavior depicted. Two data collection forms will be used (see Appendices).

## 12. CONFIDENTIALITY OF DATA:

Data confidentiality will be maintained through a number of protocols. First, no personally identifiable information will be gathered. Second, with the exception of the interviews, direct data collection will involve an online survey (or possibly a telephone interview). This minimizes contact between the research staff and the participants. This lack of direct contact will generate anonymity, thereby generating an additional safeguard to the confidentiality of the data. Since the data will be collected electronically and email / ip indicators will not be recorded, there is no way to link the responses back to a specific individual. In-person interviews will not record details about the officers and since a few officers will be randomly selected from a larger list, the PSPD will not know who the researchers spoke with. Publicly posted information will also be used; no personal identifiers will be gathered and in many instances, there is already a level of anonymity as people use "online" personalities.

All data generated from this project will be maintained in password protected electronic storage media and will only be available to the named researchers.

## 13. RISKS AND BENEFITS:

While risks are associated with all studies, this research protocol sought to minimize any potential risk. All data collection avoids capturing personally identifying information; databases use only id numbers for volunteers. Personal interviews are being conducted in a fashion that will prevent the PSPD from knowing who was interviewed. In addition officers will be interviewed in person at a location and time that is convenient with them. The student researcher conducting these interviews works for a police agency and is familiar with police protocols. All other researchers will only have indirect or telephone contact with potential participants.

The potential benefit to the participants is that they will help the City develop better support for special events. In addition, the student researchers are afforded an opportunity to learn about research and they will also contribute meaningfully to improving public safety in a local community.

#### 14. INFORMED CONSENT:

Three informed consent statements are needed for this study—two for the online surveys and one for the interviews.

##### **Consent Statement Appearing in the Email when the Link is Sent**

**What the study is about:** The purpose of this study is to learn how special events are planned in Palm Springs and what factors are taken into consideration about safety and security.

**Taking part is voluntary:** Taking part in this study is completely voluntary. You may skip any questions that you do not want to answer. If you decide not to take part or to skip some of the questions, it will not affect your current or future relationship with California State University San Bernardino. If you decide to take part, you are free to withdraw at any time. The Institution of Review Board of California State University San Bernardino has approved this research study protocol. The estimated time to complete the survey is less than fifteen minutes. The results will be presented in a public meeting at city hall. This research is part of a class project under the Center for Criminal Justice Research.

**What we will ask you to do:** If you agree to participate in this study, a survey link will be e-mailed to you. The interview will include questions about the location, attendees, and staff in regards to event preparation

**Your answers will be confidential.** The records of this study will be kept confidential. A general report of our findings will only include aggregate or group answers. We will not include any information that will make it possible to identify you.

**If you have questions:** The researchers conducting this study are students in a Criminal Justice course at California State University. If you have questions later, you may contact the supervising professor, Dr. Bichler at [gbichler@csusb.edu](mailto:gbichler@csusb.edu).

##### **Consent Statement Appearing in the Online Survey**

The institution of CSUSB approved this research study of public safety concerns that may exist at special events in Palm Springs, CA. Your email was identified as being associated with someone who attended a recent pool party in Palm Springs through your postings on Facebook, Twitter, or Instagram. Alternatively, your contact information was obtained from promotional material generated by organizers of the special events.

Completing this online survey should take less than 20 minutes. You are free to withdraw at any time and can refuse to answer any or all questions you find uncomfortable without prejudice. Any information they choose to reveal will be done voluntarily and will be held in the strictest of confidence. Participation of the attendees in this survey is voluntary and at any point in time in the administration process they can choose not to participate. The survey is anonymous and individual responses will be held strictly confidential. There are no identifying marks on the survey and data will be aggregated so that individual characteristics cannot be identified by individual responses. The results of the interviews we are doing will be presented only in summary form to the City of Palm Springs. No individuals can be identified. It is anticipated that this study will help the City of Palm Springs to support special event planners as they prepare for the next season. There are no direct risks to participation. This study has been approved by the Institutional Review Board of California State University.



## Informed Consent Form for In-person Interviews

**Information and Purpose:** The interview for which you are being asked to participate in, is a part of a research study that is focused on examining the security needs of special events in Palm Springs. The purpose of this study is to gain a better understanding of the nature of these special events and law enforcement functions.

**Your Participation:** Your participation in this study will consist of an interview lasting approximately 30 minutes. You will be asked a series of questions about your police duties and functions. You are not required to answer the questions. You may pass on any question that makes you feel uncomfortable. At any time you may notify the researcher that you would like to stop the interview and your participation in the study. There is no penalty for discontinuing participation.

**Benefits and Risks:** The benefit of your participation is to contribute information to the City of Palm Springs and this will aid in its efforts to ensure special events are conducted with minimal security issues. This may assist current police officers in staffing special events. There are no direct risks associated with participating in the study as you were randomly selected and no personal identifiers were recorded.

**Confidentiality:** The interview will be transcribed via laptop. Your name and identifying information will not be associated with any part of the written report of the research. All of your information and interview responses will be kept confidential. The researcher will not share your individual responses with anyone other than the research supervisor.

