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An Qualitative Study of the Meaning High School Students Ascribe to Occult Media Consumption

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LOYOLA UNIVERSITY CHICAGO

A QUALITATIVE STUDY OF THE MEANING HIGH SCHOOL STUDENTS
ASCRIBE TO OCCULT MEDIA CONSUMPTION

A THESIS SUBMITTED TO
THE FACULTY OF THE GRADUATE SCHOOL
IN CANDIDACY FOR THE DEGREE OF
MASTER OF ARTS

PROGRAM IN CULTURAL AND EDUCATIONAL POLICY STUDIES

BY

JALISHA TOLBERT

CHICAGO, ILLINOIS

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I would like to acknowledge Loyola University Chicago for providing me with an opportunity to learn under the Nation's best authorities on Educational Policy and the Philosophy of Education. Without the hard work of teachers, mentors, and advisors, the completion of the research would have been impossible, and I thank each of you for contributing to my accomplishments. One of my most impactful courses was led by Father Jose Mesa, as my advisor and once professor, his Philosophy of Education course allowed me to understand how pivotal leaders were able to shape the masses of diverse school of thought, especially theorist like Dewey and Socrates. These diverse thinkers prompted me to seek an answer to an out of the outbox question. Thank you for Father Mesa for contributing as a reader on my committee, and for introducing me to a variety of complex perspectives.

First, I must acknowledge my Graduate Program Director, Dr. Noah Sobe, Phd, who has taken on more hats than the university could ever know. As he resides as the Faculty Sponsor of my Thesis Committee, he also spearheads as a great lecturer for the School of Education. In the midst of the Chicago Teachers' Strike of 2013, he not only championed the march alongside Chicago Public School teachers, administrators, and staff, but also made time for my self-admitted micro-life crises. Well-Appreciated, he invited me to several coffee-centric meetings, where many vague and confusing thoughts became clear. Thank you, Noah.

Lastly, each participant gave such honest and open answers. Their forthcoming spirit of truth allowed my research to have a layer of candidness that has yet to be presented in contemporary research. I will be forever indebted to the participants and their families for the consent to understand their meaning of occult symbolism in media. Most importantly, I thank my Creator, for placing a spirit of inquisitiveness in me to seek hidden answers about the religious and transitory state of society, as well as willing a spirit of excellence to accomplish such as journey.

All media work us over completely. They are so pervasive in their personal, political, economic, aesthetic, psychological, moral, ethical, and social consequences that they leave no part of us untouched, unaffected, unaltered. The medium is the message. Any understanding of social and cultural change is impossible without knowledge of the way media work as environments. All media are extensions of some human faculty - psychic or physical.

---The Medium is Message by Quentin Fiore and Marshall McLuhan

PREFACE

This manuscript is an extension of my long journey of enlightenment and pursuit of knowledge. As I pray to lead a purposeful path, I believe this is the beginning of a series of academic research interests involving the culture of media. The media industry is one of the most profitable business sectors, yet as educators, we often lag behind in the technological connectedness that our students thrive upon for social adaption. Although research on media returns a plethora of literature, juxtaposed with the increasingly pervasive practice of occultism in media is almost nonexistent as a resource for the world of academia. Research on occult matter has often been considered a taboo subject, where lines between politics, religion, and education become entangled, which leads to the abandonment of such subject matters. We must acknowledge that even if we choose not to study these matters overtly, they still do exist, and does impact our youth in a variety of ways.

This is dedicated to the other valiant researchers, who decide to defy status quo for the merit of fruitful knowledge. The subjective experiences of the participants are by no means a generalization of the overall population, but it truly gives us a glimpse into the realities of a ten lives that perhaps could be similar to those of yours and mine. I hope that this study can contribute to future research that will provide justification for the production of rigid policies regulating approved, all audience material distributed by the media.

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ABSTRACT

This qualitative research design explored how high school students ascribe meaning to occult media in pop culture, and it explore possible effects of occult consumption impacting their life aspirations. The research conducted at a high school located on the west side of Chicago, Illinois with a sample size of 10 students from the eleventh grade. First, an exploratory assessment will show how youth ascribe meaning to occult media consumption, and in turn, qualitative interviews presented whether it imposed any effects on life aspirations. The qualitative methods included a qualitative interview, where the researcher asked each participant to explore the meaning ascribed to occult media. The results show that youth ascribe meaning to occult symbols based upon differentiated factors including previous experiences with the symbol, the ability to associate the symbol with various celebrities, as well as their familiarity with occult symbols found in movies, television, or videos. Participants' familiarity to occult symbolism had no correlation relationship with life aspirations, as a result provided a null response where there was no great impact on positive life aspirations such as the desire to attend college or pursue a career post-graduation.

Keywords: Media, Occult, Symbolism, Youth, Life Aspirations, Pop Culture

CHAPTER ONE

INTRODUCTION

Statement of the Problem

Over the past two decades, media has become more pervasive in the Western culture. Today, people experience connectedness through the variety ideas expressed by mass media outlets, like television and music. Personalization of technology has thwarted social media as the foci of many youth interactions as well as become a platform for youth to learn about popular culture within the entertainment industry. Although this era of social media prompts individuality, many networks are producing similar images and messages since they function as conglomerates of major media companies such as Walt Disney, Time Warner, Viacom, Sony, and Universal. As a result, these small companies become powerful influencers for youth, especially when similar messages and images are aggregated overtime. Youth begin to attach meaning to distinct messages and symbols pertaining to their favorite television show or music artist.

This interconnectivity between the media and youth has resulted in an increased consumption of mass media with occult symbolism embedded in its production. For instance, Mountain Dew recently canceled TV advertisements featuring the music artist, *Tyler the Creator*, that participated in the commercial as a voice-over for a talking goat—whom is a suspect on a police line-up for brutally raping a crying white woman. Due to the racial undertones, controversy quickly emerged and this commercial was restricted

from television and removed from all internet sites immediately. However, the media has not acknowledged the usage of the menacing goat (*scapegoat*) portrayed as the antagonist, is also, often used in many occult rituals. These ever-not-so subtle images of occult pagan archetypes over-time intertwine with the popular culture, which is designed to influence teenage and adult consumerism. However, the consumption of occult media production can negatively affect an adolescent's self-concept as well as academic achievement. This study seeks to reveal how, in fact, youth ascribe meaning to particular occult media images, in turn, whether this symbolism has any relationship with a student's long-term goals within educational achievement and future life aspirations.

Purpose of Study

The purpose of this qualitative research design is to explore the meaning that high school students ascribe to occult media in pop culture and to examine whether occult consumption impacts their life aspirations. The qualitative aspect of the study will investigate how the meaning ascribed to occult media consumption impacts life aspirations in high school students. Therefore, the research question is: (1) what meaning do students ascribe to occult media? In particular, how does occult consumption impact life aspirations?

By examining these questions related life aspirations, the researcher will learn the implications related to the current influences in mass media effecting students' perception of educational achievement in relation to their goals.

Significance to Education

This study is significant to education because it provides insight into the cultural influences that may cause cultural challenges in the academic process. Mass messaging

that encourages them to become loyal to various brands, entertainers, and ultimately—the ideologies that constantly bombard adolescents. Recently, a campaign in mass media launched the “above the influence” commercials targeted at teenage drug prevention has been aired to instill positive messages. S. Liliana Escobar-Chaves, Susan R. Tortolero, Christine M. Markham, Barbara J. Low, Patricia Eitel and Patricia Thickstun (2005) concluded that “data regarding adolescent exposure to various media are, for the most part, severely dated”, in which only a “few studies have examined the effects of mass media on adolescent sexual attitudes and behaviors...”(p. 303). Therefore, this study will incorporate the findings of research that has examined media effects, while focusing on the specific area of occult symbolism within mass media. The research will show the implications of the pervasive consumption of occult media targeted at indoctrinating aversive ideologies, beliefs, and life styles contrary to the traditional educational model.

As a result, this research sought to unveil the meaning of specific images presented in commercials and music videos of pop culture. Although there have been many studies conducted to investigate the effects of music on adolescents, the impact of occult media consumption on adolescents has not been studied consistently, in comparison to other popular topics such as “violence in the media”. More importantly, occult media has not only permeated music, but also other media outlets that use product integration and co-branding techniques to influence consumers to connect to a brand. Therefore, it is no longer an individual choice as to whether a student wants to consume occult media; it is simply integrated into all forms of media without consent or subscription.

CHAPTER TWO

LITERATURE REVIEW

An extensive literature review led the researcher to understand the complexities of mass media. For the purposes of this study, occult symbolism refers to any symbol that represented pagan theology, cults, mysticism, Thelema, Kabala, Satanism, or any other entity related to hidden & occult knowledge. For instance, symbols such as an “inverted cross” or a broken cross (Nero’s Cross), which is typically encompassed by a circle and rebranded as the harmless “Peace Symbol”. However, Nero’s cross was created to mock the Christian crucifix, and this symbol has now been inverted and encapsulated to persuade unknowing observers that it represents peace, but truly its creator-waged wars against religious zealots. The entertainment industry consistently embeds particular occult symbols in commercials, sitcoms, and music videos that entertain masses of adolescents and adults alike. Since these symbols are seen so often, people become desensitized to their presence and cannot establish connections between brands and the underlying meanings of occult symbols embedded in mass media. William A. Gamson, David Croteau, William Hoynes, and Theodore Sasson (1992) stated, “the special genius of this system is to make the whole process seem so normal and natural that the very art of social construction is invisible” (p. 374). Moreover, these invisible connections have power to teach specific messages to its target audience. Gambeson et al (1992) suggest that “We assume that a wide variety of media messages can act as teachers of values,

ideologies, and beliefs and that they can provide images for interpreting the world whether or not the designers are conscious of this intent” (p.374). Interestingly, George Gerbner and his associates (1968) as cited by Wimmer & Dominick, (2009) found that “the more time one spends living in the world of television, the more likely one is to report conceptions of social reality that can be traced to television portrayals” (p.23). Herbert Blummer (1937) coined the term “symbolic interactionism”, which focused on the connection between symbols (shared meaning) and interactions (verbal/ nonverbal actions and communications) (LaRossa & Reitzes, 1993). It is a model for understanding how humans synchronously create symbolic worlds and how these worlds, in turn, shape human behavior (LaRossa & Reitzes, 1993). Likewise, Benzies & Allen (2001) noted that the world is interpreted through the use of symbols in the process of interaction in which people form new meanings and new ways to respond; and thus are active in shaping their own future through the process of interpreting meaning. These repetitive images simulate a variety of meaning (outcomes) for each viewer.

In particular, pop music uses many images of violence, aggression, and illegal drugs, in which many studies reveal an undeniable negative effect on adolescents. Mike Allen, Jennifer Herrett-Skjellum, Jill Jorgenson, Michael Kramer, Daniel J. Ryan, & Lindsay Timmerman (2007) focused on “social behaviors and attitudes refer[ing] to academic success, attitudes toward violence, aggression, sexual intercourse, use of illegal drugs, delinquency, and vandalism as well as beliefs about issues such as Satanism, the occult, racism, date rape, and rebellion against social rules” (p.264). The introduction thoroughly discusses how television and music has developed a pop culture, which plays a major role in a child’s social development. Allen et al (2007) stated, “music operates as

part of the social system, and, especially for adolescents, the sounds of growing up are often the sounds of popular music... Adolescents identify themselves and with each other on the basis of a common cultural shared experience through the music in the environment” (p. 264). After reviewing several survey and experimental investigations, Allen et al results indicated that “exposure to music increases antisocial actions and beliefs” (p.270). One survey sought to “match particular content of music to related outcomes” where investigators compared “self-identified heavy metal ‘stoners’ and their beliefs in various occult practices (belief in witches, voodoo, and black magic)” (p.271). The argument claimed that music content containing these themes combined with a person, who has “a strong preference for this music would be more likely to believe or accept the content as true compared with adolescents not listening to this form of music” (p. 271). Therefore, this form of music affected adolescents negatively, especially when the child preferred to listen to it. In a society where music integration spearheads all forms of media, it is difficult to deny how ingrained pop music is within the American culture.

In the article, *Media Priming*, D. Roskos-Ewoldsen, Klinger, & B. Roskos-Ewoldsen (2007) a meta-analysis focused on media priming, in which investigators studied the impact of media violence on a viewer’s subsequent behavior (p. 58). In this article, “a total of 48 published articles on priming were found, representing 63 studies and using 21, 087 participants” (p. 62). In identifying particular priming studies, the created clear boundaries of research centered directly on media priming, and excluded any studies without the standard dependent variables (Roskos-Ewoldsen et al, 2007, p.63). “The results of this meta-analysis indicate that the media can act as a prime. That

is, the content of the media may temporarily influence people's attention, judgment, or behavior" (Roskos-Ewoldsen et al, 2007, p.65).

In the article, *Effects of Media Violence on Viewers' Aggression in Unconstrained Social Interaction*, by P. Niels Christensen and Wendy Wood (1991) meta-analytic synthesis of research on media violence and aggressive behavior in unconstrained social contexts", in which Wood et al "reaffirms the causal effect they documented of exposure to media violence on naturally occurring aggression" (p.145). This meta-analysis identified 24 research reports for its sample (Christensen & Wood, 2007). Christensen and Wood (2007) found that "exposure to media violence may have a small to moderate impact on any single behavior, but the impact may be substantial when cumulated across multiple exposures and multiple social interactions" (p.160). "Particularly, if we assume that one person's aggression begets corresponding hostility in others, small increases in an individual's aggression may have significant impact across sequences of interaction with other people" (Christensen & Wood, 2007, p.160). In conclusion, this analysis revealed, "media violence enhances children's and adolescents' aggression in interactions with strangers, classmates, and friends" (Christensen & Wood, 2007, p.164). Therefore, it is imperative that educators understand that music, which encourages the use of violence to resolve conflict, impacts the natural aggression of adolescents.

How do these images in mass media affect students' self-concept, specifically their body image? In article, *Mass Media and Its Influence on the Adolescent Mind: A study of student perceptions of body image and magazine advertisements*, by Benjie Achtenberg (2006) highlights the influences of mass media on the American adolescent population (p. 1). Achtenberg (2006) examined "9th grade students' perceptions of their

own body image and self-image as they relate to the media” (p.1). “This study is intended to show how 9th graders are affected by the media’s presentation of the ideal male and female body and the potentially negative effects that ensue. The ultimate goal of this study is to inform educators of the importance of a comprehensive education in media literacy, especially for students entering high school” (Achtenberg, 2006, p.1). The study presented body-image surveys, collaborative poster/collage project and presentation as well as a one page written response to “27 ninth graders of mixed gender enrolled in a single trimester of health education at a Midwestern private Catholic high school in an urban area” (Achtenberg, 2006, p.1). The students were predominantly white, but African American and Latino were represented as only 10% of the sample (Achtenberg, 2006, p.4). The results were significant, where data supported that “media is the single most influential source in these students’ lives with respect to their perspectives of body image” (Achtenberg, 2006, p.6). Achtenberg (2006) noted that “from the poster presentations, that data gathered merely reinforced already understood notions of what the stereotypes were in the media” (p.6). Achtenberg (2006) concluded “the media’s constant barrage of slender, scantily clad women and buff, muscular, tan and half-naked men reinforced the notion of the “ideal” male and female bodies, which is exactly the type of imagery that has a negative effect on adolescents” (p. 7).

In the article, *Black Youth and Mass Media: Current Research and Emerging Questions*, by S. Craig Watkins, (2000) discusses the media effects paradigm. This essay offers the lens of multiple studies that offers a variety of perspectives of the effect of media on Black youth. Watkins (2000) inquires about the “effects of mass media stereotyping on the self-esteem and cognitive development of black youth” (p.1).

Moreover, “the mass media industry has produced images that distort and misrepresent the complexities of the African American experience (Watkins, 2000, p.1). Specifically, Watkins (2000) found “studies demonstrate that when African Americans are portrayed in television news it is generally in aggressive, violent, or criminal roles (p. 2). In one study, “researchers tentatively concluded that heavy exposure to white-aimed television programming causes lower self-esteem among blacks... He argues that, while black youth live in a world of unprecedented material abundance, conspicuous consumption, and media advertising, their poverty stricken status severely limits their ability to participate in a rapidly expanding consumer culture, thus leading to personal frustration, social stigma, and alienation” (Watkins, 2000, p.2). Additionally, Watkins (2000) noted that “black youth may be especially influenced by television advertisement featuring black athletes” (p. 2). Watkins (2000) concluded, “High levels of television viewership have important quality of life implications for youth. Three of the most important quality of life indices include educational development, sexual behavior, and goals, aspirations or perception of life chances” (p.2).

Mind Control in the United States, by Steven Jacobson, is a book dedicated to unraveling the effects of media on the public at-large. This text discusses a myriad of themes connected to subliminal communication through a range of mass media production such as television, music, and its contingent products and services. Jacobson outlines subliminal communication as “the principles of mental programming [where] an initial distraction must be followed by repetitive commands, and it tells you how these ideas are implemented” (1985, Jacobson, p.1). These subliminal communications are embedded in advertising, pop and rock music, horror movies, and many other modes of

mass media. Unfortunately, this overt manipulation by the media has “created a state of inner turmoil in citizens through portrayal of violence and chaos and irrational behavior. This inner state is reflected in the chaotic world outside” (1985, Jacobson, p.2). In this text, Jacobson outlines the principles of “mind control, hypnotic suggestion and, mental programming” in which “the goal is to suspend the thought processes of the conscious mind to cause a state of mind that is just like ‘day dreaming’” (1985, Jacobson, p.3-4). Moreover, mental suspension allows the mind to enter a more suggestible state, and therefore more receptive to programming (1985, Jacobson). Hence, “the first principle of mind control is distraction. Distraction focuses the attention of the conscious mind on one or more of the five senses (sight, sound, touch, smell and taste) in order to program the subconscious mind” (Jacobson, 1985, p.4). In later chapters, Jacobson addresses the power of music where he quotes the ideologies of classic philosophers and award-winning musicians. Jacobson (1985) notes Plato and Aristotle as philosophers, whom believed that music could control people (p.5). Musician, Jimi Hendrix, a famous sixties rock superstar, said: "You can hypnotize people with music, and when you get them at their weakest point you can preach into their subconscious whatever you want to say" (1985, Jacobson, p.5). This power seems to be to be unique to music. According to Jacobson (1985), “Much of today's popular rock music is built around a heavy bass pattern louder than the melody. These loud, low frequency vibrations and the driving beat of most rock music affect the pituitary gland. The pituitary gland produces hormones that control the sexual responses of males and females. These low frequency vibrations vibrate in the lower parts of your body so that the music "feels" good” (1985, Jacobson, p.6). Overall, music is a perfect platform to distract youth, embed subliminal

messages, and sometimes negatively influencing susceptible listeners.

CHAPTER THREE

RESEARCH METHODOLOGY

This study recruited a convenience sample of 10 high school students, in the 11th grade, males and females of ethnic descent, who attended a College Preparatory high school on the West side of the Chicago, Illinois. For this study, participating students had not interacted with the primary researcher previously, and nor did they afterwards. Once institutional permissions were granted, the data collection resided on-site at Michele Clark High School. After obtaining the school administration permission, high school students were required to obtain parental permission to participate in the study. Upon the collection of parental consent forms, high students were scheduled for interviews, and surveys were orally distributed to participants accepted into the study. All participants entered into research voluntarily, with informed consent as well as with adequate information about the study. Students freely held consent to partake in research as well as could have voluntarily ended their participation for any reason, and without consequences. All data collected was de-identified of any private information before analysis and the release of results for the study. In order to reduce all vulnerability, students chosen for participation have no relationship with the primary researcher. For instance, students were selected from the 11th grade because the primary researcher was under a federal grant to only serve 9th and 10th graders. In this case, the risk was reduced to no more than minimal; as a result, the research was reviewed through an

expedited process. The qualitative research, exploratory design, was utilized to collect and analyze the data. The qualitative dimension included interview facilitation to explore the meaning ascribed to occult symbols and its impact on life aspirations. Demographic data was collected from the participating sample. The qualitative aspect of the study was conducted through interviews of high school students related to their academic goals and life aspirations. The process involved identifying text segments, creating codes, which are labels, used to describe the segments of the interview text. Once the codes are established, themes or categories were aggregated.

