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2015

## Anthropology of the Crowd, Blog 6

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Allyssa King

## Hello world!

Posted on August 28, 2015

I am very excited to be reporting on the UCI World Championship in Richmond. I am a senior at VCU studying Financial Engineering and Supply Chain Management and Analytics. When I graduate in December I have plans to work for a Company in New York selling medical devices. I love the city and everything it has to offer. When I'm not suffering from brain aneurisms from studying Calc 3, I love to play volleyball and try new breweries. Ever since coming to VCU, I have found a new passion for the food this city has to offer. From the food to the architecture there is so much to enjoy in this city. With all the street closings, the race-goers will have a prime opportunity to get a close up view of this magnificent town. I hope the spectators from all over venture out into this amazing city and see why I fell in love with Richmond!

## You think parking is bad now?

Posted on September 9, 2015

Sources say the population of Richmond is going to nearly double during the UCI World Championship Bike Race! With that being said you can only imagine the rates hotels will be charging. Air BnB has recently become incredibly popular for out of state travelers. Many students plan on leaving the city this week and renting their apartments out to Air BnB'ers. A little extra ca\$h never hurt anyone. Some are worried about letting a stranger stay in their apartments for a week but rest assure this Bike crowd is not one to lose sleep over. People from around the world are coming to Richmond to experience this epic event, and they are willing to pay top dollar for it. If you were planning on a quiet week off from school I recommend staying inside. Roads all over the fan and across Richmond are being shut down. Parking will be almost non existent!

Cheers to walking and calling it cardio!

-AK

## Race Crowd Description

Posted on October 4, 2015

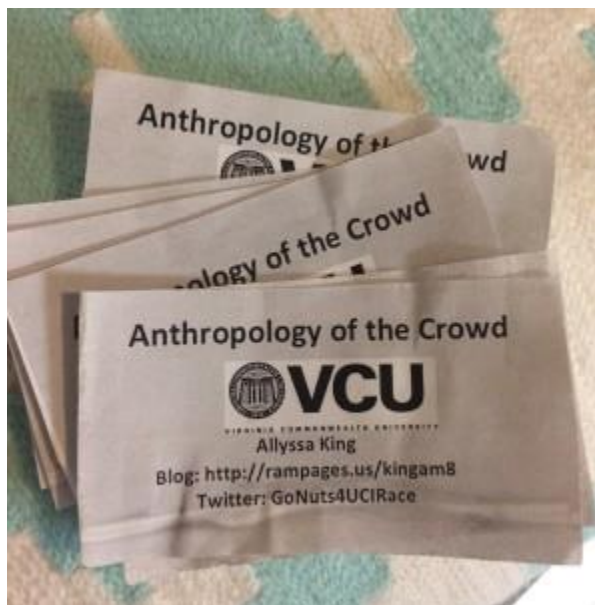
It was amazing to hear how far people had traveled to witness cycling. I had no idea the amount of followers the UCI Championship attracted. Many of the people I interviewed during the prelims were from Europe. During the actual

race the crowd tripled in size. The age demographic for the people that traveled from Europe was 50 and older. Many people were dressed in attire representing their nationalities. From flag capes to colorful feather boas people were full of spirit. I met one man who was carrying a flag that he has taken with him from every UCI World Championship since 2000. These fans particularly from Europe traveled in large groups. Many of them loud and vivacious! National pride was at an all time high. When I made my way to the beer tent I met many people from the U.S. that had traveled to Richmond for the race. I met many people from Georgia, New Jersey, and Oregon! The passionate fans that I talked to noted that they have been following the race for many years. Overall, I would say the fans were incredibly educated in the race itself and the rules. They were very interested in the cities dynamic and turns the course had to offer! Between the national pride and colorful flags it is safe to say the crowd was full of international and local fans looking to enjoy cycling!

## Collecting spectator data

Posted on October 4, 2015

Many of the spectators spoke languages other than English creating a barrier in itself. Also many of the fans were so interested in the race, the few that were interested in talking to students, did not want to talk for very long. On the positive side, seeing students wearing bright colors and traveling in groups came across as inviting. The shirts we were given for the bike race helped with the introduction aspect. I carried business card like sheets of paper with my blog and twitter handle on them to help inform the spectators of why we were interested in the crowd. Once the ice broke they were open to our questions and our school's involvement in the race. When they were told we had an entire week off from school they were incredibly shocked! The older European couples were the most friendly hands down! Many of them had a lot of offer in terms of languages spoken and travels of how they got to Richmond. The lighter questions like nationality and cheer type went over well. When it came down to palm size and pictures they became hesitant. After getting the first few people to open up the rest eventually came along.



# Crowd Diversity

Posted on October 4, 2015

It was very easy to see that different countries from around the world were representing among the UCI World Championship crowd. The majority of spectators were from European countries. A few of the tamer fans were from Australia and the Caribbean. The demographic was primarily older fans who had the finances to travel hundreds of miles to cheer on their country's cyclists. My group had a lot of diversity when putting together the data collection. As for myself, the majority of the people I met were from Europe. The top five represented countries in the crowd from my views were Belgium, Switzerland, France, Netherlands, and of course the United States. Whether my sample size wasn't big enough or people weren't open for questions, I didn't see a huge variety in the crowd. While watching the bike race itself, I saw cyclists from all over the world, which was a much larger pool than I imagined would be apart of the event. I would not go as far as saying that the crowd was an accurate representation of the world's population where as the cyclists themselves represented a numerous amount of countries.