If you have any questions or concerns, please contact the researcher at [riosb301@coyote.csusb.edu](mailto:riosb301@coyote.csusb.edu)

By signing below I acknowledge that I have read and understand the above information. I am aware that I can discontinue my participation in the study at any time.

Signature \_\_\_\_\_ Date \_\_\_\_\_

### 15. DEBRIEFING STATEMENT:

Two debriefing statements are needed for this study.

#### Debriefing Statement for Online Surveys

Thank you for agreeing to participate in this study! The general purpose of this research is to examine the security needs of special events in Palm Springs. We invited you to participate in this study because you have special knowledge of the events occurring in Palm Springs. In this study, you were asked to questions about security issues and your general knowledge of these events. The results from this study will potentially help in improving these events by providing the City of Palm Springs with information that will help it to determine what resources are needed to support special events in the City. It is possible that the Palm Springs Police Department will be staffed with more officers.

If you have any other concerns or comments please feel free to contact Dr. Bichler at [gbichler@csusb.edu](mailto:gbichler@csusb.edu) Alternatively, you could also phone the California State University San Bernardino Center for Criminal Justice Research at (909) 537-5548

## Survey Questions for Police Officers

1. Just to confirm, have you policed special events in Palm Springs since September 2013?
2. How often do you work special events in Palm Springs?
3. Are patrolling special events part of your regular work week?
4. During a special event what is your average shift length?
5. How far in advance are you warned of an upcoming large event in Palm Springs?
6. What duties are you normally assigned to during special events?
7. While policing special events are you at the same post/position throughout your entire shift or do you alternate with other officers? If yes, how often?
8. When you work special events is it usually in addition to or after a normal shift?
9. On average how many overtime shifts do you work in a month in relation to special events?
10. Do you work in conjunction with security agencies/ police department as per special events?
  - a. Pre-planning?
  - b. During?
  - c. Post event/ debriefing?
11. Since September 2013 have you received any type of special event or crowd control training?
  - a. If yes what did it entail?
12. Can you describe your current protocol procedures for patrolling large events?

### **Debriefing Statement for In-person Interviews**

Thank you for agreeing to participate in this study! The general purpose of this research is to examine the security needs of special events in Palm Springs

We invited officers of the Palm Springs Police Department to participate in the study. In this study, you were asked to questions about official duties and special event protocols. The results from this study will potentially help in staffing the Palm Springs Police Department with more officers.

If you have any other concerns or comments please feel free to email Brittany Rios at [riosb301@coyote.csusb.edu](mailto:riosb301@coyote.csusb.edu). Alternatively, you could also phone the California State University San Bernardino Center for Criminal Justice Research at (909) 537-5548

- Appendix 1 – In-person Consent and Debriefing Statements Follow**
- Appendix 2 – In-person Interview Questions**
- Appendix 3 – Debriefing Statement for In-person interviews**
- Appendix 4 – Online Survey Questions for attendees**
- Appendix 5 – Online Survey Questions for planners.**
- Appendix 6 – Online Survey Questions for security personnel.**
- Appendix 7 – Data collection form for social media.**




College of Social and Behavioral Sciences  
*Department of Criminal Justice*

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If you have any other concerns or comments please feel free to email  Alternatively, you could also phone the California State University San Bernardino Center for Criminal Justice Research at (909) 537-5548

### Questions for Palm Springs Pool Party Attendees

1. Have you been to this pool party before?
2. Did security look closely at your id?
3. How did you get into the party?
  - a. RSVP, on guest list, or bought a ticket
  - b. hotel guest
  - c. sorted it out at the door
4. Did you encounter any unsafe situations during the pool party?
5. Did you go to any after parties? Yes/ No
6. How could this event be improved? (check all that apply)
  - a. lower alcohol prices
  - b. different DJs
  - c. make it longer
  - d. better security
  - e. place toilets inside the party area
  - f. other (fill in)
7. What city do you live in?
8. Gender: Male or Female
9. Age Range: Under 21, 21-30, 31-40, 41-50, 50 and above
10. Ethnicity/Race: White, Black, Hispanic, Asian, Other

## Questions for Special Event Planners

### Events:

1) How many events did you plan in Palm Springs between September 2013 and May 2014? \_\_\_\_\_

2) Which type of events do you typically organize?

a. sporting event      b. music & performing arts      c. convention      d. charity event  
e. fine arts or other cultural events      f. holiday party or celebration      g. LGBTQ event

### Attendees

3. How many people typically attend the events? \_\_\_\_\_

4. Is there an age restriction? \_\_ Yes \_\_ No

If yes, Answer question 4b.