Data Sources

This study used interviews as its main data source. The qualitative research involved the usage of interviews where students identified symbols found frequently in pop music videos and commercials. The interviews illustrated individual interpretations of common occult symbols that were most likely to be identified by high school students. Participants were prompted to answer questions about their musical preference including favorite music genre, favorite music videos, and favorite music artists. The researcher documented what meaning they ascribe to them and captured the data by a video and audio recorder. If you would like to identify specific questions, please review the labeled, Appendix C: Interview Questions.

For interviewing purposes, occult symbols were selected from several popular music videos that embedded signs such as an inverted cross, pentagram, Ancient Egyptian hieroglyphics, the Baphomet (*Appendix B: Figure A*), any other pagan symbolism. For an example, hip-hop artist, Lil' Wayne "Love Me" video showcases

many occult symbols including inverted crosses, caged Succubus (i.e. female sex demons), devil horns on the artist, hallow-white demon eyes, bugs crawling on artist face, satanic blood-bath ritual (*Appendix B: Figure B*), and butterfly resting on left-eye symbol as known as the Monarch programming. Moreover, advertising commercials spots aired around programming of teenage interest reveal heavy usage of these symbols as well. A commercial analysis helped to identify occult symbols and/or the presence of entertainers, who either endorse occult symbolism verbally and non-verbally. After interviews were completed, conclusive themes formed coded categories. This information will be analyzed to explore, the effects of occult media consumption. Ultimately, the goal was to assess whether there was any relationship between occult symbolism and a shift in student's life aspirations.

Data Analysis

After reviewing all materials from videos, audio recordings, and transcribed interview notes, there were several thematic patterns discovered. Most interviews revealed that participants could not readily identify the specific names of symbols and signs, but these symbols were labeled as familiar and often they created meaning based upon the associations of the symbol i.e. a celebrity endorsement and/ or previous interactions with the symbol in their personal lives.

Most recognizable occult symbols were the "All Seeing Eye" Pyramid, Eye of Horus "Egyptian Eye", Inverted Cross, OK Hand Sign, Baphomet/ Sigil of the Baphomet, and Triquetra. On the other hand, the Upright Cross, Five-Point Star, and Jesus Piece were the most familiar symbols described by participants. The following will explore the

ascribed meaning that participants placed on occult and neutral symbols within this study. Finally, data was collected within interviews to explore whether the meaning ascribed to occult symbolism impacted the participants' life aspirations for post graduations and career path.

Occult Symbols

Participants assigned meaning to the **Inverted Cross** through association to music artists as well as their personal understandings of religion. In particular, Participant 101 ascribed meaning based upon the views of their favorite artist. Participant 101 stated "I see an upside down symbol cross and I feel like it represents the recovery symbol for Justin Bieber... [It represents] a recovery symbol...that's the name of his album recovery" (PT 101, p.7). Another example of participants associating the meaning of the inverted cross with music artists comes from Participant 104. S/he states that I [have] seen this on Lil' Wayne shirt. It was [in] a picture. I [have] seen it on his shirt with a money sign. From what I heard it means another illuminati sign." (PT 104, p.8) In a twist of understanding, Participant 106 associated an upside down cross with "something Christian related...I've seen it Demi Lovato's video, Heart Attack...I think it was a permanent tattoo", (PT 106, p. 7). Once again, the presence of the symbol in a favorite music artist's video, the participant ascribed meaning based upon the opinion of artist's perceived spirituality. Meanwhile, other participants suggested the inverted cross had a contradictive purpose and viewed it as opposing their religious doctrine. Participant 100 stated, "Upside down cross means that you don't like Jesus or like you don't represent Christianity" (PT 100, p.6).

The **Baphomet** has a variety of response surrounding its representation, but in each case, it was viewed as demonic while others associated it with the Illuminati. Despite a participant being unable to name the symbol, they each assigned a malignant descriptor to it. Participant 101 stated, “I’ve seen this on a movie called the Unborn, and it’s a man I guess with a demonic [helical] body with wings... It looks like its spiritual” (PT 101, p.10). In a similar response, Participant 102 stated, “Well, the picture looks kind of evil, kind of mean.” (PT. 102, p. 10). Others simply had a visceral aversion to the sight of the Baphomet, Participant 103 uncomfortable stated it was “something demonic...” (PT 103, p. 6). Also, he emphasized that the Baphomet was “The Devil...because it looks demonic...It looks scary” (PT 103, p. 13). This response was consistent across all participants finding that it seems evil, demonic, and scary.

Moreover, the **Sigil of the Baphomet or Mendes** elicits synonymous responses from participants. Participant 105 recalls the symbol as being one in the same as the Baphomet symbol and intertwined with the Illuminati. S/he states, “I think this [is the] illuminati again. I think this [is] the picture. One of the pictures I’ve seen with the music symbols, the five point star, and the devil’s head. I think it’s called the Baphomet or something. (PT 105, p. 6) In this case, the participant has assigned meaning by placing the symbols in context to music, and notating that they have a common thread of the Illuminati. Participant 105 continues, “I believe I’ve seen it. I [have] seen it ummm...on Kanye West or Jay-z or something....But I also learned [about it] when they talked to us about this in my bible study class; showing us how the music we listen got symbols in them.” (PT 105, p. 6). This participant is confident that the Baphomet proves the

presence of the Illuminati because it has been validated through lessons taught in their church.

The **All Seeing Eye pyramid** had a myriad of direct response from participants. The most notable association was a similar symbol from a dollar bill. Participant 102 stated, “I think it represents this new religion that they have out—Illuminati. Or, I think it’s just the dollar sign...” (PT 102, p.7) When asked about this “new religion”, the participant 102 replied, “It represents that they are worshipping the devil. The evil is their god... They say most celebrities... If they are very rich, they are worshipping the devil and the Illuminati. I don't think it's true, but they say they got rich because they worship the devil.” (PT 102, p.7) Despite, personal reservations about the validity of the Illuminati, the participant has ascribed an evil connotation to the All Seeing Eye symbol as being connected to worshippers of the Illuminati. Some participants provide more objective observations to this symbol, as in the case of Participant 103, who stated, “It reminds me of the pyramid that is on the dollar... Something that is probably hidden” (PT 103, p. 6). Participant 104 explained that the All Seeing Eye represents, “[the] Illuminati...People who don’t believe in God” (PT 104, p. 6).

The **Eye of Horus** consistently was described as an Egyptian eye, with common responses that it is connected with the secret society, the Illuminati. Participant 105 shared insights into the appearance of this symbol surrounding alleged members of the Illuminati when stating, “An Egyptian eye...I think it represents the illuminati... Stars like Jay-z and Beyoncé... Those are the two main ones that worship the devil. And I saw a picture of the person that they supposedly worshipped and it had this type of eye.” (PT

105, p. 5). Despite the conspiracy theorist, who argue the existence of this secret society, the presence of these symbols somehow validates its truth by the youth in this study.

The **OK Hand Sign** ignited two different responses consistently, which participant simply described it as OK or a hand signal for those associated with the Illuminati. For example Participant 102 revealed that both of these meanings could be ascribed to this symbol. Participant 102 stated, “Either OK, or, they are holding up the number three. These other people think they are holding up the illuminati sign. That's crazy!” (PT 102, p.7) However, Participant 102 does not easily accept meaning ascribed by those in media, and concludes, “they think everything a person holds up has to do with religion, when they are just holding up a signal of OK or the number 3...” (PT 102, p.7) Overall, participants initial applied a state of satisfaction to the OK hand sign, and concluded that it may be connected to a secret symbol adopted by the Illuminati.

Surprisingly, the **Triquetra** symbol was easily recognized by several participants as appearing on the television show, Charmed. Although they could not state the actual name of the symbol, they were able to ascribed meaning to it by what they learned from the television show. Participant 102 stated that it represents “unity within a family”, moreover, “I've seen it on show that I love to watch called Charmed. That they are sisters and their powers are stronger when they are together. And, they can conquer anything. And, all evil.” (PT 102, p. 10). A similar response was reported by Participant 100, “I've seen it on the TV show, Charmed. It's supposed to be like linking something or people together.” (PT 100, p.10). Television acts as informal method of teaching, in absence of formal education about these familiar symbols.

The **Anarchy Symbol** as described by most as an encircled “A” provided a variety of responses, with many not understanding its origins or meaning yet always appeared familiar. Participant 103 associated the anarchist symbol with “Atheism”, and remembers seeing it on the internet while studying meaning “because I didn’t know what it was”. This participant shows a good example of formal research on the presence of a recurring symbol that had no previous meaning assigned. The youth want to know what these symbols mean, and they will inquire through formal research or ascribe a meaning by adopting the opinions of others. While other participants associated with celebrities, Participant 104 stated, “I know I did see a magician, Criss Angel...with it in his signature line”. In this example, he found that the symbol was connected to the allure of the hidden art of magicians, but still could not assign meaning. Participant 106 stated it represents, “probably a dark religion... I think it was a movie. Drag Me to Hell when they were writing symbols on the board.” (PT 106, p. 9). In this case, it was movie that aid this participant’s association that the occult symbol had a “dark” or evil connection.

Neutral Symbols

The **Upright Cross** was one of the most recognizable neutral symbols. Participant 101 concluded that the symbol represents, “The Christ” (PT 101, p. 11). The Christian theme echoed in Participant 102 response as they believed it was a form of “religion”, in particular “Christianity” (PT 102, p. 11). Participant 103 described the Cross as “the body of Jesus” (PT 103, p. 14). Alike, Participant 104 stated, “[It’s] Christian...I’m sure its Christianity” (PT 104, p. 14). In almost every instance, participants associated the Upright Cross with a Christianity, Jesus, and/ or Crucifixion.

The **Jesus Piece** can be viewed as a neutral symbol as it does not have an occult origin. However, its depiction by hip hop artist is somewhat perplexing as to the purpose of wearing such symbol while living a contrary lifestyle. The representation of the Jesus Piece is explained by Participant 103 as, “Someone who is claiming to be a believer in God. I mean a believer in Jesus... [I have seen it] on rappers and people on the street”. These rappers are not necessarily promoting the Gospel of Jesus, but they do support its symbol by displaying it through expensive gold and diamond jewelry chains. Moreover, symbols that their favorite artist have worn appeared to be more familiar to participants. Participant 101 described the Jesus Piece as being worn by a music artist, “It looks like something 2chainz would wear” (PT. 101, p. 7).

The **Five-Point Star** elicited a variety of response, but many implied its connection to street gangs. Participant 104 stated, “I’m not sure what it represents, but I’ve seen most people, who were gang members with this tattooed on them.” Gangs are an assigned meaning provided by some participants because they are associating their personal experience regardless of the actual meaning for a neutral symbol. Participant 105 concluded quickly, “When I think of five point stars, I think of gangs... Yea, I think it represents some type of gang.” (PT 105, p.5). In most cases, a five-point star can represent a variety of depending upon, the environment the symbol is found. Participant 103 conclude it represented “fame”, as one would find in Hollywood’s Walk of Fame (PT. 103, p. 6).

Table 1. Thematic Codes. This table represents thematic codes inferred from the transcribed interviews of participants. The following themes ascribed based upon the frequency of response provided by participants. It required more than half or $n < 5$ in order to qualify as the majority of respondents.

Symbol or Sign	Theme
Five Point Star	Gang- Affiliated, Fame
Upside Down Cross/ Inverted Cross	Devil Worship or Anti-Christianity
Eye of Horus	Egyptian Eye, Illuminati
All Seeing Eye pyramid	Celebrities, who worship the Devil
Baphomet/ Sigil of Baphomet	Devil, Demonic, Illuminati
Jesus Piece	Believer of Jesus, Jewelry in Hip- Hop
Triquetra	Unity, TV show “Charmed”
Ok Hand Sign	Ok or the Illuminati
Upright Cross	Christianity, Jesus Christ, Crucifixion

Life Aspirations

Participants’ responses reflected no negative affect on life aspirations as in relations to their understanding and/ or familiarity with occult symbolism. In fact, 100% or 10 out of 10 participants responded affirmatively when asked whether they would attend college, as well as if they had decided upon a major. These two questions were highly important to the significance of this study. The researcher wanted to determine whether or not exposure to occult symbolism in mass media would impose a conflicting life view onto youth as a reflection of the consuming contradictory ideologies through pop culture.

In addition, most participants disagreed with the pop culture philosophy “You Only Live Once” mentality that encourages youth to focus experiencing anything in life at least once regardless of the consequences of such actions. In fact, 80% or 8 out of 10 participants disagreed with the statement, “I live by the Y.O.L.O (You Only Live Once) lifestyle”. Therefore, they declined the popular ideology presented in most media tagline

associated with their favorite music artists. Whereas, 60% participants agreed with the statement, “I live for today because the future is not promised to anyone”. This statement provides a different perspective to risk taking opposed to “Y.O.L.O”, which elicits a “danger seeking” aspect that is contrary to the “adventurous” mentality shaped by college-bound participants.

Moreover, post-graduation aspirations were astoundingly diverse across the board with a variety of career paths such as Lawyer, Musical Engineer, Counselor, Doctor, Actor, Choreographer, FBI Agent, etc. These career paths was channeled through a assortment of long-term objectives to alter society, in such as a way that each respondent seemed determined to create a resounding demarcation of positive change in the world. Participant 100 stated, “I want to be an Ambassador to different countries for equal rights” (PT 100, p. 12). Similarly, Participant stated 101, “I want to help people” (PT 101, p. 12). Also, Participant 105 highlighted the same aspiration, when stating, “My dream is to save lives” (PT 105, p. 15).

A range of other response showcased a need for life achievement to uplift themselves as well as family. Participant 102 stated, “I want to finish college, have a successful career and possibly be married before I get 30, have children before 40. Probably in 70s or 60s, I'll retire and travel the world, if I haven't already during college cause I may study abroad” (PT 102, p. 12). Likewise, Participant 103 stated, “My greatest aspiration is to get into UCLA and be at the top ten of my class” (PT 103, p. 15). Meanwhile Participant 104, hoped to achieve the highest accolades within the entertainment industry, stating “I'm gonna to win a lot of Oscars, so acting would have to

be the top priority!” (PT. 104, p. 16). In addition Participant 108 stated, “I want to take care of my family...help them become better people” (PT 108, p. 16). Finally, Participant 109 stated, “...help the starving children” (PT 109, p. 23). All these statements highlighted a positive outlook in regards to future aspirations.

Overall, participants glimmered with achievable career paths, and life goals beyond secondary education. Presumably, the occult symbolism was not internalized as a representation for the future, whether who their musical idols within media used it as an indoctrinating ploy or simply as entertainment. Each participant willing consumed this media; whether they found it disturbing or not, and associated the symbol as a rites of passage in music business as opposed to the indication of religious preference of an artist. As a result, respondents did not accept it as a whole descriptor for lifestyle. Similarly, the participants did not accept any of the symbols as a function of their life or attach any personal meaning to it when making decisions for the future. Therefore, the acknowledgement or familiarity of per se occult symbol does not lead to a destructive self-concept or a negative trajectory as imagined. Instead, it led participants to critically thinking as to why an artist or an actor would chose to use such symbols to represent their art if it did not characterize that individual holistically.

Table 2. Occult Symbolism impact on Life Aspirations. Symbolism impact on Life Aspirations. This table illustrates responses from the transcribed interviews of participants in relation to how media with occult symbolisms impacted on life aspirations. The responses have been coded by participant number to provide insight into each respondent's future aspirations academically and personally.

Life Aspirations Questions/ Statements	Participant Responses
Do you plan to attend college?	Yes (n=10) All participants
Do decided upon an intended major?	<ul style="list-style-type: none"> • PT 100: History & Law • PT 101: Marine Biology • PT 102: Accounting/ Finance, Stage Design, Computer Software, or Studio Engineering • PT 103: International Business • PT 104: Theatre & Science • PT 105: Medicine • PT 106: Criminal Justice • PT107: Criminal Psychology • PT 108: Electrical Engineering • PT 109: Business & Choreography
I want to attend college for freedom.	Agree: (109, 107, 106, 105, 104, 102, 101, 100) Disagree: (108, 103)
College cannot teach you anything that life hasn't already done so.	Disagree: (109, 108, 107, 106, 105, 104, 103, 102, 101, 100)
I live for today because the future is not promised to anyone.	Agree: (109, 106, 105, 102, 101, 100) Disagree: (108, 107, 104, 103)
You should have as much fun as possible while you are young.	Agree: (109, 108, 107, 105, 104, 102, 101, 100) Disagree (106, 103)
I live by the Y.O.L.O lifestyle (You Only Live Once).	Agree: (109, 100) Disagree: (108, 107, 106, 105, 104, 103, 102, 101)
What career path do you think you will most likely take after high school?	<ul style="list-style-type: none"> • PT 100: Lawyer • PT 101: Counselor • PT102: Banker; Musical Engineer • PT 103: Business Owner; UCLA • PT 104: Actor • PT 105: Doctor • PT 106: FBI Agent • PT 107: undecided

	<ul style="list-style-type: none">• PT 108: College• PT 109: Choreographer
What are your greatest life aspirations i.e. academically & personally?	“Help starving children”; Top ten of my class”; “Save lives”; “Take care of my family”; “Successful career before 30”; “Travel the world”; “I want to help people”; “Ambassador of equal rights”

CHAPTER FOUR

DISCUSSION

The literature reveals that mass media has significant effects on adolescences. Children encounter countless hours of media are bombarded with many coded messages such as occult symbolism, vulgar sexuality, teenage promiscuity, drug usage, and violence. Moreover, we learned that symbols embedded in these television and music video portrayals do affect the viewers' understanding of the overarching meaning of the message. Blummer's (1937) symbolic interactionist theory recognizes that these symbolic meanings derive from interactions in a socially constructed environment. Therefore, a student who consumed mass media with occult symbols, they were more likely to (a) engage in a social reality that aligns with television portrayals and (b) become influenced by occult symbols due to personal interactions with symbols and others as well as (c) these occult symbols gain meaning through overt social construction, which seek to produce brand loyalty. Furthermore, the literature review revealed that there is a gap in research for occult media whereas mass media has been traditionally studied to understand the effects of violence, aggression, and sexuality on adolescents. This study engaged with material that has been overlooked in previous studies.

Conclusion

The interviews revealed several interesting components. There was not adequate evidence to support the theory that occult symbol impacted life aspirations negatively.

Moreover, the more confident the participant was in explaining the meaning of the symbol typically reflect positive self-concept. These outspoken and knowledgeable participants often had lofty aspirations, and even well-articulated career plans for post-graduation success. It is important to highlight that all participants regardless of occult knowledge, stated that they wanted to attend college, and offered a potential major too. None of the participants showed negative effect in relation to academic aspirations.

Overall, the meanings ascribed to occult symbols inferred previous impressions through viewing media content. For instance, many participants associated the “All seeing eye” on the back of the dollar bill as pertaining to the “Illuminati.” Participant 101 stated, “I do not know much about this...I watched a video and it was stating that ...um the U.S. money represent the devil, because the twin towers [are] falling. There is a certain origami you can do with the 5, 10, 20, 50’s [dollar bill] to show the tragedy of 9/11... (PT 101, p. 5). In this instance, the participant is ascribing meaning based upon a research learned from a video, and adamantly believes that U.S. money represents the devil. Although each response varied slightly, the general meaning of Illuminati became synonymous with celebrities, who “worship the Devil.” When asked, who does the Illuminati comprised of, participants quickly responded Jay-z and Beyoncé. Inasmuch, one can assume that youth create meaning based upon the subjective experience and rarely overt knowledge, while a few participants did explain that they had learned about some Egyptian symbols in a previous History class.

In addition, it is important to note that participants who came from religious background, often revealed a deeper understanding of the occult symbols. These

participants often used language such as “devil worshipper”, Satan, devil, Jesus piece, Baphomet, etc. Participant 105 explains, “Baphomet...I don’t know, it’s just creepy... I saw Beyoncé, it was in the movie, and it was fitted on her...because she is demonic.” (PT. 105, p.13) During probing, the participant was asked, “Do you still listen to her even though you know she is demonic?” The participant replied, “, I can’t lie and say that I don’t. I do, that’s a good question.” (PT 105, p. 13). She became deeply introspective about the value placed on such an artist, who illustrates such religious affiliation contrary to her own, as though she had never considered why she supported someone who was described as “demonic”.

