

Annexes

First Round of Interviews

-- First participant --

Interviewer: What was the last time you listened to music?

Interviewee: *Today*

Interviewer: Which music have you listened?

Interviewee: *"I listened to House on Spotify."*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: *"Umm depends on what I'm doing. So, like, I guess if I am working I would listen to something to keep me focused. Then, I also like to go out to listen music to have fun. Listen to good music, live. Does that make sense?"*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"Toronto, It was a NY party."*

Interviewer: In a club?

Interviewee: *"Yes, In a club. It was a small party. I really liked the DJ, he was mixing old vinyl and it sounded very funky."*

Interviewer: What means are you usually using for listening to music? (Additional question: What platform have you used?)

Interviewee: *"My phone"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"Yes, couple of my friends are collecting. I want to start collecting, but for now there is no point for me as I don't have my place and don't have place to store them. But, I do like and one of my friends, she collects and sometimes we gather and listen to them together."*

Interviewer: What about your parents?

Interviewee: *"My parents, umm, I think there is a vinyl player in the loft, so yes, I could potentially take that, but I don't know. It makes me sad actually; they used to listen to music so much"*

Interviewer: Have you encountered any problems/difficulties/obstacles when listening to music?

"The price"

Interviewer: Where would you buy them?

Interviewee: *"If I want something specific, I would go to Discogs. Alternatively, if you go out, just buy in random vintage/record store."*

-- Second Participant --

Interviewer: What was the last time you listened to music?

Interviewee: *"Hour ago."*

Interviewer: Which music have you listened?

Interviewee: *"R'n'B, Soul"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ why do you listen to music?

Interviewee: *"It's when I want to relax and focus"*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"At university. I usually listen to m"*

Interviewer: What means are you usually using for listening to music? (What platform have you used?)

Interviewee: *"I usually listen to music on some device, phone with headphones."*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"I used to have a friend who collected vinyl and had a record player with him. I was always liked a thought of having vinyl, but I do not have a recorder to play them on."*

Interviewer: Have you encountered any difficulties to get to music? Alternatively, what would be the obstacles of getting vinyl, apart from the record player?

Interviewee: *"The obstacle, I guess, would know the best places to get them. Or get, like, the type of music that I would want."*

Interviewer: Yes, specific type, it is hard to just go to a store and find it.

Interviewee: *"It is should be kind of a vintage shop, which are usually expensive and have limited choice. "*

-- Third and Fourth Participants --

Interviewer: What was the last time you listened to music?

Interviewee1: *"Now, on headphones."*

Interviewee2: *"Literally now on headphones I just took it out"*

Interviewer: Which music have you listened?

Interviewee1: *"Drum'n'bass, boogie overally – different genres"*

Interviewee2: *"I prefer electronic music, some EDM"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ why do you listen to music?

Interviewee1: *"Keep entertained, motivated and focused"*

Interviewee2: *"Not to be distracted. But I listen to music without lyrics for full concentration"*

Interviewer: Where have you listened to it (place, location)?

Interviewee1: *"Motion (festival) on Friday and it was boogie night on Wednesday."*

Interviewee2: *"Went to club last Friday"*

Interviewer: What means are you usually using for listening to music? (Additional question: What platform have you used?)

Interviewee1: *"Headphones mostly"*

Interviewee2: *"Headphones and speakers"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee1: *"I have, for my dad as he likes it and has a player for it"*

Interviewee2: *"I get vinyl for my uncle as he has massive collection, but I also have couple of my dad's vinyl records"*

Interviewer: What would be the difficulty when wanting to buy a vinyl?

Interviewee1: *"Mostly I buy it online on so obstacle for me is to go to physical shop."*

Interviewee2: *"I like buying vinyl from vintage shops, and when I go there to buy many times I am not able to find something that I have in my mind."*

-- Fifth Participant --

Interviewer: What was the last time you listened to music?

Interviewee: *"5 minutes ago"*

Interviewer: What would be the means that you usually use for listening to music?

Interviewee: *"Streaming services and phone when outside, speakers at home."*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: *"Ah, it's not why, I just can't not listen to music. "*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"On the way to university."*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"No, I don't think so."*

Interviewer: What would be the difficulties if you wanted to buy a vinyl?

Interviewee: *"The difficulty for me would be having a vinyl player, 'cause I actually wanted to buy one. I think I would go to the shop and buy the vinyl."*

-- Sixth Participant --

Interviewer: What was the last time you listened to music?

Interviewee: *"Yesterday"*

Interviewer: Which music have you listened?

Interviewee: *"Hip-hop"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ why do you listen to music?

Interviewee: *"Most of times I am listening to music just to hype myself up. Yes, especially when I am in a happy mood I listen to music."*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"In my room. "*

Interviewer: What means are you usually using for listening to music? (Additional question: What platform have you used?)

Interviewee: *"I used speakers. "*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"Nobody that I know. "*

Interviewer: What would be the difficulty when wanting to buy a vinyl?

Interviewee: *"Um, I don't have an answer."*

Interviewer: But if somebody asked you, that they really want a vinyl for their birthday, where would you search for it?

Interviewee: *"I would search online. "*

-- Seventh and Eighth Participant --

Interviewer: What was the last time you listened to music?

Interviewee1: *"Earlier today"*

Interviewee2: *"Today"*

Interviewer: Which music have you listened?

Interviewee1: *"Indie rock"*

Interviewee2: *"Reggaetón"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee1: *"Majority of the day I listen to music to focus and keep the mood going"*

Interviewee2: *"I listen to music mostly when I am driving, sort of not to be bored and for time to pass quicker"*

Interviewer: Where have you listened to it (place, location)?

