

Part A

Research Questions

What outside variables should concert venues be aware of that have an effect on an individual's experience with live entertainment?

Interview Questions

1. Do you go to concerts?
 - a. What/where are the venues that you go to?
2. What has your experience been like with live entertainment?
 - a. What do you think is holding you back from going?
3. How much have you spent on one single concert ticket? Largest and average price
 - a. If you were to buy concert tickets now, would you stay at the same price?
4. What's your social media usage like?
 - a. Can you rank your top 3 apps in terms of usage?
 - b. Would you say your ranking is the same that other students would be?
5. What are some of your favorite concert experiences?
 - a. What are the qualities that made those experiences enjoyable?
6. Have you ever heard of Cat's Cradle?
 - a. Have you ever been?
 - b. When did you first hear about it?
7. What are some ways that you think a concert experience can be enhanced?
8. What kind of clubs/organizations are you involved in on campus?
 - a. What does your involvement say about your interests?
9. How do your clubs/ organizations advertise for events?

10. What qualities are important to you when you're going out for a night?
11. What genre of music do you listen to the most?
 - a. What makes these styles appealing to you?
12. Would you ever go to a concert for someone you didn't know?
13. What methods do you think are effective for communicating with students on campus?

Part B

Description

The interview conducted for this specific research occurred during the class period of the MEJO 379 research lecture. The class on this day was held in the Freedom Forum located on the third floor in the Hussman School of Media and Journalism. The Freedom Forum allowed for an informal interview setting which is conducive to the comfortability of the participant allowing for more open and honest answers. The interviewee was a fellow classmate who originally lives in Maryland and is currently a second-year student at the University of North Carolina at Chapel Hill. The identity of this person will remain anonymous with the interviewee being referenced under the alias John. Although John had to participate in the interview as part of his overall class grade, he appeared to be genuinely interested in the subject of the research and the content of the questions. In order to accurately capture all insight gained in the interview, John's answers were recorded using an iPhone. This allows for the interview session to be replayed as many times as needed to accurately analyze all of the answers given verbatim.

Findings

While conducting the interview, there were two major themes that kept resurfacing: the variables that inhibit a person who wants to go to concerts from going, and the benefit of

interpersonal relationships in the overall experience of live entertainment. The analysis of both of these themes effectively allow for the understanding of the factors that make the concert enjoyable for the concert goer's, in addition to understanding ways to become more accessible and cater to a wider demographic. Both of these are imperative to the success of the client at hand, the Cat's Cradle.

Inhibiting Variables

Throughout the interview, John was asked a variety of questions about his personal experiences with concerts. These questions ranged from if he had ever been to a concert to how much he spends on tickets, and how often he goes to shows. While the questions varied from each other, one component of the answer stayed the same. John frequently expressed that while he really wanted to go to concerts, he simply didn't. John mentioned that he had seen a couple of live shows, but he did not participate in the live music industry as much as he wished he could. He expands upon this theme by stating:

Last year there was a concert I really wanted to go to and I remember the night of I had so much homework and work to do, and the Uber would've taken a while, and I just ended up not going even though I had actually gotten a ticket. I just got it reimbursed because I couldn't go.

Being aware of the reasons why people do not go to concerts, especially those who actively express their interest in them, is the first step that's needed to understanding the overarching research question because if there were no audience members, there would essentially be no concert.

Benefit of Interpersonal Relationships

Even though John doesn't go to as many shows as he'd like, out of all of the concerts that he has been to, one of the main components that made his experience so memorable were the individuals in attendance. These individuals included John's friends that he went with, as well as the other audience members. In order to enjoy the show, John claims that he likes to be surrounded with people who are energetic and actively participate at the concert.

While the importance of an energetic audience can certainly not be overlooked, there's also a second dimension to the overall quality experience that includes the actual individual as an active audience member. John touches upon this subject during the interview when he says:

If the people there are really excited about the artist, and they're really passionate, and they're really happy to be here, I feel like that can really elevate a concert experience. But I think you kind of have to buy into it too. You have to be just as willing to [participate] and every concert I remember I start off just standing there, but by the end I'm going hard with everyone else and I've completely lost that sense of worrying what I look like. Getting a really good crowd I feel like is important.

Synthesis

The reasons as to why John does not go to shows as often as he would like can be differentiated into three distinct variables: price of the concert tickets, means of transportation, and time management, and all of these factors can be attributed to John's status as a current full-time university student. When it comes to price, college students are notorious to buying things at a cheaper price because of their lack of a stable income. College students exist in a transitional period where they are learning to become fully independent from their parents, yet they aren't able to secure a stable career because of the fact that they are still in school. Spending

money on concert tickets can often times be seen as frivolous especially when admission to shows for more popular artist can go for hundreds of dollars.

Cost of the concert also ties into the means of transportation. Given John's current living situation as a student residing in on-campus housing, he does not have a car easily accessible to him and is in turn forced to look for other modes of transportation such as calling an Uber, taking a bus, riding a bike, or walking. While some of these are able to be executed with no cost, the most convenient way around the area is to call an Uber which is unreliable in predicting costs. Lastly, time management plays a major role in John's life considering his status as full-time college student. It can often be a struggle to find enough hours in the day to complete a list of assignments for a full course load let alone allotting enough time to go to concert considering travel time, waiting for the show to start, time in between opening acts and headliners, etc.

The second theme highlights the importance of interpreting concerts as an experience rather than just an event. Viewing concerts in this way could be extremely beneficial to venues because it could shift the way these businesses choose to market their events which has the potential to increase sales. The Cat's Cradle is in a good position in terms of ticket prices and accessibility due to their reputation and location. Cat's Cradle has branded itself as a venue that hosts smaller indie/local bands in which tickets are rarely over \$30. It's location in Carrboro is also prime because the UNC buses are free for all citizens in the area and they provide easy transportation to and from the venue. However, one thing that could potentially benefit the business immensely would be the implementation of brand ambassadors.

Brand ambassadors are becoming more and more popular among brands and businesses because of their positive effect on audience engagement. The potential for a Cat's Cradle brand ambassador is limitless as the ambassador and business would be in a type of symbiotic

relationship. Hypothetically, the ambassador would get benefits from the organization such as discounted/free entry to events, discounted/free merchandise, networking opportunities, etc. and, as mentioned earlier, Cat's Cradle would benefit from the increased engagement. For example, the ambassador would have the ability to increase ticket sales by peer influence. They would also have the chance to act as a "party starter" and be the main person to help establish the tone of the audience at the show. The role of a party starter is to essentially break the ice right off the bat so that way more people feel comfortable expressing themselves at concerts at an earlier point in the show. This in turn would help transform the event hosted by the Cat's Cradle into a full-fledged experience where each individual in attendance plays an integral role rather than an audience showing up just to watch an artist. Reframing the way Cat's Cradle promotes their shows, and focusing on different aspects of a show such as the interpersonal connection, could take Cat's Cradle business and elevate it to another level.

Part C

Limitations

While a lot of pertinent information was gathered from the interview, there are a couple of limitations that need to be addressed, the first of those being time. As previously mentioned, the interview was conducted during the allotted class time which only allowed for approximately 20 minutes to ask questions. A reasonable amount of questions was able to be asked/answered during this time period but there were several questions on the initial interview guide that were left off due to time restraints. The second limitation pertains to the range of questions asked. Rather than asking questions in an order that flowed logically, the scope of the questions ranged widely and the topic of discussion often bounced back and forth. This can limit the depth of

discussion on a particular topic and possibly confuse the interviewee when being asked different things at seemingly random times.