In this case, religion became a pillar to distinguish between good and evil, and these participants pulled from this knowledge as the deciding factor as to whether a symbol was created with evil intent. Participants easily deciphered the difference between occult symbols and the neutral symbol of the upright cross. When questioned about their particular religion most participants including Participant 100 responded, “Christianity” (PT 100, p. 12). Therefore, they would ascribe such meaning to the upright cross as they have had direct personal experiences seeing this symbol in church. They have seen images of the cross due to the Christian association of crucifixion of Jesus Christ, and they immediately understood the purpose and placement of such symbol unlike the vague connections pertaining to occult symbolism. As a result, these participants often displayed a visceral response of cringing when seeing the symbol of the Baphomet.

Life aspirations provided a null response to the hypothesis proposed during the initial observations of this study. Participants showed no negative affect in relation to the

consumption of occult symbolism within mass media. All participants stated they will attend college post-graduation, and all had high aspirations for a career path. Thus, this reflects a positive outlook despite whatever negative influence that the participants may have interacted with when viewing occult symbolism.

Limitations

Initial, research limitations included a minimal research period; therefore, follow-up assessments over increments of time should be implemented in future research studies to increase reliability and efficacy. In this research, a test-rest reliability method should be utilized to analyze whether students' responses change over-time. If answers do change over-time, how does that effect life aspirations and student achievement? Moreover, there will be variance in the overall student population. This study does not compare students of different demographic backgrounds, which limits the research performed to a specific group. Although this study focuses primarily on African American students from urban areas, it would be of value to survey a sample of students from a variety of backgrounds to see if there are different results for other ethnicities, ages, and/or geographic locations.

During the interview process, I learned that many participants stated that the symbols were familiar, but was unaware of where they may have seen it. It would have been very useful to incorporate moving images alongside still images. For an example, the use of popular music video clips where the researcher could capture particular images would be a useful catalyst to recall prior knowledge. In addition, my interview was shorten and did not allot adequate time to rate those particular videos for affinity, the

usage of occult symbolism, and the ability of participants to rate those videos.

Furthermore, the interview must be concise as to not exacerbate the participant and/ or incite anxiety due to the graphic nature of the symbols. Many occult symbols can ignite visceral reactions into oblivious participants, who may have never seen such images.

Therefore, a short survey or questionnaire as pre-selection process may have added to a more insightful sample for the study.

This study needs a more in-depth understanding of how demographics constructs a major role in how popular culture influences personal identities and aspirations. This research could be advanced by exploring participants from various backgrounds, socioeconomic status, and/or geographical locations. Moreover, we know that Western ideology greatly differs than what is exposed to those in the Eastern hemisphere. Perhaps, the American point of view is shaped by the recurring themes within the context of the predominant religions such as Christianity and Satanism. Would youth from different countries, who participate other religions such as Buddhism, Hinduism, and/ or African Tribal Religions, have similar or contradictory views? These questions would require substantial resources, time, and cultural aptitude to understand the complexities that determine the meaning youth ascribe to occult symbolism in media.

Future Explorations

Given these limitations, this study served as a preview for a large-scale research requiring a long-term commitment, where researchers could follow-up and study the trend shifts of meaning ascribed for occult symbolism. In addition, researchers would be able to identify, in particular what impacts certain symbols may have on a subject

emotionally, socially, academically, and spiritually. All these components reveal how hidden symbols affect the total being of the human psyche.

I recommended that researchers study adult participants if possible and applicable to your intended research. Due to strict Institutional Review Board (IRB) mandates, youth under the age of 18 are deemed a vulnerable population, which restricts certain materials and tools that the researcher can utilize to conduct the study. In addition, youth must obtain Parental Consent before participation can occur, which halts the gathering of data. Likewise, the need for institutional research site approval also hindered the approval process from the IRB. Therefore, one should plan accordingly if studying a vulnerable population, especially youth. Furthermore, adults can be easily contacted for future research or longitudinal research cases.

In addition, it is imperative to ensure that your music research remains updated and connected to popular music as this genre is engineered to attract youth and young adults. Pop culture trends change sporadically and it important to stay abreast of artists that spearhead the charts. In addition, musical preferences are extremely diverse based upon the demographics of the population being studied. Therefore, it is necessary to have an extensive knowledge about the current pop trends, as well as media buzz that creates a major shift in perspective.

APPENDIX A
OCCULT SYMBOLS AND FAMILIAR ICONS

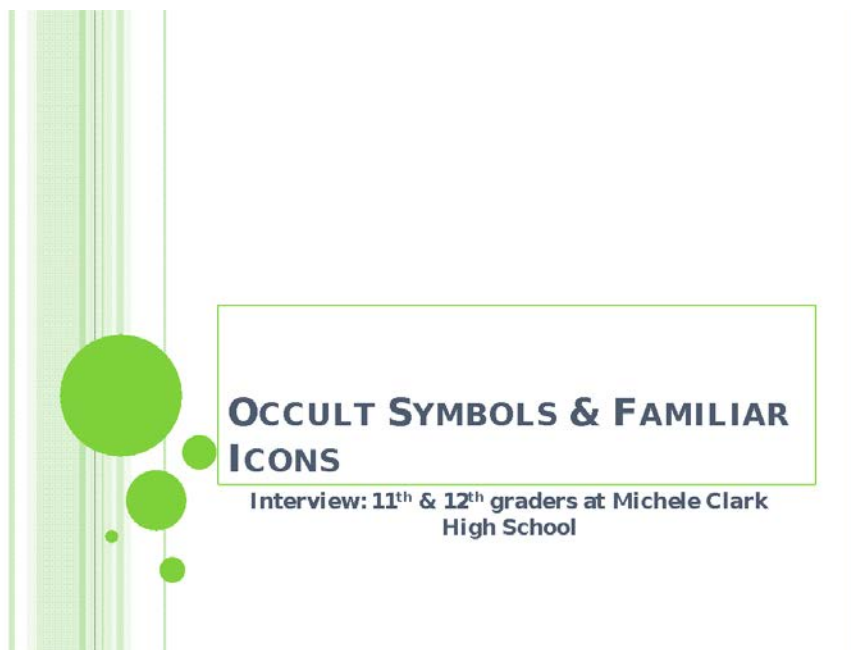


Figure 1. Title slide.

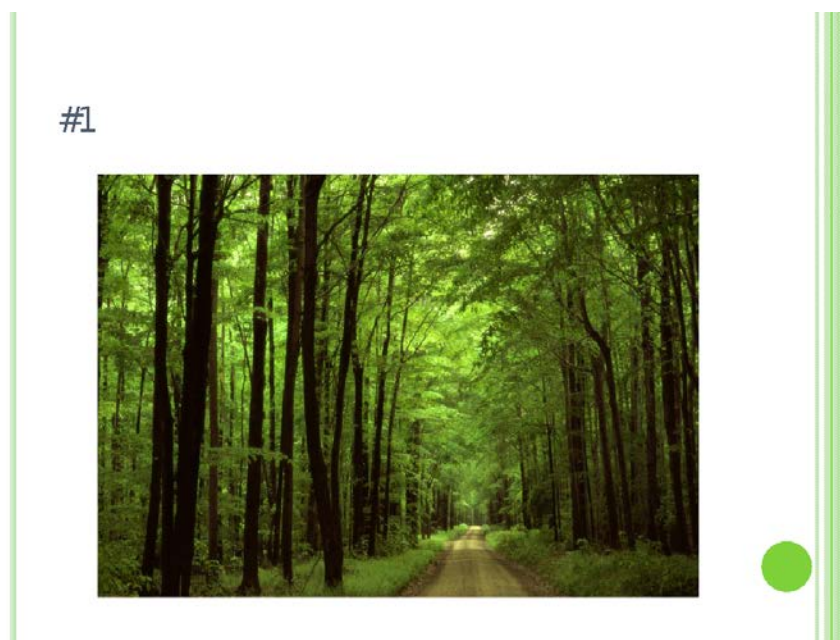


Figure 2. Winding road within a green forest.

#2

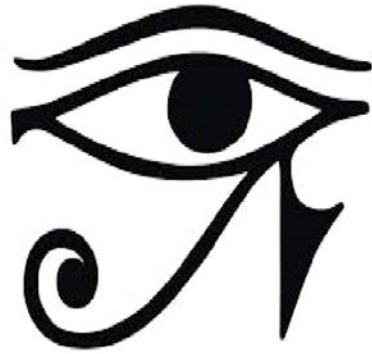


Figure 3. Eye of Horus, Egyptian god eye.

#3



Figure 4. All Seeing Eye, the image found on back of the one-dollar bill. It represents the omniscience of God, as defined by the forefathers of America.

#4



Figure 5. Five Point Star.

#5



Figure 6. Sigil of Baphomet/Mendes.

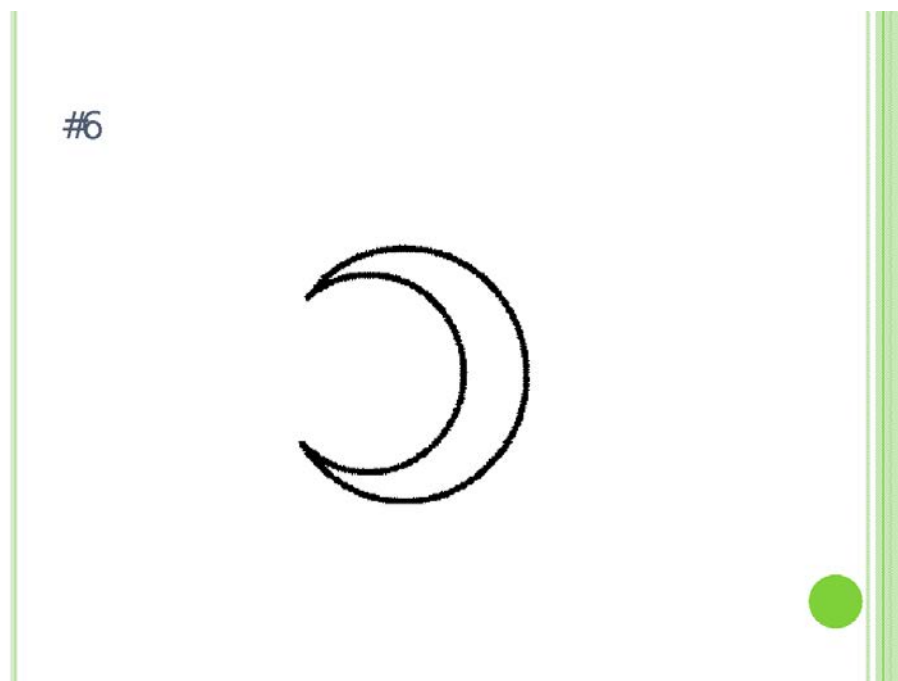


Figure 7. Crescent Moon, often used as a symbol for the Nation of Islam.

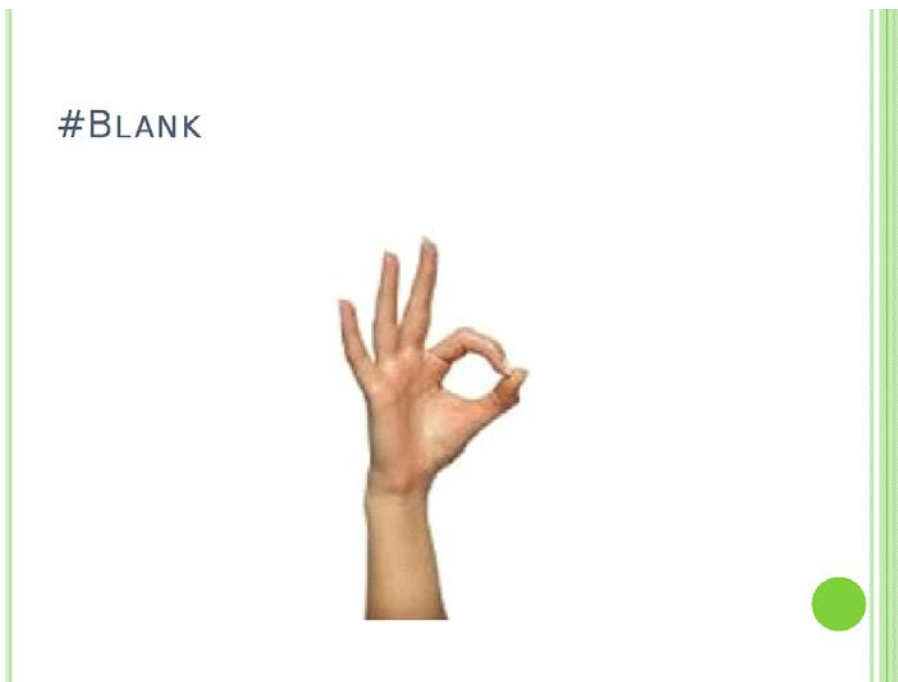


Figure 8. OK hand sign.

#7

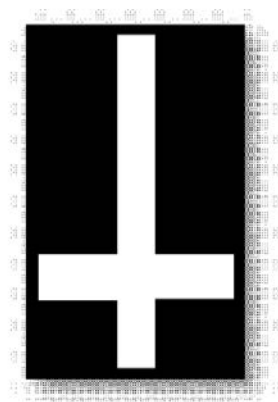


Figure 9. Inverted Cross.

#8

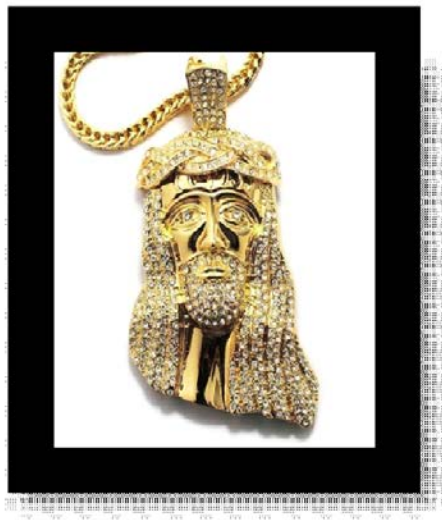


Figure 10. Jesus Piece symbol, worn on a gold chain, that ostensibly represents Jesus Christ. Celebrities often wear is and/or those affiliated with urban media.

#9



Figure 11. Sand-Timer/Hourglass. This symbol represents time.

#10



Figure 12. Left: Horus Necklace. Horus is an Egyptian sky god. Right: Double Pyramid knuckle rings.

#11

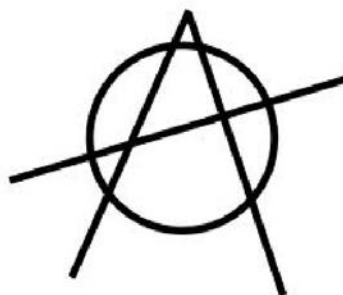


Figure 13. Anarchy Symbol, which is an encircled A. Sometimes the A extends outside the circle. In political terms, this symbol represents all anarchy or anti-government, disbandment of all society's rules and regulations. In religious terms, the Anarchy symbol has represented Asmodeus, a demon as defined by the Christian religion.

#12



Figure 14. Bohemian Grove Club Owl. This owl represents a subculture within the political arena where the wealthiest men meet each July to perform rituals and rites in California.

#13

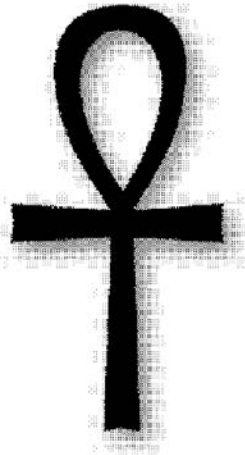


Figure 15. Ankh, an Egyptian cross.

#14



Figure 16. Tarot Card, used in divination, witchcraft, and other pagan practices.

#15



Figure 17. Freemasonry Symbol. Freemasons are a secret society of elite men, who are affiliated with other secret organization to ensure power to those that are dedicated through loyalty and the fulfillment of its mission.

#16



Figure 18. American Flag, which represents the 50 United States of America.

#17



Figure 19. Left: Scottish Rite of Freemasonry Symbol, used for the 33rd degree of freemasonry, which is the highest level of attainment within this branch of freemasonry. Right: Skull and Bones Symbol, which represents another secret society of which many celebrities and politicians are self-admittedly members.

#18



Figure 20. Peace Symbol or Nero's Broken Cross. Although the Peace Symbol is most known for its usage by the Hippies of the 1970s seeking peace during political unrest, it has previous history as an encircled broken cross designated by Nero, who openly murdered Christians and detested the religion itself.

#19



Figure 21. Horus, the Egyptian sky god, who was proclaimed to have power over the Sun and War and provided protection to those who praised him.

#20



Figure 22. Smiley Face, a symbol often depicts happiness or joy.

#21



Figure 23. Triquetra, which signifies the unity of something. Perhaps its origin could be traced to the Christianity Holy Trinity, but it also has been used within pagan religions and witchcraft to symbolize the unifying forces of darkness.

#22

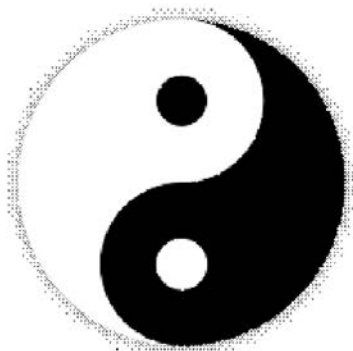


Figure 24. Yin Yang, which signifies the harmony and balance within the universe.

#23



Figure 25. Baphomet, an androgynous occult symbol that illustrates a Scapegoat-like figure, who has demonic wings and ensnarls the harmony of opposites. In this picture, the Baphomet is shown as a female with breasts, a male with a phallus symbol, and a torch of Hermes, which indicates the enlightenment of one's mind. Together, this symbol has become the iconic representation of Satan within pop culture.

#24



Figure 26. Menorah, used for a Jewish spiritual ritual rite for Hanukkah.

#25

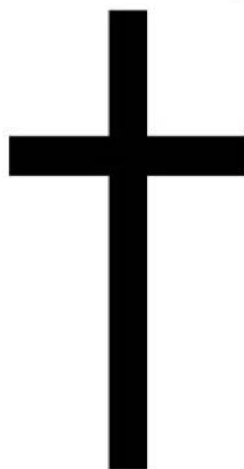

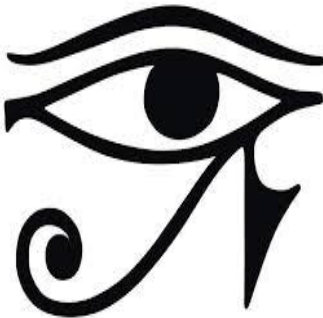


Figure 27. Christian Cross, symbolizing the life, death, and resurrection of Jesus Christ.

APPENDIX B

INTERVIEW SYMBOL CHART AND ASCRIBED MEANINGS

This chart offers a picture and description of all symbols used in this study. In addition, direct quotes of participants ascribed meaning to each symbol has been used for coding to provide a conclusive understanding of its impact on youth in this study.

Symbol Name	Symbol Picture	Quotes of Participants
<p>1. Forest: This picture includes a trail in the midst of an open for forest of trees.</p>		<p>“A forest and a road”. It represents “peace” (PT 105, p. 4)</p> <p>“A Straight and narrow road” (PT 102, p. 4)</p> <p>“Beautiful trees and the nature” (PT 104, p. 5)</p> <p>“A pathway” (PT. 108, p.4)</p> <p>“the path of life” (PT 109, p. 6)</p>
<p>2. Eye of Horus: A symbol commonly reflected as the Egyptian god, Horus. The left eye represented the moon (Thoth), and the right represented the sun.</p> <p>http://symboldictionary.net/?p=519</p>		<p>“An Egyptian eye” (PT 100, p.4)</p> <p>“An Egyptian eye...I think it represents the illuminati... Stars like Jay-z and Beyoncé... Those are the two main ones that worship the devil. And I saw a picture of the person that they supposedly worshipped and it had this type of eye.” (PT 105, p. 5)</p>

3. All Seeing Eye (located on the dollar):

This symbol has been denounced by masons although commonly believed to be a one their meaning hidden symbols. However, it does represent the Eye of God as a common icon for God looking over the affairs of man, and uncompleted pyramid reveals an ever-growing country during its founding.

