

# RISE AND SHINE: FOOTBALL AND PARTY CULTURE AT INDIANA UNIVERSITY BLOOMINGTON

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## WHAT WE LOOKED AT:

How do Indiana University students interact with Indiana University football?

How do Indiana University students interact with the unofficial events that create IU football party culture?

How do Indiana University students perceive the importance of alcohol at IU football events?

## LITERATURE REVIEW



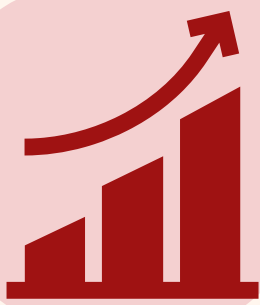
Overall, we found articles and past studies that looked at tailgating, drinking, and parties and gatherings related to college football. While these articles and studies were helpful for us and pointed us in good direction, they had no focus on the student experience and attitudes related to football and these gatherings.

## DATA COLLECTION

We sent out a survey on social media, in student organization group chats, and attended the November 5th Breakfast Club at Kilroy's on Kirkwood. We were able to get 167 survey responses, but only 99 completed ones, so 99 is the number that we focused our data on.



## WHAT WE FOUND



- 33% of students self identify as a big fan of IU football
- 52% of students attend an unofficial events prior to the start of a home game, 35% attend before all big games (Purdue, Michigan, Ohio State).
- 42% of students attend every home game
- 94/99 people think about tailgating when they think about IU football
- 86/99 people look forward to gathering with friends during the football season

## RECOMMENDATIONS

- Indiana University athletics can use our data to understand what students are looking for on game day and bring them from the unofficial events into the stadium
- Substance Use Intervention Services (SUIS), the Office of Student Conduct, and other student organizations can better program and provide better harm reduction tools for IU students.



## CONCLUSION

- There is a correlation between IU football and party culture. Students who are attending games are also attending unofficial events leading up to the game.
- Students are looking for comradery, fun, and experiences.
- Students value the relationship of unofficial events and IU football.
- Further data is required to get a more accurate sample of the IU student population.