Interviewee1: *"At University with headphones"*

Interviewee2: *"In my car"*

Interviewer: What means are you usually using for listening to music? (additional question: What platform have you used?)

Interviewee1: "Speaker for me"

Interviewee2: "I use both speaker and headphones"

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee1: *"Both me and my friends. I appreciate music on vinyl more than in digital format, it's more tangible for me. "*

Interviewee2: *"I had a lot as I used to collect them, not now, but I wish to start again."*

Interviewer: What would be the difficulty when wanting to buy a vinyl?

Interviewee1: *"Buying in the shop work for me, but obstacle is the price."*

Interviewee2: *"In the place where I live we don't have many vinyl shops. So if I need I buy it in nearest city as delivery to my city is quite expensive."*

-- Ninth and Tenth Participant --

Interviewer: What was the last time you listened to music?

Interviewee1: *"An hour ago"*

Interviewee2: *"In the morning"*

Interviewer: Which music have you listened?

Interviewee1: *"Grime"*

Interviewee2: *"Probably R'n'B"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee1: *"Enjoyment, relaxing"*

Interviewee2: *"I listen to music in the morning while getting ready just to focus and feel time."*

Interviewer: Where have you listened to it (place, location)?

Interviewee1: *"Library for concentration"*

Interviewee2: *"Library"*

Interviewer: What means are you usually using for listening to music? (additional question: What platform have you used?)

Interviewee1: *"Speakers"*

Interviewee2: *"Speakers as well"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee1: *"Me, I got big collection."*

Interviewee2: *"My friend have it and but it."*

Interviewer: What would be the difficulty when wanting to buy a vinyl?

Interviewee1: *"I bought one and it was scratched. So, I think it was problem with delivery. I buy it in shops thought but the price is always an obstacle."*

Interviewee2: *"Online definitely will be easier as vinyl shops are mostly closed when I am finished after school or work."*

-- Eleventh Participant --

Interviewer: What was the last time you listened to music?

Interviewee: *"Last night. "*

Interviewer: Which music have you listened?

Interviewee: *"Fleetwood Mac/Rock"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: *"Well, I listen it to influence my mood, or to accompany me in any activity"*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"In the bedroom"*

Interviewer: What means are you usually using for listening to music? (Additional question: What platform have you used?)

Interviewee: *"Normally, well a speaker"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"Yes. I buy them by myself as well"*

Interviewer: How do you go about doing this?

Interviewee: *"The only one I bought new was at the gig, the band stop playing and then you could buy the vinyl and get it signed. That is the only time I bought a new one actually. "*

Interviewer: And what about the old ones?

Interviewee: *"I bought them in charity shops or I did buy a few on Ebay"*

Interviewer: So when would you use online purchase and when would you go to the shop to get a record.

Interviewee: *"If I just wanted to browse, didn't really know what I want, I would go to a rough trade and flip through and see what cover looks most appealing, frankly."*

Interviewer: And if you wanted something specific?

Interviewee: *"I would go probably to Ebay or Amazon."*

-- Twelfth Participant --

Interviewer: What was the last time you listened to music?

Interviewee: *"I think it was earlier today"*

Interviewer: Which music have you listened?

Interviewee: *"Minimalist"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: *"I was working and needed stuff on background. Usually I listen for enjoyment."*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"At work. "*

Interviewer: What means are you usually using for listening to music? (additional question: What platform have you used?)

Interviewee: *"Headphones"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"I know one, I guess. I know people are buying them, but cannot think of someone on top of my head."*

Interviewer: Do you know any ways of buying a record?

Interviewee: *"I would go to the shop, but If I want something specific, I would google it. "*

Interviewer: What would be the biggest obstacle of getting a record or generally buying records? Why do you think people do not buy records?

Interviewee: *"Portability, CDs and tapes were once killed by the downloading, but it's coming back."*

Interviewer: Or if you think in a way of getting the record?

Interviewee: *"I think people do not like to go to shops anymore, do they? "*

-- Thirteenth Participant --

Interviewer: What was the last time you listened to music?

Interviewee: *"Today, couple of minutes ago. "*

Interviewer: Which music have you listened?

Interviewee: *"It was indie rock band. "*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: *"Well, I usually listen to music to, well, feel happy, to get hyped or to chill. Or of course, when studying, it would be just depressing without music"*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"In my living room"*

Interviewer: What means are you usually using for listening to music? (Additional question: What platform have you used?)

Interviewee: *"Usually speakers"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"Yes, I have many vinyl records. And a lot of my friends buy vinyl as well. Some of them have their own pubs, so they are collecting records for work, others just for leisure. Also, my father has a record player, so I've got a collection, on my own"*

Interviewer: Do you know any ways of buying vinyl?

Interviewee: *"Well the obvious way would be to go to the vintage store, or basically whenever you go down the street and you see a record shop you stop and buy it. But that tells you a lot about it, as it's usually buy chance. "*

Interviewer: Have you encountered any /difficulties/obstacles when listening to music?

Interviewee: *"If I want to find a record, and if I want something specific, I couldn't just go around random shops for finding that specific record. In addition, those vintage shops usually have random records, as they are just donated records from other people, or just people selling their records. So, I would probably try to find it on Ebay or just google where to find it."*

-- Fourteenth Participant --

Interviewer: What was the last time you listened to music?

Interviewee: *"Few hours ago"*

Interviewer: Which music have you listened?