<http://www.cbsnews.com/news/9-things-you-didnt-know-about-freemasonry/>



“I’ve known it to be like the illuminati.”, “...a cult of people, who worship the devil”. “I’ve seen people do the sign. The sign...the sign of the triangle” (PT 100, p. 4)



“it’s kind of the same thing as the eye in the pyramid...I think it represents the Illuminati...[It] deals with money” (PT 105, p.5)”



“It’s in a lot of music videos and has like money signs in it and stuff like that.” (PT 106, p. 5)

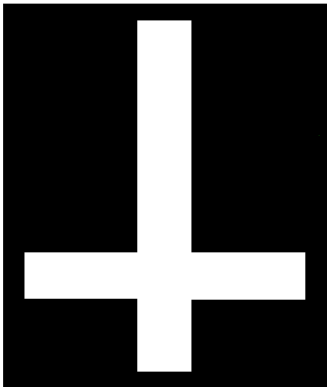

“It looks like the sign from the dollar bill. The illuminati sign.” (PT. 101, p. 5)



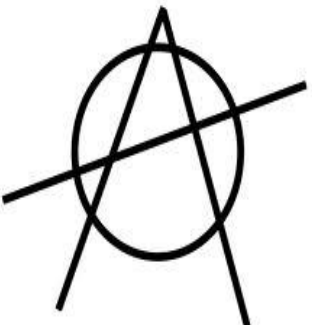
“I think it represents this new religion that they have out. Illuminati. Or, I think it’s just the dollar sign.” (PT. 102, p. 5)




“Illuminati... it’s like the sign that Jay-z throws up. It’s the sign for people, who don’t believe in God...I’ve seen it in some of his music videos of him and Kanye West” (PT 109, p. 7)



<p>4. Five-Point Star: This symbol is often associated with excellence in academia; in urban society, it is affiliated with street gangs; and in Christianity, it illustrates the Star of Bethlehem and represents Jesus' birth and incarnation.</p> <p>http://www.religionfacts.com/five-point-star</p>		<p>“the Star of David”, “Jewish” (PT 100, p.5)</p> <p>“When I think of five point stars, I think of gangs” (PT 105, p.5)</p> <p>“fame” (PT. 103, p. 6)</p> <p>“I’ve seen most people, who were gang members with this tattooed on them.” (PT 104, p. 6)</p>
<p>5. Sigil of Mendes: This satanic symbol has several names “Sigil of the Baphomet”, “Goat of Mendes”, “Mendes Pentacle”, and its Hebrews letters mean “Leviathan”. It is depicted as evil, but to followers such ascribed meaning is harmony and union with the divine.</p> <p>http://symboldictionary.net/?p=468</p>		<p>“I think this illuminati again. I think this the picture. One of the pictures I’ve seen with the music symbols and the five point star and the devil’s head. I think it’s called the Baphomet or something...I have seen it on Kanye West or Jay-z...but also learned when they talked to us about this in my bible study class showing us how the music we listen [to] got symbols in them.” (PT 105, p.6)</p> <p>“Something demonic” (PT 103. P. 6)</p>



<p>6. Crescent Moon: This symbol commonly associated with Islamic iconography. However, it predates to the Babylonian period, in which it symbolized the god Sin.</p> <p>http://www.theguardian.com/notesandqueries/query/0,5753,-1411,00.html</p>		<p>“Crescent...” (PT105, p. 6)</p> <p>“Something that is sacred” (PT 103, p. 7)</p> <p>“It's a moon crescent” (PT 106, p. 7)</p> <p>“The moon...night time” (PT 109, p. 9)</p>
<p>(Blank #) Ok Symbol:</p> <p>This sign is widely known as acceptance or satisfaction. However, Satanism have adopted it for its sign language of 666, which is an occult number for Lucifer.</p> <p>http://www.bibliotecapleyades.net/sociopolitica/codex_magica/codex_magica24.htm</p>		<p>“Some people think this is an ok sign, but I think it’s kind of sort of demonic...It’s an illuminati thing because for some reason all of them hold up that sign...like the music stars that supposed to be in the Illuminati...[because] of the 666 thing...all the celebrities to the producers, actresses..” (PT 105, p. 6)</p> <p>“These other people think they are holding up the illuminati sign. That's crazy.” (PT 102, p. 6)</p>



<p>7. Inverted Cross/ Reject Cross: It is known as an esoteric symbol of reversal, adopted by satanic cultures. This symbol is also known as the cross of St. Peter as refused to crucified as Jesus Christ.</p> <p>http://symboldictionary.net/?p=1423</p>		<p>“Upside down cross means that you don’t like Jesus or like you don’t represent Christianity” (PT 100, p.6)</p> <p>“I [have] seen this on Lil’ Wayne shirt... with a money sign...from what I [have] heard, it means another illuminati sign” (PT 104, p. 8)</p> <p>“upside down cross, I think it represents some type of fashion or something...like a ring or something” (PT 108, p. 7)</p> <p>“Maybe it means the opposite of Christianity” (PT 109, p. 11)</p>
<p>8. Jesus Piece Chain: This symbol is worn as a jewelry pendant by hip hop artist such as the Game, who said “I don’t even know if people wear Jesus pieces really believe in Jesus all the time.” It is a trend that provides false sense of security in the Christian savior.</p> <p>http://www.complex.com/music/2012/10/interview-game-jesus-piece-kendrick-lamar-life-is-good</p>		<p>“I guess people call this a Jesus Piece...Kanye was with it before and Rick Ross” (PT 105, p. 7-8)</p> <p>“...it looks like something 2Chainz would wear” (PT 101, 7)</p> <p>“Most rappers have it in their videos” (PT. 102, p. 6)</p> <p>“Someone who is claiming to be a believer in God. I mean a believer in Jesus” (PT 103, p. 8).</p> <p>“Jesus Piece... R. Kelly [said] I gave her the Jesus Piece. Now, she got the Holy Ghost.” (PT 109, p. 12)</p>




<p>9. Sand-Timer or Hourglass: This symbol is used a calculation of time with as predetermined by filling it with a certain amount of sand.</p> <p>http://www.crystalinks.com/clocks.html</p>		<p>“an hourglass”, and represents “time” (PT 100, p. 7)</p> <p>“Sand clock...A way to show you, when you run out of time” (PT 103, p. 8)</p> <p>“an hourglass” represents “time running out” (PT 104, P. 9)</p> <p>“Sand-Timer... A certain amount of time” (PT 109, p. 12)</p>
<p>10. (A) Horus Chain: Egyptian sun God Horus has been gold plated on a chain as fashion jewelry to celebrities such as Kanye West.</p> <p>(B) Two Pyramid Ring: This ring is worn often together with the above chain as a symbol of Egyptian power of kings and gods.</p>		<p>“Since I've seen most of these things in Egypt. Maybe rare jewelry.” (PT 102, p. 7)</p> <p>“It has like some Egypt type of artifacts... I think the pyramid represents um the place where they place the um king and queen after they died” (PT 109, p. 9)</p> <p>“ Like a chain with an Egyptian pyramid ring...Fashion... Rihanna wears the little spike rings and Nicki Minaj do too” (PT 109. P. 13)</p>
<p>11. Anarchist Symbol: It is an encircled “A” that represents rebellion against all rule, and freedom of people to live against the tyranny of government.</p> <p>http://www.anarchism.net/symbol_ca.htm</p>		<p>“Atheism” (PT 103, p. 9)</p> <p>“I know I did see a magician....Criss Angel...with his signature” (PT 104, p. 9)</p> <p>“Probably a dark religion...I think it was a movie. Drag Me to Hell when they were writing symbols on the board.” (PT 106, p. 9).</p>



<p>12. (A) Bohemian Grove Club Owl: This is official logo of the BGC. Its symbol representing the wisdom of those affiliated with the club, and the worship of the child-sacrificing god, Molech. http://www.jesus-is-savior.com/False%20Religions/Wicca%20&%20Witchcraft/bohemian_grove_exposed.htm</p> <p>B) Owl: This is a symbol often worn on hip-hop artist such as Drake. It is represents silence, wisdom, and exclusivity belonging to the elite secret society.</p>	 	<p>“... [On] an owl shirt... a lot of people wear it... I understand why people are wearing it. It looks real creepy...” (PT. 100, p. 9)</p> <p>“I think it represents wisdom because owls are wise” (PT 103, p.9)</p> <p>“In the stores, they have owl clothes.” (PT 106, p. 9)</p> <p>“Whenever I see BC, and it’s like together I think of ‘Before Christ’... I [have] seen the owls on chains [worn by] Big Sean.” (PT 109, p. 14)</p>
<p>13. Ankh Cross: This is ancient Egyptian symbol of life. It represents the feminine and masculine energy, respectively suggesting fertility and creative power.</p> <p>http://symboldictionary.net/?p=641</p>		<p>“They use it in like supernatural movies, TV shows ... against the supernatural... like priest and stuff”, (PT 100, p.8)</p> <p>“Death” (PT 105, p.9)</p> <p>“A reject cross” (PT 101, p. 9)</p> <p>“An Egyptian symbol” (PT 106, p. 9)</p> <p>“Jesus Resurrection” (PT 109, p. 15)</p>

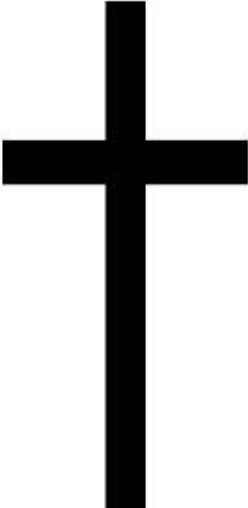
<p>14. “The Sun” Tarot Card: This card is considered the Sun in the Rider-Waite Tarot. This card symbolizes discoveries made wide awake from within you.</p> <p>http://www.aeclectic.net/tarot/learn/meanings/sun.shtml</p>	 <p>The Sun Tarot card from the Rider-Waite deck. It features a bright yellow sun with a human-like face, radiating rays. Below the sun, a white horse is depicted with a red, winged figure (the Sun's child) riding on its back. The scene is set against a background of green hills and a blue sky. The words "THE SUN" are printed at the bottom of the card.</p>	<p>“The naked lady or man on a horse reminds me of the lady Gaga”, (PT 100, p.8)</p> <p>“I know some people worship the sun. So, I think it’s some type of religion” (PT 102, p. 8)</p> <p>“A tarot card” (PT 106, p. 9)</p>
<p>15. Mason Compass & Square: It symbol “G” in the middle of the square and compass symbol. This letter stands for “geometry” and “God” and reminds Masons that geometry was central to the stone mason’s life as God should be to his.</p> <p>https://scottishrite.org/about/questions/</p>	 <p>A Masonic symbol consisting of a gold-colored square and compass. In the center of the square is a blue diamond containing a gold letter 'G'. The entire symbol is set against a black background with ornate gold scrollwork.</p>	<p>“A picture of a ‘G’” (PT 103, p. 10)</p> <p>“It is a G connected to [what] looks like a broken frame. It looks like a compass coming down to it. (PT 104, p. 11)</p> <p>“I see a gold G and looks like it has wood at the bottom and on top” (PT 106, p. 10)</p>
<p>16. American Flag: This is a picture symbolizes the nation’s strength and unity of the United States of America. It has 13 stripes depicting the original 13 colonies, and 50 stars representing the modern states.</p>	 <p>The United States flag, featuring thirteen horizontal stripes (seven red alternating with six white) and fifty small, white, five-pointed stars arranged in nine offset horizontal rows on a blue field.</p>	<p>“American Flag” (PT 100, p. 8)</p> <p>“It’s the American flag...I know it represents like the 13 colonies” (PT 105, p. 10)</p> <p>“Represents America” (PT 103, p. 10)</p> <p>“American flag...[represents] The people of the United States of America” (PT 109, p. 16)</p>

<p>17. (A) Scottish Rite Mason of 33rd Degree: Highest degree of exceptional service to the Masons society. It known as the brotherhood of the elite, and the highest pinnacle of the Scottish freemasonry.</p> <p>https://scottishrite.org/about/questions/</p> <p>(B) Skull & Bones: It is the incorporated secret society, who chapter origin 322 began in Germany and founded in U.S. at Yale University. It represents a brotherhood of death, whom are sworn to secrecy until death. (pg.5)</p> <p>http://www.jesus-is-savior.com/BTP/skull_and_bones.pdf</p>	<div style="text-align: center;">  <p>(A)</p> </div> <div style="text-align: center;">  <p>(B)</p> </div>	<p>“...that like represents death” (PT100, p. 8)</p> <p>“I think the skull represents death, skull and bones... [On] celebrities...Some celebrities wear it...I just think a lot of them are demonic.” (PT. 105, p. 11)</p> <p>“...Immortal things do exist” (PT 101, p. 9)</p> <p>“I think the one with the skeletons represents death and the other one represents royalty because of the crown” (PT 102, p. 9)</p> <p>“Death...[I have seen it] on fighting games” (PT 103, p. 11)</p>
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<p>18. Peace: This symbol has been adopted a positive motif, especially in the hippie era of 1970s. It origins may have been from a satanic dogma of Nero, who crucified St. Peter upside down as a mockery of Christ.</p> <p>http://www.teachpeace.com/peacesymbolhistory.htm</p>		<p>“peace symbol” represents “peace, happiness” (PT 100, p. 9)</p> <p>“hippies” (PT 105, p. 11)</p> <p>“Peace...on clothes and TV” (PT 103, p. 11)</p> <p>“People got this tattoo on them...some movies have it” (PT 104, p. 12)</p>
<p>19. Horus: This is a symbol of an Egyptian god said born of Osiris, father, and Isis, mother. He violently fought Seth for power, when he lost his left eye (the moon). He is worshipped by Pharaohs, who seek to embody him as a king.</p> <p>http://www.egyptianmyths.net/horus.htm</p>		<p>“Egyptian god or Isis” (PT 100, p. 9)</p> <p>“Egyptian Prince...represents the Sun” (PT 103, p. 12)</p> <p>“Egyptian man, fish man, bird man...I seen this...I think it means Egyptians religion” (PT 104, p.12)</p>

<p>20. Smiley Face: This symbol represents positive energy, happiness, joy, elation, and all good things. It adopts the meaning of whatever contexts it is placed alongside.</p> <p>http://www.smithsonianmag.com/arts-culture/who-really-invented-the-smiley-face-2058483/?no-ist</p>		<p>“Smiley face” represents “Happy” (PT 100, p. 10)</p> <p>“Smiley face” represents “Happiness” (PT 105, p. 12)</p> <p>“Happiness” (PT 103, p. 12)</p> <p>“Smiley face...Happiness... emoji” (PT 109, p.19)</p>
<p>21. Triquetra: This symbol represents in Wiccan and Neo-pagan belief, it symbolizes the triple goddess (maid, mother, and crone).</p> <p>http://symboldictionary.net/?p=159</p>		<p>“I’ve seen it on the TV show, Charmed. It’s supposed to be like linking something or people together” (PT 100, p.10)</p> <p>“Unity within a family... [on] Charmed.” (PT 102, p. 10)</p>
<p>22. Yin Yang: This Chinese symbol often depicted as a process of harmonization ensuring a constant, dynamic balance of all things.</p> <p>http://www.iep.utm.edu/yinyang/</p>		<p>“It means life”, (PT100, p. 10)</p> <p>“Ying and Yang symbol, it represents wisdom and peace” (PT 103, p. 13)</p> <p>“Ying and Yang sign... [means] Darkness and light” (PT 106, p.12)</p>

<p>23. Baphomet: This is a common satanic symbol illustrating the harmony of opposing forces of feminine and masculinity with detailed signs with a variety of suggested meanings.</p> <p>http://symboldictionary.net/?p=1143</p>		<p>“A half man and half moose with wings. It looks demonic. Evil...” (PT 100, p. 10-11)</p> <p>“Baphomet...I don’t know, it’s just creepy... I saw Beyoncé, it was in the movie, and it was fitted on her...because she is demonic!” (PT 105, p.13)</p> <p>“a demonic [helical] body with wings” (PT 101, p.10)</p> <p>“The devil” (PT 103, p. 13)</p> <p>“something evil because it’s weird in the background...Its dark and he has these horns coming out of his head” (PT 108, p.14)</p> <p>“Evil” (PT 109, p. 21)</p>
<p>24. Menorah: It has Hebrew origins as the symbol of the nation of Israel and its mission to be "a light unto the nations". It modern use in modern Jewish Hanukah has celebratory aspects.</p> <p>https://www.jewishvirtuallibrary.org/jsource/Judaism/menorah.html</p>		<p>“Hanukah” (PT 100, p. 11)</p> <p>“Hanukkah. When they light the candles...” (PT 105, p. 13)</p> <p>“A Hanukah thing” (PT 101, p. 11)</p> <p>“I think it’s a Menorah” (PT 106, p. 13)</p> <p>“I think it represents a holiday. I think its Hanukkah.” (PT 102, p. 11)</p>

<p>25. Christian Cross: One of the most common symbols reflecting the supreme sacrifice offered by Jesus for the sins of the world. This form of the cross has Latin origins.</p> <p>http://www.lutheranonline.com/servlet/lo_ProcServ/display&gid=20052995655655607101111555&pg=20053040942236960101111555</p>		<p>“Christianity” (PT100, p.11)</p> <p>“Death...” (PT 105, p. 14)</p> <p>“The Christ” (PT 101, p. 11)</p> <p>“Religion. Christianity” (PT 102, p. 11)</p> <p>“[It’s] Christian...I’m sure its Christianity” (PT 104, p. 14)</p> <p>“Christ” (PT 108, p. 15)</p> <p>“Christianity... In my church” (PT 109, p. 22)</p>
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APPENDIX C
MUSIC VIDEO IMAGES



Figure 28. The Baphomet & Beyonce.

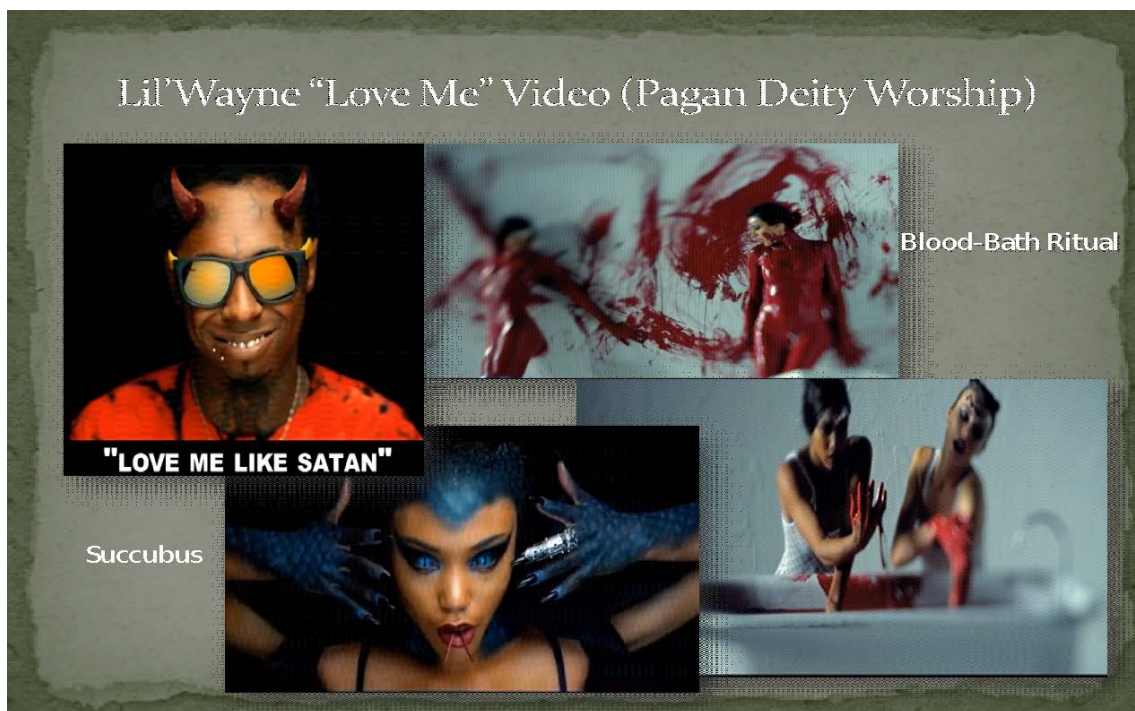


Figure 29. Lil' Wayne "Love Me" Video (Pagan Deity Worship).

