**1. Title: Live research and interview plan with emerging musical artists**

**2. Authors:** Group 4

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**3. Date:** April 24, 2024

**4. Background:**

New and emerging musical artists currently use social media as their primary promotional tool. This can be an effective way to reach listeners, but musical artists often get lost in the shuffle of the endless social media algorithm. We saw a need to help these creatives exist in a network especially tailored to them. With Live, users can collaborate with other musicians, promote their creative processes and performances, and gain dedicated followers–all in one place.

**5. Goals:**

The goal of this research and interview plan is to gain a better understanding of how such an app would help musical artists network with their fans, their peers, and music industry professionals.

**6. Research questions:**

During the study, we seek to find answers to these research questions:

1. What is your current method–social media or networking tool–for reaching your fans? Has this method been effective for you? If not, in what ways would you like to improve your outreach?
2. How do you currently use social media or networking tools to find gigs or other forms of work (performance, recording, composing, teaching, etc.)? If you don’t use social media to look for work, how do you find work?
3. How do you usually receive feedback or reviews of your work? How do fans reach out to you if they like (or do not like) your work?
4. How do you seek out collaborators? How do you support your peers in the music industry?
5. What are your goals? Where do you hope to be in your career 5 years from now? How would you measure your own success as a musician?

**7. Methodology:**

We will conduct the study as a survey on social media. The survey will include 10 multiple choice questions, as well as a portion for direct comment from each participant.

**8. Participants:**

We would like to interview anyone who is a new or emerging musical artist. We want to talk with musicians who do their own self-promotion work–social media, LinkedIn, or other networking tools–as well as musicians who have a clear goal of where they want to take their careers.

**9. Schedule:**

Recruiting start date: April 25, 2024

Study start date:

Results by:

**10. Interview/Survey Script:**

Hi! Thanks for taking the time to answer a few questions about your musical career. We are conducting this survey to gather information about how you network and promote your music. We are curious about the ways that you reach fans, collaborate with fellow artists, and network with industry professionals because we are in the process of developing a networking app for emerging musical artists just like you. Please answer the following questions:

***Introductory Questions:***

Tell me a little bit about your music. What kind of music do you make?

[comment box]

How or when did you first decide that you wanted to be a musician?

[comment box]

Why do you love music?

[comment box]

What are your goals as a musician?

[comment box]

***Questions for Objective 1: Live-streaming***

Do you live-stream any aspect of your music-making process?

* Yes
* No

If you have not previously done any live streaming, would you like to?

* Yes
* No

If you answered no, why don’t you want to live-stream?

[comment box]

If you answered yes, please answer the following questions about your live-streaming habits. On a scale between infrequent (once a month) to very frequent (once a day), how often do you live-stream with your fans?

* 1: once a month
* 2: once a week
* 3: twice a month
* 4: three times a month
* 5: everyday

If you do live-stream, what do you usually share?

* 1: I share a bit of my writing process
* 2: I just turn it on if I’m working in my workspace.
* 3: I talk with my fans and answer questions
* 4: I share songs from my album and give a little commentary.
* 5: I like to share a full concert or performance.

***Questions for Objective 2: Networking/promoting***

Tell me a little about how you promote your work. Which of the following apps do you regularly use to promote your work? (check all that apply)

* TikTok
* Instagram
* X (or Twitter)
* YouTube
* Vampr
* SPRK MUSIC
* UnitedMasters
* LinkedIn
* Craigslist Musicians

When do you spend time promoting your work?

* 1: once a month
* 2: once a week
* 3: twice a month
* 4: three times a month
* 5: everyday

During that time, how many hours do you spend working on promotion?

* 1: less than 1 hour
* 2: about 2 hours
* 3: about 3 hours
* 4: about 4 hours
* 5: about 5 or more hours

***Questions for Objective 3: Feedback/Reviews***

How do you generally receive feedback from fans or listeners?

* 1: comments on my videos
* 2: comments on my posts
* 3: ratings on my channel or song list
* 4: emails
* 5: in-person

When you receive feedback, how does that generally make you feel?

* 1: a little sad; it’s tough to hear, even if it is positive
* 2: I’m glad for the feedback, but I don’t read the comments very closely
* 3: I don’t really care either way. Everyone is going to have an opinion.
* 4: I’m grateful for the feedback. I look through it and take a few notes for next time.
* 5: I love the feedback and comments from my fans! I try to respond and thank them for taking the time. I read the comments thoroughly, good or bad, and try to improve.

Have you been reviewed or read a written review of your music?

* Yes
* No

If yes, where were you reviewed?

[comment box]

Was the review generally positive or generally negative? How did that make you feel?

[comment box]

***Questions for Objective 4: Explore/Discover***

[need a few questions here]