Interviewee: *"Blues, jazz"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: *"Most of time is just to relax. Also, I want to find new music. As usual in music, you would like something and repeat it, repeat it. So for me it is important to find something new. There are some apps that I use to search new music. It gives recommendations based on my listening history and for me that is the thrilling part of listening to music."*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"In my room"*

Interviewer: What means are you usually using for listening to music? (additional question: What platform have you used?)

Interviewee: *"In my home speaker, but right now most of time use mobile phone"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"Yes, some of my friends. But I personally do not buy them"*

Interviewer: And if you wanted to, how would you search/buy a vinyl?

Interviewee: *"I think in bookshops, vintage stores. It can be expensive as well, so best option would be some flea markets. However, It could be hard to search there for something specific. I think also second hand stores. "*

-- Fifteenth Participant --

Interviewer: What was the last time you listened to music?

Interviewee: "Five minutes ago"

Interviewer: Which music have you listened?

Interviewee: "Bollywood"

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: "Helps me concentrate on studies"

Interviewer: Where have you listened to it (place, location)?

Interviewee: "In my room"

Interviewer: What means are you usually using for listening to music? (additional question: What platform have you used?)

Interviewee: "Speaker, downloaded music"

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: "I haven't. But some of my friends did."

Interviewer: Do you know ways of getting a vinyl?

Interviewee: "You can go to a store, you order online. I would just google it. "

Interviewer: What would be the biggest obstacle of getting a record?

Interviewee: "People don't know I think of a one place to get them. You need to really be into it and know all the places where to buy. I think anybody like me , would be lost if quickly needed to buy a specific one. "

-- Sixteenth Participant --

Interviewer: What was the last time you listened to music?

Interviewee: "Today"

Interviewer: Which music have you listened?

Interviewee: “Just something random on youtube”

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: “I think it’s depends on what I am doing that day. Music would just accompany me in anything I want to do. If I want to focus, concentrate, be happy or party. ”

Interviewer: Where have you listened to it (place, location)?

Interviewee: “On my phone”

Interviewer: What means are you usually using for listening to music? (additional question: What platform have you used?)

Interviewee: “Laptop and speakers”

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: “Actually not me, but one of my friends is a passionate collector. ”

Interviewer: Do you know any ways of buying a vinyl nowadays?

Interviewee: “I guess some stores that sell it.”

Interviewer: What would be the biggest obstacle when buying a record? If you want something specific?

Interviewee: “It would be hard to play them. First of all, you need a record player. I think I would just go to some shop and ask if they have it.”

-- Seventeenth Participant --

Interviewer: What was the last time you listened to music?

Interviewee: “*Today, in the morning.*”

Interviewer: Which music have you listened?

Interviewee: “*Melodic techno*”

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: “*For me music is mostly motivator and I get satisfaction from it.*”

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"Well it was club on Friday, party at my place on Saturday"*

Interviewer: What means are you usually using for listening to music? (additional question: What platform have you used?)

Interviewee: *"I prefer headphones"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"I bought vinyl for girlfriend as a present as she's into that"*

Interviewer: Do you know any ways of buying a vinyl nowadays?

Interviewee: *"Sure, I bought couple of vinyl online on eBay and in brick'n'mortar shop but it was rather random choice while online was more specific."*

Interviewer: What would be the biggest obstacle when buying a record? If you want something specific?

Interviewee: *"In my opinion vinyl records are pricy but as gf likes it – I have no other choice"*

<i>Participant No</i>	<i>1. What was the last time you listened to music?</i>	<i>2. Which music have you listened?</i>	<i>3. Can you tell about your last experience of listening to music? (What do you want to get from listening to music/ Why do you listen to music?)</i>	<i>4. Where have you listened to it (place, location)?</i>	<i>5. What means are you usually using for listening to music? (additional question: What platform have you used?)</i>	<i>6. Have you or your friends ever bought a vinyl? For whom, where?</i>	<i>7. Do you or any of your friends use/ listen/ collect vinyl?</i>	<i>8. Do you know any ways of buying a vinyl nowadays?</i>	<i>9. Have you encountered any problems/ difficulties /obstacles when listening to music?</i>	<i>10. Are you willing to pay for music?</i>
18	Today	Progressive rock	While going to work	Outside	Smartphone - android (Google music)	Yes, as a present for friends or relatives	I don't but several of my friends do	Special vinyl stores	Voice Advertisement while listening to music	Yes but not too much
19	Today	Hip-Hop	Inspiration and Motivation	At Home	Youtube	No	Yes	Amazon	Yes	Yes
20	This morning	Hip-hop	The lyrics, the meaning and the mood	Subway	Apple Music	I did buy it couple of times as a present	Some friends do	Don't know, need to google	not all songs are available in Apple Music	Not more than 5\$ per month

21	today	morning - Slipknot, afternoon - Tchaikovsky (Swan Lake)	1 - to protect from office noise 2 - to protect from transport noise 3 - to wake up in the morning 4 - to make boring activity not so stressful	office, car, home , public transport	yandex.music, my own tablet (just music player on Android with my mp3 collection)	yes, online shops	yes	internet, or specific offline shops	advertising	for hardcopy - of course. for access to the online store/library - not so much money as for hardcopy
22	I listen to music every single day. For work I listen to soothing Jazz music and when I am off work I like to listen to a lot of old school hip-hop.	I listen to R&B, Hip-Hop, Rap, Jazz, Instrumentals, Bachata, Merengue.	I listen to music to help me cope with my current environment. When I drive I tend to listen to rather aggressive music because I am a defensive driver. When I am working I like to listen to calm music so that I can feel relaxed while doing tedious tasks.	Boston, MA	I use Apple music, Youtube, Spotify	No, I have not.	I am not sure if they do, but I doubt it.	Unfortunately, I do not.	No problems at all.	Yes, I subscribe to Apple Music and before that I had Spotify
23	Today	Rap, pop, electronic	To relax	Work	Apple Music	No	No	No	No	Yes