APPENDIX D
INTERVIEW QUESTIONS

Script:

I am going to conduct the following interview for the next 15-20 minutes, in which our interaction will be recorded. You are not obligated to answer any questions that make you uncomfortable. There is no right or wrong answer, I am simply interested in learning your musical preferences and the meaning you ascribe to common symbols found in music videos and commercials. You may ask questions if you need more clarification. Your participation is greatly appreciated. Thank you

Music & Television Consumption

1. How often do you listen to music including (mp3/ iPod, cell phone, internet, during commute, etc.)
 1. 0-2 hours
 2. 2-4 hours
 3. 4-6 hours
 4. 6-8 hours
 5. 8 + hours
2. How often do you watch music videos?
 1. Everyday/ frequently
 2. 3-4 per week
 3. 1-2 per week
 4. 1-2 per month
 5. Does not apply
3. How often do you watch television per day?

1. 0-2 hours
 2. 2-4 hours
 3. 4-6 hours
 4. 6-8 hours
 5. 8 + hours
4. Where do you typically watch music videos?
1. Internet
 2. Cell phone
 3. Television
 4. With friends
 5. Does not apply
5. What type of music do you listen to? (Circle all that apply)
1. Hip-Hop/ Rap
 2. R&B/ Neo-Soul, Blues
 3. Jazz, Classical, Symphonic
 4. Rock & Heavy Metal
 5. Pop Music
6. What is your favorite type of music?
1. _____
7. Which music artists do listen to most frequently?
1. _____
8. Which of the following artist do you listen to frequently?

1. Lady Gaga
2. Lil' Wayne
3. Miley Cyrus
4. Jay-Z
5. Beyonce
6. Rihanna
7. Tyler the Creator
8. Azelia Banks
9. Angel Haze
10. Kesha
11. Fredo Santana
12. Iggy Azelia
13. Nicki Minaj
14. Brittany Spears
15. Three 6 Mafia
16. Eminem
17. Madonna
18. Other Examples: _____

9. What are your favorite music videos? (Please name any that come to mind)

1. _____
2. _____
3. _____

The following questions will explore the participants' worldview and personal life aspirations. The Primary Investigator will determine whether they (*agree or disagree and why?*) for the following questions:

1. Do you plan to attend college? If So, what is your intended major of study?
2. College cannot teach me anything that life has not already done so.
3. I live for today because the future is not promised to anyone.
4. I want to go to college for freedom.
5. You should have as much fun as possible while you are young.
6. I live by the Y.O.L.O (You Only Live Once) lifestyle.
7. What career path do you think you will most likely take after high school?
8. What are your greatest life aspirations i.e. academically & personally?

The next section is located in the *Appendix A: Occult Symbols & Familiar Icons*. Each participant was asked probing and clarifying questions the following for each picture:

- Have you ever seen this symbol or picture?
- If so, where?
- What do you think it means?
- How does it make you feel?
- Is there anything else that you associate with the symbol or picture shown?

Demographic Info

1. Participant Code: _____
2. Grade Level: _____

3. Religion Affiliation:_____

4. Race/ Ethnicity:_____

For symbol questions below:

1. Symbol descriptions:

1. What does it represents?

2. Where have you seen it

2. Symbol descriptions:

1. What does it represents?

2. Where have you seen it

3. Symbol descriptions:

1. What does it represents?

2. Where have you seen it

4. Symbol descriptions:

1. What does it represents?

2. Where have you seen it

5. Symbol descriptions:

1. What does it represents?

2. Where have you seen it

6. Symbol descriptions:

1. What does it represents?

2. Where have you seen it

7. Symbol descriptions:

1. What does it represents?
 2. Where have you seen it
8. Symbol descriptions:
1. What does it represents?
 2. Where have you seen it
9. Symbol descriptions:
1. What does it represents?
 2. Where have you seen it
10. Symbol descriptions:
1. What does it represents?
 2. Where have you seen it
11. Symbol descriptions:
1. What does it represents?
 2. Where have you seen it
12. Symbol descriptions:
1. What does it represents?
 2. Where have you seen it
13. Symbol descriptions:
1. What does it represents?
 2. Where have you seen it
14. Symbol descriptions:
1. What does it represents?

2. Where have you seen it
15. Symbol descriptions:
 1. What does it represents?
 2. Where have you seen it
16. Symbol descriptions:
 1. What does it represents?
 2. Where have you seen it
17. Symbol descriptions:
 1. What does it represents?
 2. Where have you seen it
18. Symbol descriptions:
 1. What does it represents?
 2. Where have you seen it
19. Symbol descriptions:
 1. What does it represents?
 2. Where have you seen it
20. Symbol descriptions:
 1. What does it represents?
 2. Where have you seen it
21. Symbol descriptions:
 1. What does it represents?
 2. Where have you seen it

22. Symbol descriptions:
 1. What does it represents?
 2. Where have you seen it
23. Symbol descriptions:
 1. What does it represents?
 2. Where have you seen it
24. Symbol descriptions:
 1. What does it represents?
 2. Where have you seen it
25. Symbol descriptions:
 1. What does it represents?
 2. Where have you seen it
26. Symbol descriptions:
 1. What does it represents?
 2. Where have you seen it

APPENDIX E
TRANSCRIBED INTERVIEWS

Interview Transcribed: Participant #100

INTERVIEWER: Alright, participant 100 thank you so much for coming to my study on music. I know you are like where is the music for a music study right, but I am definitely going to ask you questions about what your music preferences. What you like? What you like to listen? And Why? That's pretty much it. Um. Afterwards, in about 15 minutes. If anything makes you uncomfortable or if you don't understand anything. Just say hey, Ms. Jay, I am not understanding.

PARTICIPANT 100: Ok

INTERVIEWER: Afterwards, you will receive lunch and you will receive up to 5 service learning hours. *Alright. Alright, first question.* How often do you listen to music including mp3/ iPod, cell phone, internet, or anything like...

PARTICIPANT 100: Um...Everyday

INTERVIEWER: Every day. Ok. So would you say per day? How many hours per day? 0-2 hours, 2-4 hours, 4-6 hours, 6-8 hours, 8 + hours

INTERVIEWER: 2-4 hours, Ok and how often do you watch music videos?

PARTICIPANT 100: Not that often like once a week

INTERVIEWER: Once a week, Ok. Ok... And, how often do you watch television per day? Hmmm so it's a good question...so

PARTICIPANT 100: Every day. I think everyday

INTERVIEWER: Ok, every day. How many hours per day? Once again, 2-4 hours

PARTICIPANT 100: 2-4. I only watch certain TV shows though.

INTERVIEWER: Ok, 2-4. What kind of TV shows you like?

PARTICIPANT 100: Well, it's like I have a different schedule.

INTERVIEWER: Right

PARTICIPANT 100: Monday, that TV show, Tuesday this TV show, Thursday, that TV show

INTERVIEWER: Ok so you watch it often. Ok, where do you typically watch music videos? Internet, Cell phone, television... like where do you watch it?

PARTICIPANT 100: television

INTERVIEWER: television mostly...Ok what type of music do you listen to? Hip Hop, Neo soul, the blues, you can say.

PARTICIPANT 100: pop Hip Hop, Alternative

INTERVIEWER: alternative, anything else

PARTICIPANT 100: that's it

INTERVIEWER: Ok and what's your favorite type out of all of those? Which of those can you say I listen to the most?

PARTICIPANT 100: I think alternative, R&B

INTERVIEWER: R&B and then alternative...you listen to the most... Um which music artists do listen to most frequently? So who's your favorite artist?

PARTICIPANT 100: favorite male artist would be... is Trey Songz, Jay-z... female artist... Beyoncé, Rihanna

INTERVIEWER: Oh, wow that's my next question. Out of all these artist that I'm going list...let me know the ones you listen to most frequently? Ok so I'm going to list those

INTERVIEWER: Lady Gaga

PARTICIPANT 100: No

INTERVIEWER: Lil' Wayne

PARTICIPANT 100: No

INTERVIEWER: Miley Cyrus

PARTICIPANT 100: NO

INTERVIEWER: Jay-Z

PARTICIPANT 100: Yes

INTERVIEWER: Beyoncé

PARTICIPANT 100: Yes

INTERVIEWER: Rihanna

PARTICIPANT 100: Yes

INTERVIEWER: Tyler the Creator

PARTICIPANT 100: No

INTERVIEWER: Azelia Banks

PARTICIPANT 100: NO

INTERVIEWER: Angel Haze

PARTICIPANT 100: No

INTERVIEWER: Kesha

PARTICIPANT 100: No

INTERVIEWER: Fredo Santana

PARTICIPANT 100: No

INTERVIEWER: Iggy Azelia

PARTICIPANT 100: No

INTERVIEWER: Nicki Minaj

PARTICIPANT 100: Yes

INTERVIEWER: Brittany Spears

PARTICIPANT 100: No

INTERVIEWER: Three 6 Mafia

PARTICIPANT 100: No

INTERVIEWER: Eminem

PARTICIPANT 100: Yes

INTERVIEWER: Madonna

PARTICIPANT 100: No

INTERVIEWER: Any other examples of artists that you know like but I didn't list that you may listen to frequently

PARTICIPANT 100: Ellie Gouldie, Trey Songz, Chris Brown, Adele

INTERVIEWER: Ok, What are your favorite music videos? Oh My God, that was like one of the best videos.

PARTICIPANT 100: No

INTERVIEWER: No, Ok Alright so now what we are going to do. Click the iPad, and push the button, and look at the picture. And I want you to tell me what do you see? What do you think it is? Tell me, what you think it means?

PARTICIPANT 100: A road, in the middle of like Wilderness, nature.

INTERVIEWER: Ok

PARTICIPANT 100: Don't really know where it is going. Don't see no stop signs or anything like that.

INTERVIEWER: Go to the next slide and click the right side, yep at the bottom or you can go up. Yep see there you go. What do you think that this is?

PARTICIPANT 100: an eye, like an Egyptian eye

INTERVIEWER: Egyptian eye, Ok, have you seen this before anywhere?

PARTICIPANT 100: I believe I have

INTERVIEWER: Where?

PARTICIPANT 100: in a museum

INTERVIEWER: Museum. Have you seen it in television or music videos or something like that? Ok

PARTICIPANT 100: No

INTERVIEWER: Ok, keep going next one. What do you think this is?

PARTICIPANT 100: well, I've known it to be like the illuminati.

INTERVIEWER: ok illuminati. What is illuminati to you?

PARTICIPANT 100: I guess a cult of people, who worship the devil, I guess...
(Laughter)

INTERVIEWER: Ok anything else? Have you seen it in any videos? Or anything like that?

PARTICIPANT 100: I've seen people do the sign. The sign...the sign of the triangle.

INTERVIEWER: ok, in videos?

PARTICIPANT 100: Yea

INTERVIEWER: do you have anything else to say about that one? Ok next one

PARTICIPANT 100: a five point star

INTERVIEWER: ok, have you seen it anywhere

PARTICIPANT 100: I think it's a symbol for David

INTERVIEWER: The Star of David

PARTICIPANT 100: Jewish

INTERVIEWER: ok Jewish. Anything else you want to say about that one? Next one ...
I know right

PARTICIPANT 100: this reminds me of um...the Davinci code

INTERVIEWER: the Davinci code...so slide 5 reminds you of the Davinci code

PARTICIPANT 100: yea and also the image of a half man, half monster or something...
he's on this... like round thing and there is different forms of him pretty much arms and
legs and stuff

INTERVIEWER: and it's off the Davinci code

PARTICIPANT 100: no, I saw it on harry potter.

INTERVIEWER: harry potter, interesting. Oh, have you ever seen that in a video, television, or a movie?

PARTICIPANT 100: No

INTERVIEWER: harry potter interesting. Alright anything else you want to say about this slide?

PARTICIPANT 100: No

INTERVIEWER: ok, next slide, and that is slide number? Ok. Is number seven?

PARTICIPANT 100: This Seven. No this six

INTERVIEWER: Six. Sorry, I need you to say the slide number so that I can make sure to keep up with you. Ok, so what do you see?

PARTICIPANT 100: a crescent moon

INTERVIEWER: a crescent moon, what do you think it means?

PARTICIPANT 100: just a crescent moon.

INTERVIEWER: have you seen it anywhere?

PARTICIPANT 100: umm in movies

INTERVIEWER: in movies. Ok, next slide

PARTICIPANT 100: 7. Ok, I mean well this should be seven but it don't have no number

INTERVIEWER: ok, sorry about that. Slide number 7. What is that?

PARTICIPANT 100: Ok (makes ok sign gestures)

INTERVIEWER: ok sign. Have you seen it anywhere?

PARTICIPANT 100: people do it and it's on emoji

INTERVIEWER: people do it and it's on emoji

PARTICIPANT 100: well this says seven but I guess it should be eight

INTERVIEWER: ok thank you for catching that for me. Ok so number eight

PARTICIPANT 100: and upside down cross

INTERVIEWER: upside down... ok... and what do you think that means?

PARTICIPANT 100: I've heard or I've learned from teachers or like from people that upside down cross means that you don't like Jesus or like you don't represent Christianity.

INTERVIEWER: have you seen it anywhere besides right there?

PARTICIPANT 100: hmmm...I've seen it in vampire movies when they like turn the cross upside down.

INTERVIEWER: ok, have you ever seen it in a video?

PARTICIPANT 100: No

INTERVIEWER: Alright, next one

PARTICIPANT 100: 9

INTERVIEWER: ok 9,

PARTICIPANT 100: a chain of Jesus, a diamond chain of Jesus

INTERVIEWER: ok, Jesus chain, ok what do you think it means?

PARTICIPANT 100: I don't know—(laughter)

INTERVIEWER: ok have you ever seen anybody wear that before?

PARTICIPANT 100: yes, I've seen it in the mall.

INTERVIEWER: have you ever seen it in a music video on an artist?

PARTICIPANT 100: No, I don't think I have.

INTERVIEWER: Ok, alright, next slide.

PARTICIPANT 100: I think its 10, um an hourglass.

INTERVIEWER: hourglass, what does it mean?

PARTICIPANT 100: time

INTERVIEWER: time and where have you seen it?

PARTICIPANT 100: I've seen it in music videos

INTERVIEWER: in music videos, ok

PARTICIPANT 100: and it's in board games. Certain board games

INTERVIEWER: Ok, why do you think they use that in music videos?

PARTICIPANT 100: to represent time, I guess

INTERVIEWER: to represent time, ok. Next one

PARTICIPANT 100: 11, I guess one is a chain and another is like a knuckle bracelet but it looks Egyptian. The chain is like a man and then the knuckle bracelet is pyramids

INTERVIEWER: ok what do you think it represents?

PARTICIPANT 100: Egypt

INTERVIEWER: Egypt, ok have you ever seen this on an artist? Or in a video?

PARTICIPANT 100: No

INTERVIEWER: Ok, next one

PARTICIPANT 100: 12

INTERVIEWER: 12, what is that?

PARTICIPANT 100: sometime type of symbol with a circle with a half a triangle and a line going through it. It's like an A. It looks familiar but I don't know where I've saw it.

INTERVIEWER: it looks familiar. Ok, next slide

PARTICIPANT 100: 12, an owl, two pictures of owls

INTERVIEWER: ok, what do you think it stands for? You know what? Where have you seen that before? I'm sure you've seen it before.

PARTICIPANT 100: I think I have but I don't know where though I've seen it. This yellow owl.

INTERVIEWER: ok, but you don't know where you've seen it though. Ok any artist might have worn that? Perhaps?

PARTICIPANT 100: I don't think so

INTERVIEWER: ok, next one

PARTICIPANT 100: 14, this is a weird shaped cross. And they use it in like supernatural movies, TV shows ...against the supernatural...like priest and stuff

INTERVIEWER: ok, priest. Alrighty... umm... next one

PARTICIPANT 100:15, picture of a sun and man on a horse

INTERVIEWER: do you know what that might mean? As a whole? Collective?

PARTICIPANT 100: yes, man being free or something...because he is naked or a female...she's naked

INTERVIEWER: ok have you seen that anywhere before.

PARTICIPANT 100: well the naked lady or man on a horse reminds me of the lady Gaga.

INTERVIEWER: Ok, next one

PARTICIPANT 100: 16, I don't know what this is, but it looks like a G inside a picture. It looks like a hat, but I don't think it is.

INTERVIEWER: ok, have you seen it anywhere before?

PARTICIPANT 100: No

INTERVIEWER: No. ok next one

PARTICIPANT 100: 17, American flag

INTERVIEWER: ok, what does it represent to you?

PARTICIPANT 100: America

INTERVIEWER: ok, anything else you want to say about the flag.

PARTICIPANT 100: No

INTERVIEWER: Ok, next one. We're almost done.

PARTICIPANT 100: 18...ummm...two pictures... one is a picture of a hawk, a falcon. And it's says "dues eqs" it's like French or some type of other language and the other is a skull and with the little bones crossing and it says 322. And that like represents death.

INTERVIEWER: Ok have you seen it anywhere

PARTICIPANT 100: I've seen the skull thing and bones make an X

INTERVIEWER: where might you have seen that?

PARTICIPANT 100: On TV shows and stuff from like chemical X

INTERVIEWER: chemical X? What's that?

PARTICIPANT 100: some type of chemical... (Laughter)...a TV show and also, I've seen it on a movie with a group of bikers and they had it like on their jackets

INTERVIEWER: ok alright, next slide

PARTICIPANT 100: 19, peace symbol

INTERVIEWER: peace symbol, what does it represent?

PARTICIPANT 100: peace, happiness

INTERVIEWER: next one

PARTICIPANT 100: 20, Egyptian god or Isis

INTERVIEWER: Isis, ok

PARTICIPANT 100: Yea, the Egyptian God

INTERVIEWER: Where have you seen the Egyptian God, Isis?

PARTICIPANT 100: umm in an image on the "Prince of Tides", the Moses movie.

INTERVIEWER: Ok

PARTICIPANT 100: and like museums and stuff

INTERVIEWER: Ok, nice, you have a nice rich history. I can tell you know a few thing.

Next one

PARTICIPANT 100: 21 smiley face

INTERVIEWER: smile face, what does smiley mean?

PARTICIPANT 100: happy

INTERVIEWER: happy, ok. Alright is there another one?

PARTICIPANT 100: 22

INTERVIEWER: what is that?

PARTICIPANT 100: umm I've seen this on many movies. A circle and a lot of hoops going through the circle. I've seen it on the TV show, Charmed. It's supposed to be like linking something or people together.

INTERVIEWER: ok

PARTICIPANT 100: well that's what it means on charmed

INTERVIEWER: ok and ok

PARTICIPANT 100: next one 23, the ummm...this is Japanese or Chinese. I know what it is but I can't get it out.

INTERVIEWER: what do you think it means?

PARTICIPANT 100: it means like life. It's some type of ...they talked about it...

INTERVIEWER: it's alright...next symbol

PARTICIPANT 100: 24

INTERVIEWER: that should be the last

PARTICIPANT 100: A half man and half moose with wings. It looks demonic.

INTERVIEWER: ok, demonic. Have you seen it anywhere?

PARTICIPANT 100: No, but and it's got the five point star on its head

INTERVIEWER: so putting together what you know about the five point star and just

seen that moose or goat head. What do you think it represents as a whole when you put all those things together?

PARTICIPANT 100: Evil

INTERVIEWER: ok...interesting...alright that should be it

PARTICIPANT 100: no one more

INTERVIEWER: alright, one more. What do you think that is?

PARTICIPANT 100: I think its kwanza. No...which one is it. Hanukah is the one the thing. So kwanza

INTERVIEWER: whatever you think it is, so I can put that down. Do you think its kwanza?

PARTICIPANT 100: Yea

INTERVIEWER: Ok or what was your other thought? I'll take that too.

PARTICIPANT 100: Hanukah

INTERVIEWER: Ok Hanukkah. It's one or the other

PARTICIPANT 100: I believe its kwanza because they use it for each candle means a certain....a certain thing

INTERVIEWER: so each candle has a meaning

PARTICIPANT 100: a meaning... and they do it on different days. They light each candle on different days

INTERVIEWER: ok, very good. Alright, that should be...well, you tried. Alright you're my first one so um, what do you think that is?

PARTICIPANT 100: a cross

INTERVIEWER: a cross, what does it represent?

PARTICIPANT 100: Christianity

INTERVIEWER: ok, alright, the last few questions and you're free to go... Um, do you plan to attend college?

PARTICIPANT 100: Yes

INTERVIEWER: Yes, what would be your major if you attended college?

