NORTHERN APPALACHIAN FOLK FESTIVAL INTERCEPT INTERVIEWS

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GOAL AND GROUP ROLES

Goal:

- Ask quick questions to explore opinions about NAFF
- Gather quick data from students and local residents

Group Roles:

- Avery : Jot down quick notes during intercept interview
  - Make sure time and location was jotted down
- Katie: Record each interview and email to the video group
  - Rewatch and transfer info to google sheet
- Sam: Team leader
  - Keep track of consent forms
- Seth: Ask intercept questions during filming

CONSENT AND PARTICIPANT SELECTION

- Consent received for each interview
- Selective sampling
- 28 participants
  - 18 had attended the Northern Appalachian Folk Festival
  - 10 had **not** attended
  - 12 interviews were conducted in town
  - 16 interviews were conducted around campus
- 12 no's – not interviewed

INTERVIEW QUESTIONS

- "Intercept Interviews are a relatively quick, conversational way to gather information on a topic while people are shopping working, or otherwise engaged in public spaces"

- Have you been to the Folk Festival?
- Yes
  - What is your favorite part of the festival?
  - What effects have you seen the folk fest have on the local community?
  - What is your favorite memory from the festival?
  - What would you like to see added?
- No
  - What festivals do you like to attend? Why?
  - What prevents you from attending festivals?

Key question: What do you think about local art and music? Would you like to see more of it here in Indiana?

PROCESS AND RECORDING

- Two different locations
  - Philadelphia Street
  - Oak Grove
  - Walked around asking people if they would be interested in answering questions
  - If yes, we recorded them using mini microphones to ask questions
  - All recordings done on same phone to keep organized
  - After interviews, watched them back to pull helpful quotes

NOTES

- Notes were taken to record timestamps, location, and to get a general overview of the interview.
- Timestamps were taken at the time our group asked about consent.
- Locations
  - Artist Hand
  - Philly St.
  - Zedd's Gifts
  - Lucy Rae
  - Create and Curate
  - The Coney
  - Caffe Amadeus
  - Paper Garden
  - Lemoona House
  - Oak Grove 4/24
- General Overview of the Interview
  - Provided a quick summary of each interview, without having to review the video for information.
  - Kept responses organized, especially within groups.

FINDINGS

People would like to see more diversity in music performances, workshops, vendors, and art.

The folk fest allows members of the town to unite and celebrate local community and small businesses.

Most students have not heard of the festival, leaving a large demographic of people untapped.

People **love** local art and music.

"Art is a very important means of cultural currency."

"Absolutely more art, always more. It's always great to one support communities and growing artist and just to see the variety representations of art."

THANK YOU

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