24	Today	Beyonce	I listen to music in underground	Underground	Online sources	Nope	Some of the friends	No	Ads	Never
25	5 minutes ago;)	It was Foals - late night (check it out ,it's cool)	Last time I listened to woke up in the morning asap	Home	Spotify / Soundcloud / YouTube	No,just thought about it couple of times,but didn't buy it	Couple of my friends use/listen it	Nope,but basic options of buying goods always available(physical/ online shop)	Programs bugs(every where). And in Spotify ,there is a problem ,that not all songs available there. A lot of really good remixes of songs missed or songs of small artists (this songs I can find on Sound Cloud)	Sure,but not big amounts

26	5 minutes ago	Mix of recommended to me music, last one was classical music	Because I don't like open space noise and music helps me to relax a bit doing my work	Office, my desk, in headphones	In the office I'm using of course headphone, but at home I'm using my cool (and loud) Bluetooth speakers	When I was a school my classmate bought vinyl as gift for his girlfriend who was "neformalk a" as well as he was "neformal"	My former female friend collected a huge vinyl from her mom and other relatives, don't know what to do with them anymore	Ebay/Amazon should have a list of such offers from those who get huge bunches of old vinyl from their grand-father/mother. In digital you could buy everything for sure. In my hometown was a special music shop when I was at school, not sure if it exists now.	At my home neighbor was complainin g about loud noise a few times when I was listening to the music at the late evening.	I have paid Spotify subscription which I could use on all of my devices, so I'm already paying for music, but I don't want to pay more.
27	1 hour ago	Tech house	I was cleaning so I needed something to run in the background, I hate when it's quiet. + I can dance then.	Home	Phone & Soundcloud	For our other friend, at a vinyl/CD store	Some of my friends do, and we all sometimes listen	There are still a couple of stores, then there are used vinyl at markets, and I guess you can	I don't have speakers right now so that sucks. Also if I am walking with	When the prices are proportionate to my salary, sure!

							to them together	buy them online	headphones in, I feel like my other sense have to make up a lot for the lack of hearing	
28	Yesterday	Nigerian pop	My husband turned on music to dance with our daughter. Nigerian pop is not a kind of music that we love, but it brings back memories of vacations in Cameroon.	Home	Google play music on my Android phone	No, but I keep a lot of old ones, that my parents (or probably grandparents) used to listen	I know some people, most of them are DJs. But none of my close friends does	I'm sure, internet should help. But I've never visited any vinyl marketplace	No	Not only willing, but actually paying on a monthly basis
29	Last night	The latest Arctic Monkeys album- Tranquility Base Hotel	I was cleaning my apartment and wanted to listen something that will bring nostalgia	My apartment	I used Spotify and listened to it on my laptop's speakers	Yes. for themselves, for others in music stores and in stores where you can find used vinyl	Yes, I know more than a few that has a great collection. I	Online, in store, on reverb.com	Sometimes. Too bad speakers, no internet connection, bad quality on YouTube, Bluetooth	I am subscribed to Spotify and occasionally i would buy a CD. I'm planning in investing

		and Casino				(flea markets, etc.)	myself have a few, but I don't have a record player.		headphone s that are cutting the connection .	into a record player, so I hope to start buying vinyl as well. Manny of musicians and bands that I like are printing vinyl and I would like to have them. They sound good, look good, feel good and smell good.
30	15min ago	Radio music	I want to get good thoughts and energy	At home	SoundCloud, Deezer	Yes, not sure from where, maybe some Belgrade vinyl shop...	Yes, lots of them, I personall y don't	Online, or in some rare vinyl shops on your trips	No, if it's good music	Yes

31	Now	Rap/hip hop	Background music and talking with friends. Depends of situation.	My house	You tube	Yes. Vinyl shop	No	Internet orders or shop	No	Yes
32	3 min ago	Rap(hip-hop)	I listen to it for many reasons, but i think they all are connected to my emotions	At my room	I have few defert speakers, i rarely use headphones	Yes, very often, last time i think it was a gift, but my friends buy them wherever they go. I do it too	Yes they do	Going to vinyl shops, or ordering it online	No	Yes
33	Today	Soul	Motivation	Home	Hifi, computer	For myself, for friends, in other countries	Yes I do, yes they do	Vinyl stores, internet	Loudness	Yes
34	I am listening to it right now.	Indie Rock, Arctic Monkeys	To relax my mind after a long day.	Everywhere, whatever i do wherever i go, i listen to music everyday.	Mostly Spotiffy	Yes, i have bought more than 150 second hand Vinyl, mostly from Online or second	Yes, many of them.	Mostly online, or by visiting Music stores.	Almost every time!	Yes

						hand music stores.				
35	Today	Rock	Music cheers me up or helps me to relax	Home	Youtube	My sister for father, online	I listen sometimes	Online shops(collectomania.ru)	I don't think so	No
36	Listening now	Monolink - Burning Man Set	To cheer up	In my bed, Velehradská 7	Spotify, Soundcloud, Youtube	Yes, online	Yes	Yes	Not really	Yes
37	An hour ago	Minimal techno	I listened for mood up pre-work out	In my room	Motivation for the day-SoundCloud	Yes, he bought from a vinly store	A friend of mine collects	I would go online	Not really	Sometimes
38	Today	Deep house	To have balance, enjoy the ambience	Home	Youtube	Yes for a friend as bday present, some shop at narodni trida	Yes at least 2	Online and at shops	Nope	No