PARTICIPANT 100: history, law

INTERVIEWER: now you can tell me if you agree or disagree with the statement I'm about to make... College cannot teach me anything that life has not already done so.

PARTICIPANT 100: disagree

INTERVIEWER: I live for today because the future is not promised to anyone.

PARTICIPANT 100: agree

INTERVIEWER: I want to go to college for freedom.

PARTICIPANT 100: agree (laughter)

INTERVIEWER: It's ok. You should have as much fun as possible while you are young.

PARTICIPANT 100: agree

INTERVIEWER: I live by the Y.O.L.O (You Only Live Once) lifestyle.

PARTICIPANT 100: agree (laughter)

INTERVIEWER: What career path do you think you will most likely take after high school?

PARTICIPANT 100: lawyer

INTERVIEWER: Lawyer. Ok, that's cool. What are your greatest life aspirations academically or personally? It can be either or both.

PARTICIPANT 100: what do you mean?

INTERVIEWER: Umm so greatest life aspirations...what do you want to do for career?

PARTICIPANT 100: I would like to be an ambassador

INTERVIEWER: an ambassador, ok

PARTICIPANT 100: in different countries to focus on equal rights

INTERVIEWER: ok, alright, and alright. And you are what year?

PARTICIPANT 100: junior

INTERVIEWER: do you have any religious affiliation? Any at all? Christianity?

PARTICIPANT 100: Christianity

INTERVIEWER: Ok what would you consider yourself as far as race?

PARTICIPANT 100: African American

INTERVIEWER: ok alright thank you so much for participating participant 100. You are all finished.

Interview Transcribed Participant #101

INTERVIEWER: Alright thank you Participant 101 for coming in today. I am going to conduct the following interview for the next 15-20 minutes, in which our interaction will be recorded. You are not obligated to answer any questions that make you uncomfortable. There is no right or wrong answer, I am simply interested in learning your musical preferences just to be honest with you. Ummm...I also want to know whatever meaning you ascribe to symbols that you will see a little bit later. You can ask questions if you need more clarification. So if something is like...What? What does that mean? You can ask me. I appreciate you for participating. Ok so let's get started. How often do you listen to music including (mp3/ iPod, cell phone, internet, during commute, all of that, etcetera.

PARTICIPANT 101: a day?

INTERVIEWER: Yeah

PARTICIPANT 101: all the time

INTERVIEWER: all the time

PARTICIPANT 101: yeah except when I'm in school

INTERVIEWER: so would you say 2 hours, 4 hours, 6 hours, 8. How many hours you think a day?

PARTICIPANT 101: six hours a day

INTERVIEWER: six hours a day. Ok 4-6 or 6-8?

PARTICIPANT 101: 6-8

INTERVIEWER: ok, 6-8. I understand. I love music. How often do you watch music videos? Is that like one or two times per month, once or twice per week, three or four times per week?

PARTICIPANT 101: once or twice a day

INTERVIEWER: ok, so every day. Ok, how often do you watch television then?

PARTICIPANT 101: all the time

INTERVIEWER: all the time, ok how many hours?

PARTICIPANT 101:6-8

INTERVIEWER: 6-8? Ok, where do you typically watch music videos? Internet, cell phone

PARTICIPANT 101: oh my TV

INTERVIEWER: TV. Uh, with friends?

PARTICIPANT 101: myself

INTERVIEWER: alone, ok. Interesting. Ok, what type of music do you like to listen to? Hip hop, Rap, R&B, Neo Soul?

PARTICIPANT 101: Everything except Jazz

INTERVIEWER: ok so when you say everything. Hip hop, rap?

PARTICIPANT 101: yes

INTERVIEWER: and then R&B, Neo soul?

PARTICIPANT 101: yes

INTERVIEWER: blues?

PARTICIPANT 101: yes

INTERVIEWER: ok, classical, symphonic?

PARTICIPANT 101: No

INTERVIEWER: Rock, Heavy Metal?

PARTICIPANT 101: Yes

INTERVIEWER: Pop music

PARTICIPANT 101: yes

INTERVIEWER: ok, what is your favorite type of music?

PARTICIPANT 101: hip hop

INTERVIEWER: hip hop. Which music artists do listen to most frequently? Who's like your favorite artist?

PARTICIPANT 101: Justin Bieber

INTERVIEWER: Justin Bieber. Ok, out of the following artist do you listen to most frequently? There is going to be more than one, so just tell me yes or no. Lady Gaga

PARTICIPANT 101: yes

INTERVIEWER: Lil' Wayne

PARTICIPANT 101: no

INTERVIEWER: Miley Cyrus

PARTICIPANT 101: yes

INTERVIEWER: Jay -Z

PARTICIPANT 101: yes

INTERVIEWER: Beyoncé

PARTICIPANT 101: yes

INTERVIEWER: Rihanna

PARTICIPANT 101: yes

INTERVIEWER: Tyler the Creator

PARTICIPANT 101: no

INTERVIEWER: and why not? For Tyler the Creator?

PARTICIPANT 101: I don't even know who he is.

INTERVIEWER: Ok. Ummm...Azelia Banks

PARTICIPANT 101: No

INTERVIEWER: Angel Haze

PARTICIPANT 101: No

INTERVIEWER: Kesha

PARTICIPANT 101: Yes

INTERVIEWER: Fredo Santana

PARTICIPANT 101: No

INTERVIEWER: Iggy Azelia

PARTICIPANT 101: Yes

INTERVIEWER: Nicki Minaj

PARTICIPANT 101: Yes

INTERVIEWER: Brittany Spears

PARTICIPANT 101: Yes

INTERVIEWER: Three 6 Mafia

PARTICIPANT 101: Yes

INTERVIEWER: Eminem

PARTICIPANT 101: Yes

INTERVIEWER: Madonna

PARTICIPANT 101: No

INTERVIEWER: Anymore people you listen to that I didn't list off, but you know listen to them. This is your go to.

PARTICIPANT 101: Um B5 and Justin Bieber

INTERVIEWER: Alrighty, what is your favorite music video of this year? So like, oh my God, that was an amazing video?

PARTICIPANT 101: Confident

INTERVIEWER: Confident by who?

PARTICIPANT 101: Confident by Justin Bieber

INTERVIEWER: ok, perfect. Anything else you really like?

PARTICIPANT 101: Um I don't think it was made this year, but it was another video called the Bounce

INTERVIEWER: It doesn't have to be from this year. Anymore?

PARTICIPANT 101: B5 video, there oldest one, "all I do" and "hydraulics" by them too

INTERVIEWER: Ok now, what I am going to have you to do...is push that button on the iPad and tell me what do you see? Ummm I just need you to pretty much, tell me what you see.

PARTICIPANT 101: Ok, I see a forest.

INTERVIEWER: ok, which slide is that? I'm sorry, which slide number?

PARTICIPANT 101: one

INTERVIEWER: one, ok. A forest?

PARTICIPANT 101: a forest and I see a trees. I see a dirt path. Umm I see grass, and that's it. It's like a scene in a movie

INTERVIEWER: a scene in a movie?

PARTICIPANT 101: yeah

INTERVIEWER: alright next slide

PARTICIPANT 101: I see an eye. It looks like a music symbol at the bottom, and it looks like it could be a tattoo.

INTERVIEWER: have you seen it anywhere before?

PARTICIPANT 101: No, but it looks familiar. I don't have.

INTERVIEWER: ok, next slide

PARTICIPANT 101: it looks like the sign from the dollar bill. The illuminati sign.

INTERVIEWER: ok, can you tell me more about the illuminati

PARTICIPANT 101: I do not know much about this they just I watch a video and it was stating that ...um the US money represent the devil, because ...um the twin towers falling. There is a certain origami you can do with the 5, 10, 20, 50's [dollar bill] to show the tragedy of 9/11, and that's it.

INTERVIEWER: Ok Alright, what slide was that?

PARTICIPANT 101: Three

INTERVIEWER: Go to the fourth and next slide what do you see?

PARTICIPANT 101: I see a blank box with this white star in the middle...that's it

INTERVIEWER: What do you think it represents?

PARTICIPANT 101: It could represent all those things

INTERVIEWER: Ok next slide say the number

PARTICIPANT 101: Five

INTERVIEWER: Ok

PARTICIPANT 101: Ok this looks like the five point star

INTERVIEWER: Ok, What do you think it represents

PARTICIPANT 101: A ware wolf

INTERVIEWER: A ware wolf ok have you ever seen this anywhere

PARTICIPANT 101: Yes, in a movie

INTERVIEWER: In a movie, do you remember what movie

PARTICIPANT 101: The Werewolf

INTERVIEWER: The ware wolf... Ok...All right, is there anything else you want to say about this slide? All right next slide

PARTICIPANT 101: Six ... Um It looks like a moon

INTERVIEWER: A moon Ok

PARTICIPANT 101: a charm

INTERVIEWER: A charm or Charmed? What is a charm?

PARTICIPANT 101: A charm is like a something like this.

INTERVIEWER: Oh... A charm for your bracelet...Ok ...And have you seen this anywhere?

PARTICIPANT 101: In a movie, Ah in ... I don't remember but it was with Tia and Tamera

INTERVIEWER: Next slide

PARTICIPANT 101: Seven, It looks like a sign....uh ...hand sign a sign language ...

INTERVIEWER: sign language Ok

PARTICIPANT 101: it looks like a b

INTERVIEWER: A, B?

PARTICIPANT 101: and it looks like a single K

INTERVIEWER: Ok

PARTICIPANT 101: That's it

INTERVIEWER: Ok next slide,

PARTICIPANT 101: seven

INTERVIEWER: number seven

PARTICIPANT 101: the last slide didn't have a number

INTERVIEWER: ok. ok

PARTICIPANT 101: I see an upside down symbol cross and I feel like it represents the recovery symbol for um Justin Bieber

INTERVIEWER: It represents

PARTICIPANT 101: a recovery symbol...that's the name of his album recovery

INTERVIEWER: Oh so you see it in the video recovery?

PARTICIPANT 101: it was on the, ah... It was the art the album art.

INTERVIEWER: And was it upside down like that

PARTICIPANT 101: yeah

INTERVIEWER: and that was Justin Bieber. What do you think it represents

PARTICIPANT 101: Uh...something being fixed

INTERVIEWER: something being fixed ok... alright next one

PARTICIPANT 101: Eight, it looks like a Egyptian king...it looks like something 2chainz would wear.

INTERVIEWER: ok 2Chainz alright ...and I am guessing you have seen it in a video

PARTICIPANT 101: Yes something that resembles it

INTERVIEWER: ok...ok

PARTICIPANT 101: uh...nine

INTERVIEWER: Nine

PARTICIPANT 101: and it looks like an owl

INTERVIEWER: ok and what does it represents

PARTICIPANT 101: time

INTERVIEWER: ok where have you seen this?

PARTICIPANT 101: in a movie

INTERVIEWER: next slide

PARTICIPANT 101: ten ... ah I see a necklace and I want to say it's a ring

INTERVIEWER: ok

PARTICIPANT 101: but it looks like the pyramids in Egypt and the chain can represent a dog in power if that makes sense

INTERVIEWER: ok...um

PARTICIPANT 101: eleven, it looks like the anarchy symbol that represents the devil

INTERVIEWER: where have you seen this?

PARTICIPANT 101: on twitter

INTERVIEWER: on twitter ok

PARTICIPANT 101: anything else you want to say about the anarchy star

INTERVIEWER: no, it's just weird 9:18

PARTICIPANT 101: it's just weird

INTERVIEWER: ok ...and the next one

PARTICIPANT 101: It shows a picture of two owls and I don't know... I don't really get this one

INTERVIEWER: Have you seen this anywhere any one of those owls?

PARTICIPANT 101: the first one no the second one

INTERVIEWER: where have you seen the first owl?

PARTICIPANT 101: Um on a TV showit was like a logo

INTERVIEWER: Logo ok ...do you remember what the logo was for?

PARTICIPANT 101: no...

INTERVIEWER: ok number 13

PARTICIPANT 101: I seen this on chains and I guess it's a reject cross

INTERVIEWER: OK reject cross...What do you think it represents?

PARTICIPANT 101: Um...God

INTERVIEWER: ok next slide

PARTICIPANT 101: It shows a horse and a guy with on the horse with his head full of flowers and then you have a sun who has a face, so it's kind of like figurative language or whatever. It's telling you to be happy and express, who you are and not be ashamed of it.

INTERVIEWER: next one

PARTICIPANT 101: 15, ummm. I have no clue. It shows a G inside of a triangle looking thing. It looks like a ruler at the bottom. That's it.

INTERVIEWER: Ok

PARTICIPANT 101: Ok, 16 is an American flag. It is suppose to be representing unity of the 50 states. And that's it.

INTERVIEWER: ok

PARTICIPANT 101: Ok, 17 I see...What sign is that? I see a two headed eagle or owl with a king's hat over it and a sword with words at the bottom. I'm not going to say that because I don't know what it says. (Laughter) I see a skeleton with the numbers 322 under it, and I guess it's saying immortal things do exist.

INTERVIEWER: Immortal things do exist...Is that what it says?

PARTICIPANT 101: No, it's what it kind of represents to me.

INTERVIEWER: Where have you seen this before?

PARTICIPANT 101: I've seen the first one in a movie.

INTERVIEWER: and what movie?

PARTICIPANT 101: ummm...not X Men. I want to say Van Helsing.

INTERVIEWER: Van Helsing. Ok alright

PARTICIPANT 101: 18 is the peace symbol. It kind of represents the hippies. They're suppose to be the peacemakers, but are learned something about them. They are really not peacemakers.

INTERVIEWER: so you've seen hippies wear it. Ok

PARTICIPANT 101: Yeah

INTERVIEWER: Ok

PARTICIPANT 101: and the next one is a picture of...I want to say an owl on a man's body, holding a peace symbol over its head. And then, it's like a snake hat on top and he is carrying something sort of like a cane.

INTERVIEWER: ok next slide

PARTICIPANT 101: 20, smiley face. It represents happiness.

INTERVIEWER: ok, next slide

PARTICIPANT 101: 21, I don't know what this is, but it looks a logo from a gas station. I want to say Go Low

INTERVIEWER: Go Low?

PARTICIPANT 101: Go Low gas station

INTERVIEWER: ok

PARTICIPANT 101: uh 22, don't really know what this is, but I did see it on a movie. On a new version of the Karate Kid

INTERVIEWER: Ok

PARTICIPANT 101: I don't know what this is...23, I've seen this on a movie called the Unborn, and it's a man I guess with a demonic [helical] body with wings.

INTERVIEWER: a man with demonic... [Indistinguishable]

PARTICIPANT 101: yeah

INTERVIEWER: alright, what do you think it represents?

PARTICIPANT 101: immorality

INTERVIEWER: you want to expand upon that? Why do you say immorality?

PARTICIPANT 101: Because it looks like it's fictional and it looks like its spiritual. It's like spiritual concerns...

INTERVIEWER: spiritual concerns...ok, next one.

PARTICIPANT 101: 24, it's a like a Hanukah thing. I seen it in a movie. I think its "How Stella Got Her Groove Back". No, "The Pastors Wife".

INTERVIEWER: Ok, next slide.

PARTICIPANT 101: 25 is a cross.

INTERVIEWER: Ok, what does it represent?

PARTICIPANT 101: The Christ.

INTERVIEWER: ok, alright. Last few questions, and that should be it over there. Ok, do you plan to go to college?

PARTICIPANT 101: yes

INTERVIEWER: ok, what's your major? What are you thinking about?

PARTICIPANT 101: I want to do Marine Biology. And then, I wanted to be a Veterinarian, but I don't know what field I want to go in specifically.

INTERVIEWER: Ok, I am going to ask you questions and you can tell me if you agree or disagree. College cannot teach me anything that life has not already done so.

PARTICIPANT 101: disagree

INTERVIEWER: Ok, I live for today because the future is not promised to anyone.

PARTICIPANT 101: agree

INTERVIEWER: Ok, I want to go to college for freedom.

PARTICIPANT 101: agree

INTERVIEWER: You should have as much fun as possible while you are young.

PARTICIPANT 101: agree

INTERVIEWER: I live by the Y.O.L.O (You Only Live Once) lifestyle.

PARTICIPANT 101: disagree

INTERVIEWER: disagree, ok. Ummm... What career path do you think you will most likely take after high school?

PARTICIPANT 101: Counselor

INTERVIEWER: What are your greatest life aspirations academically or...?

PARTICIPANT 101: What are my greatest life aspirations?

INTERVIEWER: Yeah, like what do you really want to do?

PARTICIPANT 101: I want to help people.

INTERVIEWER: Ok, and the last few questions. What grade are you?

PARTICIPANT 101: 11th

INTERVIEWER: Any religious affiliation?

PARTICIPANT 101: Christian

INTERVIEWER: ok, and what do you consider your race to be?

PARTICIPANT 101: African American

INTERVIEWER: Alright, that's it. Thank you so much participant 101

Interview Transcribed: Participant #102

INTERVIEWER: I am going to conduct the following interview for the next 15-20 minutes, in which our interaction will be recorded. You are not obligated to answer any questions that make you uncomfortable. There is no right or wrong answer, I am simply

interested in learning your musical preferences and the meaning you ascribe to common symbols found in music videos and commercials. That's what I am interested. You may ask questions if you need more clarification. Your participation is greatly appreciated. Thank you.

INTERVIEWER: Let's start off easy. How often do you listen to music? Cell phone iPod, or whatever?

PARTICIPANT 102: Every day almost all the time.

INTERVIEWER: How many hours 0-2 Hours? 2-4 hours? 4-6? 6-8?

PARTICIPANT 102: 4-6

INTERVIEWER: 4-6? Ok, and how often do you watch music videos?

PARTICIPANT 102: Not very often

INTERVIEWER: Would you say once or twice per month? Once or twice per week? -4 times?

PARTICIPANT 102: Twice per month

INTERVIEWER: How often do you watch television per day?

PARTICIPANT 102: I watch television in the morning and when I come home.

INTERVIEWER: 0-2 hours or 2-4?
P. 2-4

INTERVIEWER: 2-4 hours a day? And where do you typically watch television? Internet? Cell phone? When you do watch?

PARTICIPANT 102: Internet

INTERVIEWER: Television?

PARTICIPANT 102: If it pops up I may sit there and watch it.

INTERVIEWER: Understandable. What type of music do you listen to? Hip Hop/Rap?

PARTICIPANT 102: Yes

INTERVIEWER: Neo Soul/ RnB?

PARTICIPANT 102: RnB

INTERVIEWER: Ok. Jazz, Classical Symphonic?
P; Gospel and Jazz

INTERVIEWER: What about Rock or Pop?

PARTICIPANT 102: Pop music

INTERVIEWER: No rock?

PARTICIPANT 102: No

INTERVIEWER: What's your favorite of all those music genres?

PARTICIPANT 102: Gospel and RnB.

INTERVIEWER: Which music artists do you listen to most frequently? Who is your favorite?

PARTICIPANT 102: Jonathan Nelson, Tye Tribett, Mary Mary, Keke Wyatt Selena Johnson Faith Evans, Destiny's Child, Soul Seekers

INTERVIEWER: The following artists, you can say yes or no. Who do you listen to most frequently? Lady Gaga?

PARTICIPANT 102: No

INTERVIEWER: Little Wayne?

PARTICIPANT 102: No

INTERVIEWER: Miley Cyrus?

PARTICIPANT 102: No

INTERVIEWER: Jay-Z?

PARTICIPANT 102: Yes

INTERVIEWER: Beyoncé?

P; Yes

INTERVIEWER: Rihanna?

PARTICIPANT 102: No

INTERVIEWER: Tyler the Creator?

PARTICIPANT 102: No

INTERVIEWER: Azealia Banks?

P; No

INTERVIEWER: Kesha?

PARTICIPANT 102: No

INTERVIEWER: F. Santana

PARTICIPANT 102: No

INTERVIEWER: Iggy Azalea?

PARTICIPANT 102: No

INTERVIEWER: Nicki Minaj?

PARTICIPANT 102: No

INTERVIEWER: Britney Spears?

PARTICIPANT 102: Maybe

INTERVIEWER: 36mafia?

PARTICIPANT 102: No.

INTERVIEWER: Eminem?

PARTICIPANT 102: Yes

INTERVIEWER: Madonna?

