

Notes from research conducted at research locations A & B

Location A - 19/01/05

- Students were very happy to fill in the questionnaires. All hand picked the majority being in groups of two or more.
- All alternatively dressed. Combining baggy trousers and often band oriented t-shirt. Hooded tops with band or extreme sports logos. Largely black or dark colours, often combined with a bright pink for girls, and some boys, who opt for the emo, rave, gay Goth look.
- Most questionnaires handed out in the college's smoking area as most of the subcultures participants at the college were smokers. Smoking linked to rebellion, especially at such a young age?
- Quote from girl, 16, alternative punk dress style. "I don't drink or smoke or do any drugs but I still feel influenced to do things by the magazine because it's cool and the 'scene' thing to do"
- The magazines seem to have an affect on the kids who feel they are not influenced by highlighting things, helping develop the culture. Question again of whether or not the magazine works for the subculture or if the subculture is what the magazine dictates.
- Realised it necessary to conduct interviews separately to people who I handed out questionnaires to. Principally to stop people knowing how they will answer the informal interview questions, having had time to think about them during the questionnaire
- Sample size however is the immediate problem, necessary to interview same people but on different occasions.

Location A - 20/01/04

- Being naturally rebellious perhaps the kids will download the music rather than buying it in the shops. Effectively stealing it without risk of reprisal.

Location B 21/01/04

- Personal reaction of responses from individuals was seen to be indeed, individual.
- Most commonly the setting for the completing of the questionnaires was in groups of two or three. During this time the participants do not, and were not seen to confer about the questions. Alongside rebellion often comes a sense of individuality. They do however talk about their responses after they've finished filling in.
- Spirit of individualism is very much alive within the subculture at all levels.
- The natural conformity to styles of dress and such within the subculture by the whole is apparent.
- Majority conform to dress styles portrayed in magazines, photos and images of the most popular bands. In recent months the popularity of 'emo metal' has sky rocketed with dress codes of a significant portion of the subculture, that lies underneath the umbrella term "metal", changing.
- Metal studded apparel such as wrist bands, belts and leather jackets have made come backs after falling out of popularity in the subculture during the early to mid 90's.
- Note that the majority of participants recorded they were not affected by magazines in terms of dress style, yet was apparent that they were. I.e. they wore what their idols wore, displayed through pictures in magazines.