



Vox Pop assignment

The term "vox pop" comes from the Latin phrase *vox populi*, meaning "voice of the people". The vox pop is a tool used in many forms of media to provide a snapshot of public opinion. Random subjects are asked to give their views on a particular topic and their responses are presented to the viewer/reader as a reflection of popular opinion.

For video and TV vox pops, the interviewer approaches people "in the street" and asks them simple questions about the topic. These people will be new to interviews and will often be nervous, flustered, giggly, etc. It's therefore important to make them feel comfortable and relaxed. When asking people to participate, fast is best - don't give them time to worry about how they look or what their friends will think. Introduce yourself and the project briefly, and then use a short, sharp standard question such as "Hi, I'm a student at Bellows Falls Union High School and I'm doing a video project for a class. Would you mind answering a couple of quick questions about capital punishment for this project?" If a subject has no solid opinion, then move on to someone else.

As always, ask open-ended questions and avoid leading questions. At the same time, you must be specific enough to obtain brief answers.

It pays to ensure that an accurate mix of genders, ages, and races are represented, appropriate to the population being surveyed.

You will be doing this assignment with a partner. One person should be holding the camera, the other should be asking the questions.

How to shoot a good Vox Pop: <https://www.youtube.com/watch?v=AS6pbwy1Xdw>

Your assignment is to go into town and interview at least 8 subjects, asking them the same question. The specific question(s) is up to your group, but it should pertain to our topic.

Requirements:

- Must have at least 8 people interviewed, and there needs to be diversity amongst your interviewees
- Need to have one or two simple, open-ended questions
- Needs to include an intro. and conclusion
- Needs to include music in the background throughout
- Needs to include editing (transitions, text, trimming video clips, etc.)
- Should be between 1:30 and 3:00 minutes in length

Example of a video Vox Pop:

- <https://www.youtube.com/watch?v=j6NTWgiwN1Q>
- <https://www.youtube.com/watch?v=iIHHj0ibSF8>

Example of a print Vox Pop:

WORD ON THE STREET **WHAT DO YOU THINK OF BRAD HADDIN'S SELECTION AS VICE-CAPTAIN IN THE ASHES SQUAD?**

| | | | | |
|---|---|--|--|---|
|  <p>I don't know who he is but if he wants to be cremated that's up to him. Dan Scott, 26, Cairns</p> |  <p>I don't like cricket, I love it. Margaret Hurst, 58, Mildura</p> |  <p>Haddin? What year is it again? Jeff O'Brien, 35, Perth</p> |  <p>It really depends where they're going to spread them. Peter Byrne, 30, Darwin</p> |  <p>I blame Tony Abbott. Alice Smith, 18, Fitzroy</p> |
|  <p>Wally Grout was my favourite keeper. You know back in my day... Frank Simmons, 76, Caulfield</p> |  <p>Ordinary. He can't even grow a beard. Matthew Wade, 25, Melbourne</p> |  <p>One word. Tim Paine. Joe Drummond, 18, Hobart</p> |  <p>Good. Then we can blame him when we lose! Philip Howard, 25, Brisbane</p> |  <p>Love it. Best decision ever. Ashley Edwards, 44, London</p> |

Video PSAs:

The best programs to use are Windows Movie Maker, iMovie, WeVideo.com (<https://www.wevideo.com/>), and YouTube's video editor (<https://www.youtube.com/editor>). With all of these, you have the ability to edit your video, insert transitions, and insert music, photos, and video clips.

For help with sounds, use the following sites: <http://www.grsites.com/sounds/> or <http://www.freesound.org/index.php>. It has free sound effects to use in your PSAs.

If you want to include your own voice as an audio component, use the free open source program Audacity (<http://audacity.sourceforge.net/>), supplementing your own scripted voice-overs with background music and other sounds. There are also a number of great apps on your phone that can also be used, too.

For music to be used in the background, you can use www.youtube-mp3.org to download free music off of a YouTube music video.

For videos from YouTube, you'll have to copy and paste the web address for the YouTube video into the following site - <http://youtubeinmp4.com/> - and then upload that file into WeVideo.

To properly save and send me your finalized WeVideo: https://www.youtube.com/watch?v=1J6b3yVu_w0

Vox Pop Rubric

Names: _____

Question: What is your main question(s)? Is it simple and open-ended? Does it connect to the topic? Was your question clearly stated in your Vox Pop? (10)

0 2 4 6 8 10 _____

Interviewees: Did you interview at least 8 people? Were your interviewees diverse in their age and gender? Were their responses connected to the question and appropriate? (10)

0 2 4 6 8 10 _____

Filming: Did you film in different locations and with different backgrounds? What was the quality of the filming? Can your interviewees be heard clearly? (10)

0 2 4 6 8 10 _____

Introduction and Conclusion: Did you include a brief introduction and conclusion to your Vox Pop? Did you explain your question and the purpose of this Vox Pop? Did you explain where you were going to be interviewing people at? Did you explain the results of your interviews at the end? (10)

0 2 4 6 8 10 _____

Visual editing: How professionally does your Vox Pop look? Did you include animation and transitions? How professional was the filming of your interviews? Did you include text? (15)

0 5 10 15 _____

Audio editing: How professionally does your Vox Pop sound? Do you have background music? Can your interviewees be heard clearly? (5)

0 1 2 3 4 5 _____

TOTAL: _____/60