39	An hour ago	Minimal techno	I listened for mood up pre-work out	In my room	Motivation for the day-SoundCloud	Yes, he bought from a vinly store	A friend of mine collects	I would go online	Not really	Sometimes
40	listening now	electronic, melodic techno	I find music more like catalyst which supports my mood depending on situation	Home	Spotify, Soundcloud, youtube. Sometimes using ipod as I have some digital collection as well	I bought it as a present to my friend	Yes, my friend is an avid fan so he has collection	brick n mortar stores or trying to find it on ebay,amazon	low quality (less problem nowadays), unavailability of vinyl format (or my lack of knowledge where to find it:)	for sure within reasonable limits
41	Just now at work	Concentration music	At work I use it for concentration outside work to get relax and have fun	everywhere - work, travel, home	YouTube, Spotify, TuneIn	Me not, one friend of mine bought It as present in Prague	No, as far I as I know	Special shops	Only if I don't have internet I cant listen to my Spotify	No
42	Today morning	English pop rock	To change my mood, get energized and get ready for working day	In public transportation	Online sources i.e Spotify, Youtube	Yes, from flea market	Yes	Yes, music shops, flea markets, online shops.	Yes, internet connection, phone battery, absence of	Yes

									headphone s etc.	
43	This morning	random songs from "Disturb ed" band	pleasure / relaxation / induce or enhance a certain personal mood	on the train	phone (Android)	No	No	No	No	Yes - just very specific creations/al bums/artist s that interest me, and not overall as a service which should be kept free (within certain limitations ofc)
44	today	mix	improve mood / give energy / calm down	on my way to work	spotify	yes, from internet	yes	internet / media shops	no	yes

45	Today	Indie	Relaxation endorphin production	- work	Spotify, youtube	Friends have but not sure from where	Friends	I heard of bands releasing albums in vinyl so there is something for sure but don't know specifics. Most likely you can find an online shop that would deliver	no	yes
46	today	Parov Stelar	I have better feeling, sometimes to suppress ambient sound	work, commuting	youtube, spotify	no	no	no	Bad internet connection :)	on a subscription basis yes, I am not buying specific interpret
47	Today	Imagine Dragon - Natural	Awesome	On the go - mobile headsets	Amazon Music (Amazon Prime subscription)	No.	No	No	No	Yes. Very limited amount

48	Today.	Deep house.	Its about good, soulfull mood to achieve, and mostly to hear melody in = like ethnic or classic instriments sounds.	Prague, at work.	Youtube, record pools.	Yes. On the sunday fair.	Yes, myself using vinyl, but not so often.	Fairs, stores, online shops.	Sometimes when the needle gets weared off, or vinyl itself is kind of oldish.	Yes, depends what type of the music is + how much it will cost. I prefer to have music to have it permanentl y (not renting them as spotify or apple ,usic) for vinyl or mp3 => to keep them locally (phisycally).
49	this morning	Hip hop	It makes me happier and ready to start the day.	On my way to the office.	YouTube	When I was a kid my father had vinyl. My friends DJs buys vinyl.	Not me.	I would buy it online or find a vinyl store.	No service :)	Not really.

50	Currently I am listening	Daft Punk - Giorgio By Moroder	It makes me more focus to work	https://www.youtube.com/watch?v=5m4ZkEqQrn0&list=RDMMyo4pmauhugo&index=11	youtube, soundcloud, gramophone	Yes. Daft punk. from Amazon.com	yes	yes. Amazon is great source.	Not really	Yes
51	Yesterday in the evening	Rock	I want to relax listening to music, calm down nerves	Home , but prefer to go to concerts	Collections of cd and vinyl	Have bought for myself in shop in Prague	I collect vinyl preferring known classics	Well, shop and online on resellers site	Too old vinyl for example, low internet speed	Yes, sure
52	I listen to music almost every day	Random, however I prefer Hip-hop / Rap	I need music once I am on my way to work or backwards. It helps me to get my thoughts elsewhere and refocus on different stuff.	At home , public transport, car	iMusic, YouTube	in the early 2000th, one of my friends brought me a vinyl to listen. We had a player, so we've listened to Jazz music. I was young enough, so I enjoyed the whole	Not really.	Online I guess and I know a shop in the city center.	No, nowadays music is available for everyone thanks to the internet.	I believe it's a good investment

						process of playing a vinyl.				
53	5 days ago	Cronos Quartet	Ambient	Home	Youtube	No	No	Yes	No	Yes
54	Yesterday	Classic music (Franz Liszt - Liebestraum - Love Dream)	To get inspired, to refresh my mind	Library	If it is offline, then Apple Music. for online listening I am using YouTube	No, but I would like to buy it in future. I've seen vinyl markets in different counties of Europe, there was a really big choice and they were cheap	No unfortunately	vinyl markets	I don't download all music I like on my phone, so sometimes when I want to listen to particular composition, it is impossible to do it without internet	Yes, of course

55	Today in the morning while taking a shower	Techno and electronic music	Usually music reflects my mood, but also it happens that it serves as a background to create a chilling effect	If we are talking about last time - at home, in the bathroom	I use Apple Music	Not really, but I was thinking about buying it in Bontoland (I guess I wrote the name of the store correctly)	Not really	Yes, there are a lot of vintage stores where you can buy them even in the city center	Music is everywhere, you do not need to listen some composition to listen music, sound of your heartbeat is also a music, it is all about your perception	Yes of course, I think it is fair to buy license music, I pay monthly for my Apple Music
56	Yesterday night	Electronic	To get meaningful moments and enjoy melodies	Home	Soundcloud-pc	Yes, vinyl shops mostly and friends	Yes	Shops, record labels via e-shopping	Yes, many times	I would prefer it to be free
57	Today	Mix (pop, electro, rap...)	Just as a background noise; sometimes to cheer me up	Home or on the way to work/university	Apple Music	Never	No	Internet	No	Yes

Second Round of Interviews

-- Fifty-eighth participant --

Interviewer: Have you ever bought a vinyl?

