

How to do a vox pop to engage children and young people

Vox Populi literally means ‘voice of the people’ (in Latin). Vox pop generally refers to a short video clip of conversations or interviews with members of the public to gain insight into their perspectives.

Remember to keep it REAL*.

Time

Allow 2 hours to prepare
Allow 2 hours recording
(varies)

People

Minimum 10 interviews

Materials

- Consent forms/pens
- Questions
- Recording equipment

Steps

1. Define the purpose

2. Decide on the tone you want to capture

3. Define your demographic – consider diversity

4. Develop your questions

- to suit your purpose and personality
- use open questions – how, what, when, why (not yes/no questions)
- use simple language suitable to your demographic (no slang)
- plan your brief intro/outro
- prepare info about where participants can see it/follow it
- limit to 6–10 questions
- test it with a friend

5. Choose the location/s

- go to where the people are you want to hear from to serve the purpose
- be aware of background noise
- try out different camera angles

6. Develop and print consent forms

7. Test it with a few young people in the relevant age group

- smile, be friendly, open minded and curious, have eye contact
- accept rejection – not everyone will want to play
- be ready (microphone and camera ready to go)
- be clear: explain briefly what your intentions, where they’ll be presented
- obtain written consent (from parents for children)
- do a sound check with them
- do your intro – keep it short and snappy
- ask respondents to start their response with the question (eg Q: What’s your favourite kids film. A: “My favourite kids film is...”)
- film your outro

8. Edit and publish

*Read *The Field Guide* to keep it real when engaging children and young people.