# Crowd Interest

Posted on October 4, 2015

The crowd ranged from Richmond natives who worked downtown to cycling enthusiasts from around the world. With many dynamics to choose from I would say the outfits people wore were the most exciting. Many of the fans wore flags as capes and jerseys representing their country of origin. During the preliminary trials it was easy to spot out where people were from due to their exciting choice in clothing. This made a great introduction for conversation starters. Complimenting people on something they're excited about was an easy way to open them up to demographic questions!



# Going about collecting data

Posted on October 4, 2015

I personally found it easiest to rent an iPad from the library to collect my data. The crowd was remotely open to answering students questions. The aspect of introducing myself and meeting new people wasn't the difficult part. The questions we had to ask were what deterred people away and the aspect of a stranger coming up to them. To get all the information needed to answer the questions we were given took about 10 minutes. When you catch someone walking down the street, they really don't want to spend 10 minutes talking to a stranger. After the time constraint people were also hesitant to let us measure their hands. During the prelim trials on Wednesday I would say I spent a solid 5 hours in the downtown area. It was very dismaying asking people questions and them walking past you. Most of the time I spent downtown was being ignored by bystanders. In larger crowds, later in the week, it was easier to talk to people because they had less room to run away. I would change the way of going about collecting data. People loved our shirts and overall love free things. If we would have offered free t shirts or coozies people might have been more inclined to give us detailed answers and more insight. Overall the people that did give me the time of day, were incredibly nice and friendly to talk to.



# Additional types of data

Posted on October 4, 2015

I personally was more curious about the finances that went into making the race happen. I wish we would have been able to meet the higher officials running the event. As a financial engineering major, the budgets and city expenses are something that would have interested me. I was thinking the entire week on how much it must cost to not only shut down city streets but to convince VCU to shut school down for an entire week? The forecasts said that businesses would be so busy. Reports stating that the population was going to double scared everyone in the Fan

area away for the week, when in reality, the streets were dead. Business for that week decreased all around Shockoe-Bottom. Learning about the crowd was interesting but not anything to get excited about. Personally I would have loved to look at ways to market the city better and help local businesses attract foreign interest. For the additional crowd members questions I would have loved to ask them about where they were interested in eating or sites to visit while they were here. They came to the city for the race, but I would have been interested in showing them a deeper side to Richmond. If we were to give them a taste of our food and urban design, that would not only increase local business but keep tourism active in Richmond.

## Measuring Variation

Posted on October 4, 2015

Measuring variation among the crowd members is important because it shows the diversity among cultures around the world. By measuring the skin variation and palm size it can be used to show the physical orientations of people from certain countries. A certain amount of ignorance can be seen when decided on who to approach and talk to about their background. By only approaching people who are wearing colorful outfits or holding signs, I could have missed out on people who have interesting stories. With this mindset looking back, I wish I would have reached out to people who weren't wearing flag capes and just watching the race. With only a limited amount of time and energy, I was able to see the variation among the European cultures that were prominent in the crowd. The Belgians and Dutch were very tenacious and loud when it came to cheering on their riders. It says a lot about their countries culture and how they conduct themselves in a fun atmosphere!



# Holistic Perspective

Posted on October 4, 2015

Living in such a diverse city as Richmond has already allowed me to understand the importance of understanding and respecting people's heritage. With the bike race attracting such a large number of foreigners, it's incredibly apparent that we will see similarities and differences. Taking a holistic approach to judging someone's appearance and background can lead to new ideas and creating new opportunities. By learning from people's history and experiences, we as a human race, can learn cognitively how to fix problems and live a more well rounded lifestyle. Anthropology is more than just the study of the past, it's a study of human interaction with everything around us. By thinking in an holistic anthropologic wave length, we can open our eyes and minds to a brighter future.

# Analyze Humanity Collage

Posted on October 8, 2015

From the different colors of flags, skin tones, and signs around the race, there was no shortage of diversity! People from around the world came to the UCI World Championship Cycling Race in Richmond this past month. This collage is a snapshot of all the color the race brought to the rainy city.





# ARCHAEOLOGICAL ASSEMBLAGE

Posted on October 8, 2015



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The race was full of life and color. From the suits cyclists wore, to advertising on railings there was no lack of sponsorship. If a meteor were to strike Richmond and leave the city in rumbles during the bike race you 100% be able to tell what event was going on during this time. From the bikes on the sidewalks to the labels on the beer cups UCI was written on everything. The streets were lined with pamphlets outlining the course in detail and what roads were open to pedestrians. All the fans were proudly wearing attire with their nationality stamped on it, as well as waving flags of all sizes. If the entire race was destroyed into ruins, you would for certain see the wide variety of people at the event just what they're wearing and the ripped flags. With the gates and advertising lining the streets it would not be hard to see that 'cycliste' was written everywhere. It's safe to say UCI it very clear they were taking over the city for a week!