The Sound Room | Interview Survey/Interview 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