

Questionnaire: Music Videos

Questionnaire

Gender:

Male Female

Age:

Under 18

18-25

26-40

40+

What genre of Music do you enjoy?

Pop, Rock, Indie, Dance, Soundtracks, Synth

What are your top 5 favourite artists?

The Killers, Imagine Dragons, Ed Sheeran, Panic! At the disco, We The Kings

Do You Watch Music Videos?

Yes

No

If so, how often do you watch music videos?

Every day

A few times a week

A few times a Month

When a video is released

What is your favourite music video of all time and why?

I have a lot of favourites but the first that comes to mind is Here with Me by The Killers as it is a meaningful song by my favourite band but also the video has a brilliant narrative that fits with the lyrics as well as the video starring a favourite actor of mine and also it is set in Blackpool and directed by the great Tim Burton.

What makes a Music Video Interesting in your opinion?

It has to have a good narrative that fits to the meaning of the song, creating a memorable image and also feelings for the audience that the song affects.

What do you expect to see in a music video?

The artist of the song for definite, but anything else can be a bonus to the video if it is used right

Do you prefer a Music Video with a Narrative, a collage of images, Animation or a live performance? (pick all that apply)

Narrative

Collage

Stop Motion and Animation

Performance

Do you have any ideas for what a successful Music Video should include?

(For example, Include the artist, include known actors, have a good story line etc.)

A successful music video has to include some show of the artist for a start. If the song has a meaning or many meanings, for example The Killers songs do, then this has to reflect in the video by using a narrative that accompanies the meaning of the song as well as give its own meanings. It also has to make the audience feel something as an emotional song deserves an emotional video. And the video has to made to a good quality standard and use a few different methods of showing visuals such as adding in animation.

Questionnaire

Gender:

Male Female

Age:

Under 18

18-25

26-40

40+

What genre of Music do you enjoy?

Pop, Rock, dance

What are your top 5 favourite artists?

The Killers, Robbie Williams, Will Young, Pet Shop Boys, Coldplay

Do You Watch Music Videos?

Yes

No

If so, how often do you watch music videos?

Every day

A few times a week

A few times a Month

When a video is released

What is your favourite music video of all time and why?

Pet Shop Boys- Always On My Mind because it is a good song that also has a really good video with a good narrative that accompanies the song and makes me somewhat happy and sad at the same time.

What makes a Music Video Interesting in your opinion?

An interesting music video has to have the artist in and have a narrative of some sort to show what the song is supposed to mean.

What do you expect to see in a music video?

The artist of the song and something that links with the lyrics of the song.

Do you prefer a Music Video with a Narrative, a collage of images, Animation or a live performance?

Narrative

Collage

Stop Motion and Animation

Performance

Do you have any ideas for what a successful Music Video should include?

(For example, Include the artist, include known actors, have a good story line etc.)

Not really, apart from include the artist somewhere, use a good narrative that can be understood and make a good quality video.

Questionnaire

Gender:

Male Female

Age:

Under 18

18-25

26-40

40+

What genre of Music do you enjoy?

Pop, Rock, Synth, Jazz

What are your top 5 favourite artists?

Pet Shop Boys, Kylie Minogue, Paul Simon, Frank Sinatra, Mika

Do You Watch Music Videos?

Yes

No

If so, how often do you watch music videos?

Every day

A few times a week

A few times a Month

When a video is released

What is your favourite music video of all time and why?

Take On Me by A-Ha as it has an interesting video that uses drawings to create a stop motion video, something that isn't usually done for a music video.

What makes a Music Video Interesting in your opinion?

If it has an unusual video concept and also uses the artist in it

What do you expect to see in a music video?

Usually the artist in the video but this isn't common nowadays in music videos.

Do you prefer a Music Video with a Narrative, a collage of images, Animation or a live performance?

Narrative

Collage

Stop Motion and Animation

Performance

Do you have any ideas for what a successful Music Video should include?

(For example, Include the artist, include known actors, have a good story line etc.)

Include the artist of the song somewhere but also create a music video that is unusually and stands out from the rest in some way, and also use a good narrative.

Questionnaire

Gender:

Male Female

Age:

Under 18

18-25

26-40

40+

What genre of Music do you enjoy?

Pop, Rock, Indie, Dance, Soundtracks

What are your top 5 favourite artists?

The Killers, Ed Sheeran, Fall Out Boy, McFly, Will.I.Am

Do You Watch Music Videos?

Yes

No

If so, how often do you watch music videos?

Every day

A few times a week

A few times a Month

When a video is released

What is your favourite music video of all time and why?

The Killers, Mr Brightside because it's such a good song with a good video to go with it.

What makes a Music Video Interesting in your opinion?

If it has a good story and uses the artist.

What do you expect to see in a music video?

The artist of the song of course.

Do you prefer a Music Video with a Narrative, a collage of images, Animation or a live performance?

Narrative

Collage

Stop Motion and Animation

Performance

Do you have any ideas for what a successful Music Video should include?

(For example, Include the artist, include known actors, have a good story line etc.)

Use the artist in the video and make a good fun video that matches the song.

Questionnaire

Gender:

Male Female

Age:

Under 18

18-25

26-40

40+

What genre of Music do you enjoy?

Pop, Rock, Soundtracks

What are your top 5 favourite artists?

Elvis, Bruno Mars, Queen, Lionel Richie, Jersey Boys

Do You Watch Music Videos?

Yes

No

If so, how often do you watch music videos?

Every day

A few times a week

A few times a Month

When a video is released

What is your favourite music video of all time and why?

Bohemian Rhapsody by Queen because it's my favourite band, favourite song and it's a meaningful yet fun song and video.

What makes a Music Video Interesting in your opinion?

If it is fun and has a good story, and also includes the artist.

What do you expect to see in a music video?

The artist of the song definitely, it can't be a music video for that artist if it doesn't include them in it.

Do you prefer a Music Video with a Narrative, a collage of images, Animation or a live performance?

Narrative

Collage

Stop Motion and Animation

Performance

Do you have any ideas for what a successful Music Video should include?

(For example, Include the artist, include known actors, have a good story line etc.)

Include the artist and a good story line, and make it fun and interesting and you've got a winner of a music video.

Conclusion

From this questionnaire, I have learnt what a typical audience of a varied age range wants to see from a music video. They all said the music video needs to include a narrative to tell the story that is hidden in a song, and this has to be done including the artist somewhere in it. It can include any type of visuals including SFX and stop motion as this makes a video more interesting and fun. On average, the audience watch music videos mostly every week for a few times.

I have taken all of their answers and analysed them, as I now plan to use this data to help me with creating my final product. I know have some ideas for what the audience what's included in a music video and how they would like to see this done. I will now plan some ideas for how to produce my final product and how I can interpret their needs into my idea.