4b. What is the age limit for the events? \_\_\_\_\_

5. Most common age group:

a. Under 21, b. 21-30, c. 31-40, d. 41-50, e. 50 and above, f. all ages

### Staff

6. How many staff members are working in the event?

\_\_ 10 or less

\_\_ 11-20

\_\_ 21-30

\_\_ 31 or more

7. Will managers/supervisors be present in the event? \_\_ Yes \_\_ No

If yes, Answer question 7b

7b. What are their duties?  
\_\_\_\_\_

8. What type of security will be utilized? (check all that apply) \_\_ Private Contracted \_\_  
In-house security --- public (Palm Springs Police Department

9. How many security guards will be working the event? \_\_\_\_\_

10. Do the security personnel rotate their positions during the event? Yes, no, unknown

11. How many total entrances/exits? \_\_\_\_ Entrances \_\_\_\_ Exits

12. Will there be security at every entrance? \_\_Yes \_\_No

13. Will there be security at every exit? \_\_Yes \_\_No

14. Are people allowed to leave and re-enter the event? \_\_Yes \_\_No

If yes, Answer question 14b.

14b. Are they checked by security again? \_\_Yes \_\_No

15. Which of the following organizations and City Departments do you meet with prior to the event (check all that apply).

facility or venue staff, PS Police Department, Chamber of Commerce, Greater Palm Springs Convention and Visitors' Bureau, Private Security Company, Agua Caliente Tribal Council, other (please list)

16. Did you encounter any security/safety issues during the past season? If yes, please explain.

17. Are you planning to host any events in Palm Springs next year?

If yes, how could the City of Palm Springs help you in planning events next year?

If yes, how could the Palm Springs Police Department assist you in planning for security concerns?

## Questions for Security Personnel

### Events:

- 1) How many events did you work in PS in the last six months? \_\_\_\_\_
- 2) Name the different events you typically work;

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### Attendees

3. How many people typically attend the events? \_\_\_\_\_
4. Is there an age restriction? \_\_ Yes \_\_ No

If yes, Answer question 4b.

4b. What is the age limit for the events? \_\_\_\_\_

5. Most common age group:

\_\_ 18 or younger \_\_ 19-24 \_\_ 25-30 \_\_ 31-36 \_\_ 37 or older

### Staff

#### Think of the last event you worked in PS.

6. How many security staff members typically work the event in PS?

\_\_ 10 or less

\_\_ 11-20

\_\_ 21-30

\_\_ 31 or more

7. Were supervisors present in the event? \_\_ Yes \_\_ No

If yes, Answer question 7b

7b. What were their duties?

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8. Do you rotate your post? \_\_\_\_\_.

9. Describe the post you had and duties assigned to you.

10. Was security posted at every entrance/exit? \_\_ Yes \_\_ No



11. Are people allowed to leave and re-enter the event? \_\_Yes \_\_No

If yes, Answer question 19b.

19b. Are they checked by security again? \_\_Yes \_\_No

12. Are you armed during the event? \_\_Yes \_\_No

If yes, Answer question 14b

14b. what type of training do they receive?

13. What steps are taken to prepare for each event (training, unauthorized areas, and memorizing layout etc.)? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

14. Are you trained in First Aid and CPR? \_\_Yes \_\_No

15. What would you consider a major/minor problem? How do you identify and correct these potential problems?  
\_\_\_\_\_  
\_\_\_\_\_

16. What are your priorities when guarding the events?  
\_\_\_\_\_  
\_\_\_\_\_

## Social Media Data Collection Instrument: Property Form

Name	Analysis					
<b>Hotel Ratings</b>  1. Hard Rock Hotel 2. Ace Hotel 3. Riviera Hotel 4. Saguaro Hotel	<b>Hotels.com</b>  1-5___  1-5___  1-5___  1-5___	<b>Yelp</b>  1-5___ 1-5___ 1-5___ 1-5___				
<b>Party Frequency</b>  1. Hard Rock Hotel 2. Ace Hotel 3. Riviera Hotel 4. Saguaro Hotel	<b>Number per Week</b>  _____  _____  _____					
<b>Pool party Event Page</b>	Facebook (Y/N)	No. of Likes	Twitter (Y/N)	No. of Followers	Instagram (Y/N)	No. of Followers
1. Hard Rock Hotel						
2. Ace Hotel						
3. Riviera Hotel						
4. Saguaro Hotel						
<b>Promoter Page</b>  (Keyword Search: Palm Spring Pool Party Promotion)						
1.						
2.						
3.						
4.						
5.						
6.						

7.						
8.						
9.						
10.						
<b>Social Network Forum/Bulletin Boards</b>	<b>No. of Registered Users</b>		<b>No. of Threads/Topics Posted</b>			
<b>Name of Forum</b> <b>(Web Address)</b> <b>(Keyword Search:</b> <b>Pool Party Forum Palm Springs)</b>						
1.						
2.						
3.						
4.						
5.						

### Social Media Data Collection Instrument: Photo Analysis

ID	Source (1=Instagram, 2=Google, 3= Facebook & 4= YouTube	Location (1= Hard Rock, 2= Ace, 3= Riviera & 4 = Riviera)	Drinking (Y/N)	Drug Use (Y/N)	Lewd Acts (Y/N)	Fighting (Y/N)
1						
2						
3						
4						
...						
100						