Interviewee: *"Actually, not yet, but I'm planning to!"*

Interviewer: Do you know anyone in your surroundings who buys or collects vinyl records?

Interviewee: *"My grandparents own some vinyl records, and some friends yes. Actually, the office manager, where I currently work, has many. Her husband is really into vinyl and they are spending lots of money on that. "*

Interviewer: What would encourage to buy a vinyl record?

Interviewee: *"Well, I already think it's pretty cool. And right now, I am thinking to get the gramophone from my grandma to have it in my flat, because they have it and don't use it. And after that I would start buying more vinyl. Also, there is a bunch of records on their attic, so I should check that one as well. "*

Interviewer: So, your grandparents have records at home and they are not using them?

Interviewee: *"Yes, they have many of them. They actually have fairy tales on them, which they used to play me when I was young"*

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"Because it's cool. You know... it's just ... going back to the history. Basically, for people it's cool to buy something that is vintage. "*

Interviewer: Why do you think people like the sound of vinyl so much?

Interviewee: *"I think some of songs actually sound better on vinyl. I can actually imagine, like, a whole atmosphere, you know, like jazz spinning on the records, or some old rock, like The Beatles, or something. So, I think the sound is better, that if you would just put it from a normal phone, and it doesn't have that atmosphere, you know. ... I have a feeling like you can feel and touch the music. Even the scratching, a little bit of this 'bad noise', actually makes the sound even more nice and appealing. "*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"Actually, I don't think that much. If you would like to pick something, which is better not by the appearance, but because you know it already by the content. If I would want something special the artwork doesn't matter, but if I am just looking around, then maybe a good cover could be appealing. "*

Interviewer: How important is the price of a record to you?

Interviewee: *"Actually, I was checking the prices, and was really surprised to see that records are pretty expensive. I didn't think it would be that much, especially old songs. And what was also surprising that new bands are still producing music on vinyl. But, yes, the price is important, it's always important. I think that If you want a record, you are still going to buy it."*

Interviewer: Would you consider buying an old/used vinyl?

Interviewee: *"Yes, I am actually thinking to go to bazars and markets to find some used vinyl records, as I think there can be some rare interesting records. And of course, cheaper ones. "*

Interviewer: Do you have a preference for where you purchase your records?

Interviewee: *"I think I would look around in stores to see, but otherwise if there would be an app especially for that I would see, and there is a good price, why not. If I would need something specific, I would definitely look it in the app. Applications are for everything and I buy online very often, But I tried to look online for records, and there were only new records, which were really expensive. So, if there was a vinyl app with good prices, I would definitely try."*

-- Fifty-ninth participant --

Interviewer: Have you ever bought a vinyl?

Interviewee: *"No"*

Interviewer: Do you know anyone in your surroundings who buys or collects vinyl records?

Interviewee: *"No"*

Interviewer: Do you or your parents have a turntable at home?

Interviewee: *"Yes, couple of them and a bunch of vinyl records from my parents"*

Interviewer: And nobody's using them, I guess?

Interviewee: *"No, they are just on the shelves collecting dust."*

Interviewer: What would encourage you to buy a vinyl record?

Interviewee: *"Maybe a different quality in sound, maybe see the difference."*

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *“Well, trends are coming back we all know. So, that might have an act on that. And for that feeling of some nostalgia, to come back to the old days. “*

Interviewer: Why do you think people like the sound of vinyl so much?

Interviewee: *“I never really got that, I don’t understand why. “*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *“It would not be crucial, as If I were to buy a vinyl, I would buy it for music, not for the artwork on it.”*

Interviewer: How important would be the price of a record to you if you would ever buy it?

Interviewee: *“Well, I’m not really in the field, so I don’t know what the price range is. “*

Interviewer: If somebody would ask you to buy a vinyl for him/her where would you search?

Interviewee: *“Well, I would check vinyl shops online, look the location up and go check it out. If I don’t find anything I would just look online. “*

-- Sixtieth participant --

Interviewer: Have you ever bought a vinyl?

Interviewee: *“Yes, I have.”*

Interviewer: How many vinyl records do own?

Interviewee: *“More than 60.”*

Interviewer: How often do you buy records?

Interviewee: *“Well, at the moment I don’t buy them.”*

Interviewer: What is the obstacle of you not buying them?

Interviewee: *“Well, at the moment I’m not buying records, as I don’t have a turntable at the moment here with me, it’s in my home country. “*

Interviewer: So, your parents, they are collecting vinyl?

Interviewee: *“No, not anymore. That’s initially my father’s collection.”*

Interviewer: You father has them at home, but is not listening to them?

Interviewee: *“No.”*

Interviewer: Why do you think people nowadays buy vinyl?

Interviewee: *"I would still do it. I don't know, the sound it makes. Old-school, that's my thing."*

Interviewer: If you were to go to a shop or buy a vinyl specifically how important would be the artwork (the cover) of the vinyl?

