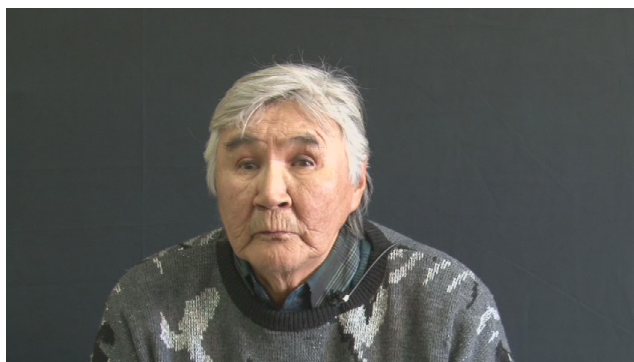


Vox pop

An interview can be intimidating, thus the proposed “vox pop” method allows participants to express themselves freely, without the pressure of someone watching them or being asked an unexpected question.

Objectives

- To encourage freedom of expression.
- To provide a comfortable, pressure-free context for expression.



Development process

PRIOR

1. Provide an adequate location (soundproof, without any people-traffic, with a background and some lighting, etc.) to set up a comfortable recording area.
2. Prepare a question or a few questions for people to answer.
3. If the activity is not held within the framework of an event, provide the necessary promotion.
4. Provide technical guidance to activate recordings.

DURING

1. Have someone greet participants and provide them with directions.
2. Provide technical verifications between each recording.

SUBSEQUENTLY

1. Ensure that the data is archived and that copies are sent to participants.