

**Master of puppets?:
A critical study of the role played by Heavy Metal / Hard Rock
magazines in the manipulation of a subculture**

Sex:	M F
Age:	
Favourite band:	

1. Do you feel you belong to part of a music orientated subculture, such as punk, heavy metal, rock?

Yes No

2. Do you regularly buy or read a hard rock / alternative music magazine?

Yes No

3. If your favourite band was given a bad concert review how likely are you to go to see them when the opportunity arises?
(1 being not likely at all, 5 being still very likely)

1 2 3 4 5

4. If your favourite band was given a bad CD or single review how likely are you to buy or download the CD when released?
(1 being not likely at all, 5 being still very likely)

1 2 3 4 5

5. How much attention do you pay to the dress styles and fashions displayed in magazines?
(1 being no attention at all, 5 being lots of attention)

1 2 3 4 5

6. How much attention do you pay to the adverts for gigs, often at the back of the magazine?
(1 being no attention to them, 5 being a lot of attention, want to know what gigs are happening)

1 2 3 4 5

7. Which part of the magazine would you say you pay closest attention to?
(Please tick **one**)

Letters	
Features	
CD reviews	
Gig reviews	
Gig adverts	

8. How likely do you feel you will be influenced by band members attitudes towards alcohol, drugs, dress, musical taste etc published in magazines?
(1 being not influenced at all, 5 being heavily influenced)

1 2 3 4 5

9. How much do you feel influenced by the magazines you buy?
(1 being not influenced at all, 5 being heavily influenced)

1 2 3 4 5

10. How rebellious do you view the rock / punk / heavy metal / alternative music subculture?
(1 being not rebellious at all, 5 being very rebellious)

1 2 3 4 5