Interviewee: *"Doesn't matter for me. My collection is just based on music."*

Interviewer: How important is the price of a record to you?

Interviewee: *"If that vinyl is something that I really want to get, then the price wouldn't matter. Of course within the normal price limitations, usually I buy records for 50-60 bucks."*

Interviewer: Do you have a preference for where you purchase your records?

Interviewee: *"Firstly, I would go to stores, door to door looking (but not more than 4-5), and If I don't find what I'm looking for then I will search online."*

-- Sixty-first participant --

Interviewer: Have you ever bought a vinyl?

Interviewee: *"No"*

Interviewer: Do you know anyone in your surroundings who buys or collects vinyl records?

Interviewee: *"Only my aunt, but she didn't collect them. She just had any at home from her parents."*

Interviewer: What would encourage to buy a vinyl record?

Interviewee: *"Umm, I don't think so."*

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"Maybe they miss the old times. And maybe sometimes the music there is clearer than listening from phone."*

Interviewer: If by any change you were to buy a vinyl, could you describe the process of search?

Interviewee: *"Well, first of all, I would go to EBay and Amazon, to see if I can find there and then maybe I would go to shop."*

-- Sixty-second participant --

Interviewer: Have you ever bought a vinyl?

Interviewee: "Yes."

Interviewer: How many vinyl records?

Interviewee: *"I do own a collection of more than 80-90 records."*

Interviewer: How often do you buy records?

Interviewee: *"I used to buy them a lot back in UK, now not so much."*

Interviewer: What is the biggest obstacle of you buying them?

Interviewee: *"Well, for a good quality sound you need a good quality player, and at the moment I don't have it. Therefore, as I don't have a turntable, I don't buy the records."*

Interviewer: So, you own a turntable?

Interviewee: *"Yes, I own two of them back in UK."*

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"Well, some people think that vinyl records are coming back to class, and is becoming in a fashion way. But, what people don't understand is that vinyl has one of the best quality of music when it comes to music."*

Interviewer: So, you buy vinyl because of the sound?

Interviewee: *"Definitely"*

Interviewer: Do you plan to buy them more here?

Interviewee: *"Here, in Czech Republic, no. Because there is not a big variability of records to buy, and as me being a student, I cannot afford that right now."*

Interviewer: So, if you were to buy a vinyl where would you search?

Interviewee: *"If I wanted to buy a record, I would most probably buy a new one in the shop. Because sometimes online they sell scratched records. So, for me buying online is acceptable only if the delivery of records will be carried out carefully and records will be protected from scratches."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"Well, the cover is not that important. I always buy vinyl based on artists, not the artwork."*

Interviewer: Why do you think vinyl record sales are on the rise?

Interviewee: *"Well, I guess it became trendy because of hipsters. Maybe many people just think It's just cool to listen to them. Trends are coming back!"*

-- Sixty-third participant --

Interviewer: Have you ever bought a vinyl?

Interviewee: *"Yes, for present."*

Interviewer: So, you don't buy them for yourself? You don't have your own collection?

Interviewee: *"I don't."*

Interviewer: Do you know anyone in your surroundings who buys or collects vinyl records?

Interviewee: *"I know two people. One of them really likes them, and has a big collection. Another one, I'm not sure about."*

Interviewer: What would encourage to buy a vinyl record?

Interviewee: *"Maybe circle of friends, who are interested in them, collecting, listening regularly."*

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"I think because of quality music and quality of sound. Coming back to something vintage, and good experience. Maybe some nostalgia as well."*

Interviewer: Why do you think people like the sound of vinyl so much?

Interviewee: *"Because it's something natural, not technical, let's say."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"Me, I would definitely, I would consider buying an unknown record if I find cover appealing."*

Interviewer: How important is the price of a record to you?

Interviewee: *"It depends for which reason. But if I really like how It looks, and music, it doesn't matter for me."*

Interviewer: Do you have a preference for where you purchase your records?

Interviewee: *"I would probably ask for the recommendation of the place. But I know there is one shop in the centre. I would probably go to store, more than online, because I like to touch the thing I am buying."*

-- Sixty-fourth participant --

Interviewer: Have you ever bought a vinyl?

Interviewee: *"No"*

Interviewer: Do you know anyone in your surroundings who buys or collects vinyl records?

Interviewee: *"Yes, a lot. My two close friends are very big fans of it, and they are buying on regular basis."*

Interviewer: What would encourage to buy a vinyl record?

Interviewee: *"I don't have a turntable, but If I had I would definitely buy a lot of records."*

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"Because it's cool. I really like it, I like how It looks and the whole experience of listening to them. Plus, the sound is much different. And visually it looks classy to play the records."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"If I want something particular, probably I would just go for it. But if I'm going for some random thing, probably it would affect my choice."*

Interviewer: How important is the price of a record to you?

Interviewee: *"Well, I don't really know the prices, but I would pay for example 50 euro for a record."*

Interviewer: If you were to go a buy a record, where would you search?

Interviewee: *"I would definitely google and see."*

-- Sixty-fifth participant --

Interviewer: Have you ever bought a vinyl?

Interviewee: *"Yes"*

Interviewer: How many vinyl records do you own?

Interviewee: *"About 30."*

Interviewer: How often do you buy records?

Interviewee: *"I was buying the often in one period, but now I stopped."*

Interviewer: So, you don't buy them so often at the moment, but what would encourage to buy them more?

Interviewee: *"If they would cheaper."*

Interviewer: Do you own a turntable?