PARTICIPANT 102: No

INTERVIEWER: Any other examples of any other Pop artist that you might listen to? P; KRS-One, Big Daddy Kane, Nas, Anita Baker, Chaka Khan. That's pretty much it.

INTERVIEWER: Any favorite music videos?

PARTICIPANT 102: I would say, TLC.

INTERVIEWER: Which one?

PARTICIPANT 102: Baby, Baby, Baby.

INTERVIEWER: You have an old soul.

PARTICIPANT 102: And, Big Daddy Kane's "The Story"

INTERVIEWER: Ok. What I will have you do is turn on the iPad and tell me what do you see? Tell me the number for each slide as you go down the list.

PARTICIPANT 102: Slide one, I see a forest with gold and green trees and a dusty road. The road is kind a small

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: A Straight and narrow road

INTERVIEWER: Next slide

PARTICIPANT 102: Slide 2. I see an eye with an eyebrow and a long curly lash.

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: I can't really say. It's just an eye.

INTERVIEWER: Ok. Next slide.

PARTICIPANT 102: Slide 3. I see a pyramid. An eye on top. Sunlight is behind it.

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: I think it represents this new religion that they have out. Illuminati. Or, I think it's just the dollar sign. The thing that's on the dollar.

INTERVIEWER: I have a question about this. What is this new religion?

PARTICIPANT 102: Well according to people, it represents that they are worshipping the devil. The evil is their God.

INTERVIEWER: Who are these people?

PARTICIPANT 102: They say most celebrities. If they are very rich, they say they are worshipping the devil and the illuminati. I don't think it's true but they say they got rich because they worship the devil.

INTERVIEWER: OK. Next slide.

PARTICIPANT 102: Slide 4. I see a star

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: Maybe a country's flag.

INTERVIEWER: Ok. Next slide.

PARTICIPANT 102: Slide 5. I see another star and circle. It looks to have some type of designs on it.

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: Some type of tradition of a foreign country

INTERVIEWER: Slide 6. I see the shape of a moon.

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: The moon.

INTERVIEWER: Ok. Next one?

PARTICIPANT 102: This slide doesn't have a number. I see a person who is holding up a three sign.

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: Either OK, or, they are holding up the number three. These other people think they are holding up the illuminati sign. That's crazy.

INTERVIEWER: Why do you think it's crazy?

PARTICIPANT 102: Because they think everything a person holds up has to do with religion when they are just holding up a signal of OK or the number 3.

INTERVIEWER: Ok. Next one.

PARTICIPANT 102: Slide 7. It looks to be an upside down cross or just a T.

INTERVIEWER: INTERVIEWER: What do you think it represents?

PARTICIPANT 102: Another form of religion.

INTERVIEWER: Have you seen it anywhere?

PARTICIPANT 102: No, I can't say I have.

INTERVIEWER: Ok. Next slide.

PARTICIPANT 102: Slide 8 looks to be a gold chain and has a man with white, pretty, long hair.

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: I'm rich. I got money

INTERVIEWER: Where have you seen it?

PARTICIPANT 102: Most rappers have it in their videos.

INTERVIEWER: Next Slide.

PARTICIPANT 102: Slide 9 looks to be a timekeeper. Looks to have sand

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: Time is running out.

INTERVIEWER: Have you seen it anywhere?

PARTICIPANT 102: I've seen it in the store and in videos.

INTERVIEWER: Ok. Next slide.

PARTICIPANT 102: Slide 10. Looks like a chain with a picture inside of it. It looks like a word. Long hair. Diamond rings on it.

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: Since I've seen most of these things in Egypt. Maybe rare jewelry.

INTERVIEWER: Have you seen it anywhere?

PARTICIPANT 102: Can't say that I have. Probably in my history book.

INTERVIEWER: Ok, next slide.

PARTICIPANT 102: Number 11. I see a circle with slashes in it. It looks like a circle with an 8.

INTERVIEWER: Have you seen it anywhere?

PARTICIPANT 102: No

INTERVIEWER: Ok. Next slide

PARTICIPANT 102: Slide 12. I see a bird in gold and another bird, that one looks kind of evil. It has BC on each side of it.

INTERVIEWER: And, what does that represent to you?

PARTICIPANT 102: The first one, I think it represents love. I can't really say. I think it's just art

INTERVIEWER: Next slide.

PARTICIPANT 102: Slide 13. It looks like a cross but it looks like a person without any legs.

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: Let me think about that. Maybe some type of religion.

INTERVIEWER: Have you seen it anywhere?

PARTICIPANT 102: I might have seen it a few times. I can't recall where but I know I've seen it.

I. Ok.

PARTICIPANT 102: Slide 14. I see a picture of a big sun and someone with rollers in

their hair on a horse. It looks like a blanket and at the bottom it says

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: I know some people worship the sun. So, I think it's some type of religion.

INTERVIEWER: Have you seen it anywhere?

PARTICIPANT 102: I've seen it in my history books.

INTERVIEWER: Ok. Next one.

PARTICIPANT 102: Slide 15. Something shaped in gold with the letter g inside of it, with a blue and black background.

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: I can't really say but I have seen it a few times.

INTERVIEWER: Ok. Next slide.

PARTICIPANT 102: Slide 16. Looks to be the American flag with stars

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: Our American country. The US

INTERVIEWER: Ok. Next slide.

PARTICIPANT 102: Slide 17. I see a two-headed eagle holding a long sword with a crown on top of its head. The second part I see a skeleton head with bones in its mouth and the number 322.

INTERVIEWER: What do you think either one or both represents?

PARTICIPANT 102: I think the one with the skeletons represents death and the other one represents royalty because of the crown.

INTERVIEWER: Ok. Next slide.

PARTICIPANT 102: Slide 18. I see a circle that is cut into four pieces. The first two pieces are big and the second two pieces are kind of small

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: I think it represents peace.

INTERVIEWER: Ok.

P; Slide 19. I see a person with something over his head. Looks like a bird mask over its head with a cross in his hand.

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: I've seen pictures of this in the Egyptian pyramid. I think it represents something related to Egypt.

INTERVIEWER: Ok. Next slide.

PARTICIPANT 102: Slide 20. I see a smiley face.

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: I'm happy

INTERVIEWER: OK. Next slide.

PARTICIPANT 102: Slide 21. I see a bunch of chains connected in circle.

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: Unity within a family.

INTERVIEWER: have you seen it anywhere?

PARTICIPANT 102: I've seen it on show that I love to watch called charmed.

INTERVIEWER: And, how did they use it?

PARTICIPANT 102: That they are sisters and their powers are stronger when they are together. And, they can conquer anything. And, all evil

INTERVIEWER: OK. Next slide.

PARTICIPANT 102: Slide 22. I see one half of the circle is white with a dot in it. The other side is black with a white dot.

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: Unity within two people

INTERVIEWER: Where have you seen it?

PARTICIPANT 102: On some people's necklaces, when they have a brother and sister necklace.

INTERVIEWER: OK. Next slide.

PARTICIPANT 102: Slide 23. It looks to be a half human with what looks like a goat face with some type of a guard on top of his head with wings. On his belly, he looks to have a ring...

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: Well, the picture looks kind of evil. Kind of mean.

INTERVIEWER: have you seen it anywhere?

PARTICIPANT 102: I may have seen it in cartoons. Like the evil person in the cartoons that they have to kill.

INTERVIEWER: Any cartoon in particular?

PARTICIPANT 102: No, because I've seen it with the kids and I say, "Hey is that an evil person?" And, they said, "Yeah, that's who they are trying to kill that person that is powerful."

INTERVIEWER: Ok. Next slide

PARTICIPANT 102: Slide 24. I see a candleholder with seven other candleholders.

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: I think it represents a holiday. I think its Hanukkah.

INTERVIEWER: Ok. Next slide.

PARTICIPANT 102: Slide 25. I see a cross. A black cross.

INTERVIEWER: What do you think it represents?

PARTICIPANT 102: Religion. Christianity

INTERVIEWER: Ok. Do you plan to attend college?

PARTICIPANT 102: Yes I do

INTERVIEWER: What major will you study?

PARTICIPANT 102: I have 3 majors. Accounting and Finance, Stage Designing. Computer Software or Studio Engineer.

INTERVIEWER: These next questions you can agree or disagree. College cannot teach me anything that life has not already done so

PARTICIPANT 102: Disagree

INTERVIEWER: I live for today because the future is not promised to anyone

PARTICIPANT 102: Agree

INTERVIEWER: I want to go to college for freedom

PARTICIPANT 102: Agree

INTERVIEWER: You should have as much fun as possible while you're young.

PARTICIPANT 102: Agree

INTERVIEWER: I live by the Yolo. You Only Live Once.

PARTICIPANT 102: Disagree

INTERVIEWER: What career path will you take after high school?

PARTICIPANT 102: I might go into banking if I go into accounting and finance or engineering, I will probably work at a musical studio, since I love music.

INTERVIEWER: What are your greatest aspirations, whether it be school or personal?

PARTICIPANT 102: I want to be successful not only for money but to achieve some of the goals I have in mind.

INTERVIEWER: What are some of your goals?

PARTICIPANT 102: I want to finish college, have a successful career and possibly be married before I get thirty. Have children before 40. Probably in 70s or 60s, I'll retire and

travel the world, if I haven't already during college cause I may study abroad.

INTERVIEWER: So, you're focused. I like that in you. Last few questions. Grade Level?

PARTICIPANT 102: Junior

INTERVIEWER: Religion/Affiliation?

PARTICIPANT 102: I believe in Jesus.

INTERVIEWER: Is that Christianity?

PARTICIPANT 102: You can call it Christianity

INTERVIEWER: What race would you like to be considered?

PARTICIPANT 102: African American

INTERVIEWER: That's it. Thank you so much participant 10_?

Interview Transcribed: Participant #103

Ok. I am going to conduct the following interview for the next 15-20 minutes, in which our interaction will be recorded. You are not obligated to answer any questions that make you feel uncomfortable. There is no right or wrong answer, I am simply interested in learning your musical preferences and the meaning you ascribe to some of the symbols found in commercials and music videos. Um... You may ask any questions if you need more clarification. Your participation is greatly appreciated. Ok alright, thank you.

INTERVIEWER: So, First question how often you listen to music including your iPod cell phone, internet, whenever you are commuting. How many hours per day?

PARTICIPANT 103: How many hours...Um...

INTERVIEWER: 0 to 2, 2 to 4, 4 to 6, 6 to 8

PARTICIPANT 103: 86 to 8 (laughter)

INTERVIEWER: 6 to 8. Oh, don't be shy, the more the merrier. Alright, how often do you watch music videos?

PARTICIPANT 103: Um.... I don't really watch any music videos

INTERVIEWER: Once or twice per month? Once or twice per week?

PARTICIPANT 103: Once or twice a month

INTERVIEWER: A month ...OK...How often do you watch television per day? 0 to 2, 2 to 4, 4 to 6, 6 to 8?

PARTICIPANT 103: 6 to 8

INTERVIEWER: OK ...or 8+ you know? Where do you usually typically watch video? Ah ...internet, cell phone, television, with friends?

PARTICIPANT 103: Internet

INTERVIEWER: ok.....What type of music do you listen to? Um...Hip-Hop or Rap? You can say yes or no.

PARTICIPANT 103: No

INTERVIEWER: OK R&B/ Neo-Soul

PARTICIPANT 103: Yes

INTERVIEWER: Blues?

PARTICIPANT 103: Yes

I: OK Jazz?

PARTICIPANT 103: Yes

INTERVIEWER: Classical?

PARTICIPANT 103: Yes

INTERVIEWER: Symphonic?

PARTICIPANT 103: No

INTERVIEWER: Rock & Heavy Metal

PARTICIPANT 103: No

INTERVIEWER: Pop Music

PARTICIPANT 103: Yes

INTERVIEWER: Ok sweet. Favorite type of genre music out of all of those?

PARTICIPANT 103: Um...pop

INTERVIEWER: Pop ...OK...Which artist do you frequently listen to?

PARTICIPANT 103: Um....Demi Lovato

INTERVIEWER: Demi.... Spell It

PARTICIPANT 103: D.E.M.I. L.O.V.A.T.O.

INTERVIEWER: Demi LovatoAny other artist you listen frequently like I love this artist?

PARTICIPANT 103: um....Ariana Grande

INTERVIEWER: Arana

PARTICIPANT 103: Yea Grande

INTERVIEWER: Spell her last name

PARTICIPANT 103: Grande like... (Laughter)

INTERVIEWER: Gotcha....I never heard of Arana Grande

INTERVIEWER: Out of the following artist do you listen to frequently? So you can say yes or no

INTERVIEWER: Lady Gaga

PARTICIPANT 103: No

INTERVIEWER: Lil' Wayne

PARTICIPANT 103: no

INTERVIEWER: Miley Cyrus

PARTICIPANT 103: yes

INTERVIEWER: Jay-Z

PARTICIPANT 103: no

INTERVIEWER: Beyoncé

PARTICIPANT 103: yes

INTERVIEWER: Rihanna

PARTICIPANT 103: yes

INTERVIEWER: Tyler the Creator

PARTICIPANT 103: no

INTERVIEWER: Azelia Banks

PARTICIPANT 103: no

INTERVIEWER: Angel Haze

PARTICIPANT 103: no

INTERVIEWER: Kesha

PARTICIPANT 103: yes

INTERVIEWER: Fredo Santana

PARTICIPANT 103: no

INTERVIEWER: Iggy Azelia

PARTICIPANT 103: Huh.

INTERVIEWER: Iggy Azelia

PARTICIPANT 103: no

INTERVIEWER: Nicki Minaj

PARTICIPANT 103: no

INTERVIEWER: Brittany Spears

PARTICIPANT 103: yes

INTERVIEWER: Three 6 Mafia

PARTICIPANT 103: No

INTERVIEWER: Eminem

PARTICIPANT 103: Yes

INTERVIEWER: Madonna

PARTICIPANT 103: no

INTERVIEWER: What are your favorite music videos? It can be from any time favorite music videos.

PARTICIPANT 103: Like the song

INTERVIEWER: yes the song

PARTICIPANT 103: B-5 say yes

INTERVIEWER: Ok ...Any thing else

PARTICIPANT 103: No

INTERVIEWER: No... No worries... All good. Now, push the button on the iPad and I want you to press the say the slide number and tell me what you see. Ah...Slide it across at the bottom it across Yep. Ah let me see

INTERVIEWER: Say the slide number and then tell me what you see.

PARTICIPANT 103: Slide number one, I see a row in the forest

INTERVIEWER: Ok...What do you think it represents

PARTICIPANT 103: um...someone that is lost

INTERVIEWER: ok

PARTICIPANT 103: next slide say the number

INTERVIEWER: there you go

PARTICIPANT 103: I see an eye... I'm sorry slide number two.

INTERVIEWER: ok

PARTICIPANT 103: I see an eye, looks like Egyptian.

INTERVIEWER: Egyptian ok... What do you think it represents?

PARTICIPANT 103: um...wisdom

INTERVIEWER: ok...next slide

PARTICIPANT 103: slide number 3

INTERVIEWER: ok

PARTICIPANT 103: I see a pyramid with an eye in it and um...it reminds me of the pyramid that is on the dollar.

INTERVIEWER: what do you think it represents

PARTICIPANT 103: something that is probably something that is hidden.

INTERVIEWER: can you elaborate a little more

PARTICIPANT 103: Um...like it reminds me of a clue something that is ...I don't know

INTERVIEWER: that's fine ...next one

PARTICIPANT 103: slide number four is a star um

INTERVIEWER: what does it represents

PARTICIPANT 103: fame

INTERVIEWER: ok...next one

PARTICIPANT 103: Slide number five is a star with a goat inside of it.

INTERVIEWER: Ok...Ok...What does it represents to you? Or what do you think it means?

PARTICIPANT 103: Something demonic

INTERVIEWER: ok, have you seen it any where before?

PARTICIPANT 103: No

INTERVIEWER: ok, alright next slide. I can see you're uncomfortable, ok.

PARTICIPANT 103: number six the moon

INTERVIEWER: OK

PARTICIPANT 103: what do you think it represents?

INTERVIEWER: Um... something that is sacred.

PARTICIPANT 103: Sacred

INTERVIEWER: Where have you seen this?

PARTICIPANT 103: On a necklace like

INTERVIEWER: On a necklace

PARTICIPANT 103: um hmm

INTERVIEWER: Ok next one

PARTICIPANT 103: Slide number

INTERVIEWER: it's blank

PARTICIPANT 103: seven

INTERVIEWER: It's blank ...it's just blank

PARTICIPANT 103: Slide number seven

INTERVIEWER: does it say something or is it blank a number

PARTICIPANT 103: It's blank

INTERVIEWER: Were going to call that one blank

PARTICIPANT 103: Slide number blank

INTERVIEWER: ok

PARTICIPANT 103: it's a hand with an OK sign

INTERVIEWER: Ok, what do you think it represents

PARTICIPANT 103: Someone that is ok

INTERVIEWER: ok, no worries. Now next slide

PARTICIPANT 103: Ok, slide number seven. Is an upside down cross

INTERVIEWER: OK, what do you think it represents

PARTICIPANT 103: Um...I don't know

INTERVIEWER: You don't know OK.... Next Slide ...if you don't know something it is totally fine. You know, it mainly about familiarity. Whether it's familiar or not.

PARTICIPANT 103: Slide number Eight ...is a chain with Jesus on it

INTERVIEWER: Ok, Jesus chain

PARTICIPANT 103: Yea

INTERVIEWER: What do you think it represents?

PARTICIPANT 103: Um. Someone who is claiming to be a believer in God. I mean a believer in Jesus.

INTERVIEWER: OK....Where have you seen this?

PARTICIPANT 103: On rappers and people on the street

INTERVIEWER: Ok, Next slide.

PARTICIPANT 103: Slide number nine is aits like.... a sand clock

INTERVIEWER: A sand clock, what does it represents

PARTICIPANT 103: Um...a way to umm. A way to show you... when you run out of time

INTERVIEWER: Have you seen

PARTICIPANT 103: Just on TV

INTERVIEWER: OK, next slide

PARTICIPANT 103: slide number ten... is a chain of an Egyptian bird and a ring with pyramids

INTERVIEWER: What do you think the pyramids signifies

PARTICIPANT 103: Egypt and something that is ancient

INTERVIEWER: OK... Alright, next slide

PARTICIPANT 103: Slide number eleven...Is a circle with an "A".

INTERVIEWER: What do you think it represents?

PARTICIPANT 103: Atheism

INTERVIEWER: OK, Next Slide

PARTICIPANT 103: slide number

INTERVIEWER: I am sorry go back I apologize. You said it represents Atheism. What makes you think it represents Atheism?

PARTICIPANT 103: Because I [have] seen it on the internet.

INTERVIEWER: You seen it on the Internet

PARTICIPANT 103: um hmm

INTERVIEWER: What did it specifically did it say about this symbol on the internet?

PARTICIPANT 103: I don't know, I was just looking up Atheism, because it did not know what it was.

INTERVIEWER: You said ok I am going to find out today...OK

PARTICIPANT 103: Yea

INTERVIEWER: Ok next slide

PARTICIPANT 103: Slide number 12 is an owl and a black owl with a B.C. [on]

him...Um, I think it represents wisdom because owls are wise.

INTERVIEWER: OK

PARTICIPANT 103: Next slide

INTERVIEWER: ok, next slide

PARTICIPANT 103: thirteen...is a form of a cross

INTERVIEWER: ok... What do you think it represents

PARTICIPANT 103: Umm...I think it represents a Pharaoh

INTERVIEWER: Ok Pharaoh...ok where have you seen it

PARTICIPANT 103: Umm...in this movie I was watching about Egyptian In the beginning about Egypt and a Pharaoh like he had it on his clothes.

INTERVIEWER: ok um... next slide

PARTICIPANT 103: slide number 14

INTERVIEWER: You have a little more.

PARTICIPANT 103: It is of a sun in a boy on a horse...

INTERVIEWER: ok what do you think it represents?

PARTICIPANT 103: power

INTERVIEWER: Power...have you seen it anywhere?

PARTICIPANT 103: no

INTERVIEWER: Alright next slide

PARTICIPANT 103: Slide number 15 is a picture of G

INTERVIEWER: Um hmm.... What do you think it represents?

PARTICIPANT 103: I don't know

INTERVIEWER: ok next slide. What about that?