Interviewee: *"Yes."*

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"Because of the 'hipster moment'."*

Interviewer: Why do you think people like the sound of vinyl so much?

Interviewee: *"It sounds warmer and it has special feel because of cracking sound. It's also romantic in a way."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"It's very important. Nevertheless, the music is crucial when buying. "*

Interviewer: Do you have a preference for where you purchase your records?

Interviewee: *"On bazars and markets, second-handed vinyl records."*

Interviewer: So, if someone was selling used records online, would you buy them?

Interviewee: *"Definitely."*

-- Sixty-sixth participant --

Interviewer: Have you ever bought a vinyl?

Interviewee: *"Yes."*

Interviewer: How many vinyl records do you own?

Interviewee: *"About 5-6."*

Interviewer: How often do you buy records?

Interviewee: *"Very rarely."*

Interviewer: Do you own a turntable?

Interviewee: *"No, I don't."*

Interviewer: Why do you think people nowadays buy vinyl?

Interviewee: *"Because of the love to music, and decoration. That's why I bought it, I decorated some parts of my mar with colourful records."*

Interviewer: Why do you think people like the sound of vinyl so much?

Interviewee: *"Because it has that old-school sound with scratches, a warm sound all in all."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"Very important, it can catch an eye easily."*

Interviewer: So, if you were looking for a vinyl, would it be easier if you see something that looks 'cooler', or you would buy them only for music?

Interviewee: *"Well, maybe I would try some different music if I see that the cover is 'cool'. The music that I don't know."*

Interviewer: Now you don't buy records so often, but what would encourage you to buy records more often?

Interviewee: *"If I had a turntable."*

Interviewer: Do you have a preference for where you purchase your records?

Interviewee: *"Online, because it's hard to find something specific in a store."*

Interviewer: Why do you think vinyl record sales are on the rise?

Interviewee: *"Old stuff is becoming more trendy and likable these days."*

-- Sixty-eighth participant --

Interviewer: Have you ever bought a vinyl?

Interviewee: *"I bought a vinyl only once. It was during university time, a birthday gift for my friend."*

Interviewer: What would encourage you to buy records?

Interviewee: *"I prefer music streaming as I can do it anywhere I want - at work, doing sports, home. Probably, I would like to try listening vinyl on it if I had a turntable."*

Interviewer: Why do you think people nowadays buy vinyl?

Interviewee: *"My personal opinion is that listening vinyl records feels more pure and genuine than music on electronic device, as it represents the union of physical media and sound."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"What about the artwork, I can say for sure it plays a role for me. The image sets a certain mood and reflects what is inside. Also, the artwork on the record can be a purchase factor for me - probably it's silly but I would buy a vinyl with a nice image on it."*

Interviewer: If you were to buy a vinyl, where would you search?

Interviewee: *"I think markets are great for such kind of goods - you can find a unique thing, even though it is used."*

-- Sixty-ninth participant --

Interviewer: Have you ever bought a vinyl?

Interviewee: *"Yes, I own about 10 records"*

Interviewer: How often do you buy records?

Interviewee: *"Not that often, once every few months"*

Interviewer: What would encourage you to buy them more often?

Interviewee: *"If I especially like an album. I never buy vinyl records of albums I haven't listened to."*

Interviewer: Do you own a turntable?

Interviewee: *"No, but a family member owns one. However, he does not really use it."*

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"It gives them a feeling of being more connected to the music."*

Interviewer: Why do you think people like the sound of vinyl so much?

Interviewee: *"It is an authentic sound, and it represents the opposite of musical hyper production."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"A good artwork is not essential, but a well made one can be really appealing."*

Interviewer: How important is the price of a record to you?

Interviewee: *"I tend not to buy massively overpriced records."*

Interviewer: Do you have a preference for where you purchase your records?

Interviewee: *"Not really, I bought records at many different places. But whenever when I want to buy anything, I first google it."*

Interviewer: Why do you think vinyl record sales are on the rise?

Interviewee: *"People like the authentic sound of vinyl. And if you listen to vinyl records on a turntable, you have to put a bit more effort and appreciation towards the record and the artist, compared to some other mainstream music formats, and music lovers like that feeling of committing to music."*

-- Seventieth participant --

Interviewer: Have you ever bought a vinyl?

Interviewee: *"Yes."*

Interviewer: How many vinyl records do you own?

Interviewee: *"At the moment I own about 20 records."*

Interviewer: How often do you buy records?

Interviewee: *"Not too often, but I am making a quality selection."*

Interviewer: Do you own a turntable?

Interviewee: "Yes"

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"Some people were always listening to vinyl, but it was a bit neglected for a period of time. I think that digital era now has reached it's peak and, to some extent, it didn't fulfil the expectations of many people so they turn back to vinyl for that different sound that it has. Others maybe feel nostalgia for a time they didn't even live in, or just follow it as trend, but in the end everyone has their own reason."*

Interviewer: Why do you think people like the sound of vinyl so much?

Interviewee: *"There is a big difference between digital and analogue sound waves. Listening vinyl on a good sound system makes the music sound much more lively and present."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"Quite. An attractive artwork can trigger interest while you're going through the crates in a record store, and you might end up discovering something new."*

Interviewer: How important is the price of a record to you?

Interviewee: *"Couldn't say. I would naturally like to see prices decrease, but the amounts that are being produced today, and in this economy, simply don't allow it."*

Interviewer: Do you have a preference for where you purchase your records?

Interviewee: *"Not really. However, as a matter of the fact all records I own, I ordered online. Usually from record labels directly or eBay and Facebook. "*