PARTICIPANT 103: slide number 16 is a picture of a Flag

INTERVIEWER: ok

PARTICIPANT 103: and it represents America

INTERVIEWER: Very good. Next slide

PARTICIPANT 103: Slide number 17 is of a Black hawk and a skull...skull and bones...an X

INTERVIEWER: Skull and bones what do you think that represents?

PARTICIPANT 103: Ah...death

INTERVIEWER: Ok. Where have you seen it before?

PARTICIPANT 103: On games.

INTERVIEWER: Like what game?

PARTICIPANT 103: like fighting games, like when someone dies a like they put a picture of a skull and bones up there

INTERVIEWER: Ok what about the black hawk? Have you seen that anywhere?

PARTICIPANT 103: No

INTERVIEWER: You know what it represents then?

PARTICIPANT 103: No

INTERVIEWER: Ok, next slide

PARTICIPANT 103: slide number 18 is a piece symbol

INTERVIEWER: OK, what does it represents?

PARTICIPANT 103: Peace

INTERVIEWER: Ah...ok, Have you seen it anywhere?

PARTICIPANT 103: clothes, TV

INTERVIEWER: clothes, TV alright. Um number ok next slide

PARTICIPANT 103: Number 19

INTERVIEWER: ok

PARTICIPANT 103: It's an Egyptian Prince

INTERVIEWER: What does it represents?

PARTICIPANT 103: The sun.

INTERVIEWER: What is the Egyptian Prince name? Do you know?

PARTICIPANT 103: no

INTERVIEWER: You do know it represents the sun

PARTICIPANT 103: Yea

INTERVIEWER: Where have you seen this Egyptian Prince?

PARTICIPANT 103: English

INTERVIEWER: English class

PARTICIPANT 103: Yea English class

INTERVIEWER: Next

PARTICIPANT 103: slide number 20 is of a smiley face.

INTERVIEWER: What do you think it represents?

PARTICIPANT 103: Happiness

INTERVIEWER: alright next slide.

PARTICIPANT 103: Slide number 21 is A form of ah... but it looks like bob wires to me

INTERVIEWER: ok what else?

PARTICIPANT 103: a pile of weeds

INTERVIEWER: a pile of weeds. Do you have any idea what it may represent?

PARTICIPANT 103: no

INTERVIEWER: ok next slide. Have you ever seen that before ?

PARTICIPANT 103: Yes

INTERVIEWER: Where have you seen it?

PARTICIPANT 103: on the ...I think it was on the internet or TV

INTERVIEWER: ok next one

PARTICIPANT 103: slide number 22 isYing and yang symbol

INTERVIEWER: what does it represents?

PARTICIPANT 103: Um... it represents

INTERVIEWER: I'm sorry pause. Is this group six right now?

PARTICIPANT 103: Transitioning?

INTERVIEWER: Or is this like lunch transitioning?

PARTICIPANT 103: This is seven and eighth

INTERVIEWER: seven and eighth ok.

PARTICIPANT 103: I think represents wisdom and peace.

INTERVIEWER: Where have you seen it?

PARTICIPANT 103: Um...TV. Like this movie Avatar. Like mostly Chinese movies.

INTERVIEWER: ok... ok next slide

PARTICIPANT 103: slide number 23 is a goatwith black wings and a human body

INTERVIEWER: what does it represents?

PARTICIPANT 103: The devil

INTERVIEWER: Where have you seen it?

PARTICIPANT 103: I don't....I don't know

INTERVIEWER: How do you know it represents the devil?

PARTICIPANT 103: Because it looks demonic....it looks scary.

INTERVIEWER: Ok next slide don't look at it no more

PARTICIPANT 103: slide number 24 is a candle holder

INTERVIEWER: Ok. What does it represents?

PARTICIPANT 103: Hanukkah

INTERVIEWER: Hanukkah ok. Where have you see it?

PARTICIPANT 103: Ummm...TV

INTERVIEWER: TV. Ok last next slide

PARTICIPANT 103: Slide number 25 is a cross

INTERVIEWER: Ok. Represents?

PARTICIPANT 103: the body of Jesus

INTERVIEWER: ok and where have you seen it

PARTICIPANT 103: Um....TV, Instagram.

INTERVIEWER: Alright, that was the last picture. Um we have four more questions and you're good to go. Um... Do you plan on attending college?

PARTICIPANT 103: Yes

INTERVIEWER: If so what is your major in mind

PARTICIPANT 103: Umm.... International Business.

INTERVIEWER: International Business. That's going to be a nice major. Um ...yes or no to the next statements or disagree or agree.

INTERVIEWER: College cannot teach me anything that life has not already done so.

PARTICIPANT 103: Disagree

INTERVIEWER: I live for today because the future is not promised to anyone.

PARTICIPANT 103: No

INTERVIEWER: I want to go to college for freedom.

PARTICIPANT 103: Disagree

INTERVIEWER: You should have as much fun as possible while you are young.

PARTICIPANT 103: Disagree

INTERVIEWER: I live by the Y.O.L.O (You Only Live Once) lifestyle.

PARTICIPANT 103: (laughter) disagree

INTERVIEWER: What career path do you think you will most likely take after high school?

PARTICIPANT 103: Umm.... Opening up my own business

INTERVIEWER: OK. What is your greatest life aspirations academically & personally?

PARTICIPANT 103: Umm....my greatest aspirations is to get into UCLA and be at the top ten of my class

INTERVIEWER: Nice aspirations...

PARTICIPANT 103: thank you

INTERVIEWER: OK last few questions. What grade are you in?

PARTICIPANT 103: 11th

INTERVIEWER: Religion Affiliation?

PARTICIPANT 103: Huh?

INTERVIEWER: Any Religion Affiliation?

PARTICIPANT 103: No

INTERVIEWER: Ah none. Race and ethnicity? How would you describe yourself?

PARTICIPANT 103: African American

INTERVIEWER: Alright, African American. Alright African American. Thank you so much. That is your study for today. I appreciate your participation.

Interview Transcribed Participant #104

INTERVIEWER: Participant 104, Thank you for coming out today. I am going to conduct the following interview for the next 15-20 minutes, in which our interaction will be recorded. You are not obligated to answer any questions that make you uncomfortable. There is no right or wrong answer, I am simply interested in learning your musical preferences and the meaning you ascribe to common symbols found in music videos and commercials. You may ask questions if you need more clarification. Your participation is greatly appreciated. OK, let's get down to business. How often do you listen to music including mp3/ iPod, cell phone, internet-- 0-2 hours, 2-4 hours, 4-6 hours, and 6-8 hours?

PARTICIPANT 104: I'm gonna say 6-8.

INTERVIEWER: 6-8 hours and which form do you usually listen to it in—cell phone, internet...?

PARTICIPANT 104: Mainly computer, that's it.

INTERVIEWER: OK, how often do you watch music videos?

PARTICIPANT 104: music videos, I would say...daily

INTERVIEWER: daily...OK, how often do you watch television per day? 0-2 hours, 2-4 hours, 4-6 hours, 6-8 hours

PARTICIPANT 104: 3-4 hours

INTERVIEWER: 3-4 hours? OK, where do you typically watch music videos? Internet, Cell phone, Television

PARTICIPANT 104: Internet

INTERVIEWER: Internet. Cool beans.

PARTICIPANT 104: What type of music do you listen to? And you can just say yes or no.

INTERVIEWER: Hip hop/ Rap

PARTICIPANT 104: No

INTERVIEWER: Neo soul/ R &B

PARTICIPANT 104: (affirming head nod) [yes]

INTERVIEWER: Blues

PARTICIPANT 104: sometimes

INTERVIEWER: Jazz

PARTICIPANT 104: Yes

INTERVIEWER: Classical

PARTICIPANT 104: (affirming head nod) [yes]

INTERVIEWER: Symphonic

PARTICIPANT 104: No

INTERVIEWER: Rock & Heavy Metal

PARTICIPANT 104: No

INTERVIEWER: No, OK. Pop Music

PARTICIPANT 104: occasionally

INTERVIEWER: what is your favorite type of music out of all of those? Genre wise...

PARTICIPANT 104: R&B

INTERVIEWER: R&B, OK. And what kind of music artist do you listen to frequently?

PARTICIPANT 104: Trey Songz, Chris Brown

INTERVIEWER: Chris Brown, anybody else?

PARTICIPANT 104: No, not really.

INTERVIEWER: Not really, OK. Out of the following artists do you listen to them frequently- yes or no? Lady Gaga

PARTICIPANT 104: No

INTERVIEWER: Lil' Wayne

PARTICIPANT 104: No

INTERVIEWER: Miley Cyrus

PARTICIPANT 104: No

INTERVIEWER: Jay-Z

PARTICIPANT 104: No

INTERVIEWER: Beyoncé

PARTICIPANT 104: No

INTERVIEWER: Rihanna

PARTICIPANT 104: No

INTERVIEWER: Tyler the Creator

PARTICIPANT 104: No

INTERVIEWER: Azelia Banks

PARTICIPANT 104: No

INTERVIEWER: Angel Haze

PARTICIPANT 104: No

INTERVIEWER: Kesha

PARTICIPANT 104: No

INTERVIEWER: Fredo Santana

PARTICIPANT 104: No

INTERVIEWER: Iggy Azelia

PARTICIPANT 104: No

INTERVIEWER: Nicki Minaj

PARTICIPANT 104: No

INTERVIEWER: Brittany Spears

PARTICIPANT 104: No

INTERVIEWER: Three 6 Mafia

PARTICIPANT 104: No

INTERVIEWER: Eminem

PARTICIPANT 104: Yes, sometimes

INTERVIEWER: Madonna

PARTICIPANT 104: No

INTERVIEWER: Any other people you listen to besides Chris Brown and Trey Songz?

PARTICIPANT 104: Well, I said Eminem.

INTERVIEWER: OK, that's it. Just three artists. That's it on your iPhone or iPad.

PARTICIPANT 104: Yep

INTERVIEWER: What are your favorite music videos?

PARTICIPANT 104: like the name of them

INTERVIEWER: Yeah, Names of the music videos. Like, Man, I really like that video...

PARTICIPANT 104: "Yeah 3 Times" by Chris Brown, Umm "Wall to Wall", the "Last Time"...

INTERVIEWER: all his videos?

PARTICIPANT 104: Yeah...Let's see...I don't know anymore videos.

INTERVIEWER: So what I am going to need you to do right now is click the button on the iPad. And then slide it...Then tell me the slide number you see, and then what you see.

PARTICIPANT 104: number one

INTERVIEWER: OK, and what do you see?

PARTICIPANT 104: I see a trail in a forest.

INTERVIEWER: OK, what do you think it represents?

PARTICIPANT 104: well, the beautiful trees and the nature

INTERVIEWER: OK, where have you seen anything like this before?

PARTICIPANT 104: don't think I have...mainly movies

INTERVIEWER: OK, next slide

PARTICIPANT 104: slide number two

INTERVIEWER: OK, slide number two, what do you see?

PARTICIPANT 104: from what I see, it looks like an eye

INTERVIEWER: what do you think it represents?

PARTICIPANT 104: not sure

INTERVIEWER: OK, where have you seen it?

PARTICIPANT 104: I haven't seen it before.

INTERVIEWER: OK, next slide.

PARTICIPANT 104: slide number 3, umm it looks like a pyramid with an eyeball in the middle

INTERVIEWER: OK, what do you think it represents?

PARTICIPANT 104: Illuminati

INTERVIEWER: what is the Illuminati?

PARTICIPANT 104: I don't know for sure, but I think it means the "people who don't believe in God"

INTERVIEWER: OK, where have you seen it before?

PARTICIPANT 104: on a dollar bill

INTERVIEWER: anywhere else?

PARTICIPANT 104: no

INTERVIEWER: OK, next slide

PARTICIPANT 104: slide 4, it's a triangle. A five star triangle

INTERVIEWER: five star triangle...OK what does it represent?

PARTICIPANT 104: I'm not sure what it represents, but I've seen most people, who were gang members with this tattooed on them.

INTERVIEWER: gang members with it. OK, next slide

PARTICIPANT 104: slide number 5, I think this is another five point star with a goat inside of it.

INTERVIEWER: what do you think it represents?

PARTICIPANT 104: not sure

INTERVIEWER: not sure. OK, have you ever seen it before?

PARTICIPANT 104: No

INTERVIEWER: Next slide

PARTICIPANT 104: slide number 6 looks like a half moon

INTERVIEWER: OK, what does it represent?

PARTICIPANT 104: I'm gonna have to go with the moon. Other than that I have never seen it before

INTERVIEWER: OK, next slide

PARTICIPANT 104: slide number 7

INTERVIEWER: is slide 7 or blank?

PARTICIPANT 104: it's blank

INTERVIEWER: we'll call that a blank slide

PARTICIPANT 104: umm, its fingertips. Like I have seen this when people say OK (does hand gesture)... I've never seen anyone do it before...

INTERVIEWER: You've never seen real people do it, in real life?

PARTICIPANT 104: The people that I hang with...don't...

INTERVIEWER: OK, what do you think other people do it? I'm just curious

PARTICIPANT 104: The people that I've seen do it as in OK.

INTERVIEWER: OK, so if you say that you haven't seen your friends do it. Who did you see do it? Celebrities? Movie stars?

PARTICIPANT 104: Yeah, celebrities.

INTERVIEWER: Why do you think they choose to do it if your friends don't do it? Why do you think they might choose to use that sign?

PARTICIPANT 104: I'm not sure if it's a gang sign.

INTERVIEWER: OK, alright, next slide.

PARTICIPANT 104: This is slide 7

INTERVIEWER: OK, slide 7

PARTICIPANT 104: it's an upside down cross

INTERVIEWER: OK, what does it represent?

PARTICIPANT 104: uh, I seen this on Lil' Wayne shirt. It was a picture. I seen it on his shirt with a money sign. From what I heard it means another illuminati sign

INTERVIEWER: illuminati sign. Why do you think Lil'Wayne would wear that on his shirt? If it's an illuminati sign or if it's considered an illuminati sign?

PARTICIPANT 104: (shrugs shoulder). Honestly, I don't think he believe in God

INTERVIEWER: interesting. Is the Lil'Wayne the only person you seen rocking this upside down cross situation? Have you seen other artists where something perhaps like that?

PARTICIPANT 104: I don't really pay attention to different artist. I just seen a picture of him wearing this shirt.

INTERVIEWER: OK, next slide

PARTICIPANT 104: slide 8 is a chain and medallion with Jesus Christ. And it's a diamond.

INTERVIEWER: OK, what does it represent?

PARTICIPANT 104: showing belief in God

INTERVIEWER: belief in God? Where have you seen this?

PARTICIPANT 104: I've never seen this before.

INTERVIEWER: Never?

PARTICIPANT 104: (shakes head in disagreement) no

INTERVIEWER: next slide

PARTICIPANT 104: slide number 9, it is...I'm not sure. Uh I forgot the name of this but it's like a sand drops into the other side of the glass.

INTERVIEWER: Could it be a sand glass?

PARTICIPANT 104: Yeah, it could be a sand glass.

INTERVIEWER: What do you think it represents?

PARTICIPANT 104: time is running out

INTERVIEWER: time is...Where have you seen it?

PARTICIPANT 104: oh, it's called an hourglass!

INTERVIEWER: oh, hourglass. There we are

PARTICIPANT 104: Mainly in games, I play like scramble or something.

INTERVIEWER: OK, next one

PARTICIPANT 104: slide number 10, not sure what this is...It seems like two pyramids connected to a ring. And then, it also has like an eagle medallion... like an Egyptian thing.

INTERVIEWER: What do you think they mean? Or represent?

PARTICIPANT 104: I'm not sure.

INTERVIEWER: OK, have you ever seen it before?

PARTICIPANT 104: No

INTERVIEWER: Next slide

PARTICIPANT 104: Slide 11, it is a cross A within a circle.

INTERVIEWER: cross within a circle. What do you think it represents?

PARTICIPANT 104: I'm not sure. I know I did see a magician....Criss Angel

INTERVIEWER: Criss Angel?

PARTICIPANT 104: Yes, with his signature.

INTERVIEWER: but you're not sure what it may mean...Have you seen it anywhere else besides Criss Angel or his shows?

PARTICIPANT 104: No

INTERVIEWER: alright next slide

PARTICIPANT 104: number 12, it is an owl and one picture. And there is another owl in the next picture with BC on the side

INTERVIEWER: OK, what do you think it represents?

PARTICIPANT 104: Not sure

INTERVIEWER: where have you seen it?

PARTICIPANT 104: I don't recall seeing this picture.

INTERVIEWER: alright, not a drake fan?

PARTICIPANT 104: No

INTERVIEWER: OK, next slide

PARTICIPANT 104: number 8, I mean 13...a cross with a loop on it.

INTERVIEWER: what do you think it represents?

PARTICIPANT 104: I have...I'm not sure...I think the Pope with something like that.

INTERVIEWER: OK, next slide. We got about 10 more

PARTICIPANT 104: Number 14, it is a from what it look like...a stamp with the sun over a...not sure if it's a dude...a male or a female on top of a horse

INTERVIEWER: OK, what do you think it represents?

PARTICIPANT 104: not sure

INTERVIEWER: have you ever seen it before? It doesn't have to be exactly the same.

PARTICIPANT 104: No

INTERVIEWER: OK, next slide

PARTICIPANT 104: Slide 15, it is a G connected to what looks like a broken frame. It looks like a compass coming down to it.

INTERVIEWER: What do you think it represents?

PARTICIPANT 104: I think it represents Gold because the broken frame with a G in the middle. It looks gold

INTERVIEWER: Gold? OK. Where have you seen it? Have you seen it before?

PARTICIPANT 104: I don't

INTERVIEWER: next slide

PARTICIPANT 104: slide 16, it is the American flag

INTERVIEWER: what does it represents?

PARTICIPANT 104: ummm, it represents the United States.

INTERVIEWER: where have you seen that?

PARTICIPANT 104: pretty much in every Chicago public school, on top of the white house,

INTERVIEWER: OK, next slide

PARTICIPANT 104: slide 17, not sure what these are...we have skeleton with the bones...cross bones.

INTERVIEWER: OK, what does it represents?

PARTICIPANT 104: ummm, not sure...

INTERVIEWER: I mean just looking at the picture what do you think it might mean if you seen it on somebody's jacket or if you seen it on the side of the building? What do you think it might mean?

PARTICIPANT 104: ummm, death

INTERVIEWER: death, OK.

PARTICIPANT 104: umm have you ever seen it before?

INTERVIEWER: in a movie, on a biker jacket.

PARTICIPANT 104: in a movie, on a biker jacket, OK.

INTERVIEWER: Next slide

PARTICIPANT 104: slide 18, it is a peace symbol

INTERVIEWER: what do you think that represents?

PARTICIPANT 104: peace

INTERVIEWER: peace, OK. Have you ever seen it anywhere? Where?

PARTICIPANT 104: Yeah, I seen it. People got this tattoo on them...some movies have it, preferably in the 80s?

INTERVIEWER: Yeah, OK. Next slide

PARTICIPANT 104: Slide 19, it is an Egyptian man, fish man, bird man...I seen this...I think it means Egyptians religion. I've seen this in the history books as a freshmen.

INTERVIEWER: OK, next slide

PARTICIPANT 104: slide 20, a smiley face

INTERVIEWER: what do you think that represents?

PARTICIPANT 104: the person is happy

INTERVIEWER: where have you seen happy, smiley faces?

PARTICIPANT 104: on my face right now

INTERVIEWER: OK, next one

PARTICIPANT 104: slide 20

INTERVIEWER: slide 20 or 21

PARTICIPANT 104: I mean 21. It looks like a puzzle. A circle...it's pretty hard to describe this...

INTERVIEWER: what do you think that represents?

PARTICIPANT 104: Not sure, but I have to say a puzzle...a illusion

INTERVIEWER: where have you seen that? Does it look familiar to you?

PARTICIPANT 104: It's not familiar at all.

INTERVIEWER: Next one

PARTICIPANT 104: slide 22 look like a white...it's a white...I want to say...It's a ying yang symbol I think.

INTERVIEWER: alright, what do you think the ying yang symbol represents?

PARTICIPANT 104: since it's shaped like a fish...I want to say two fishes colliding...like they are at war or something.

INTERVIEWER: where have you seen the ying yang symbol?

PARTICIPANT 104: I would have to say in Karate stores or shops

INTERVIEWER: Next one

PARTICIPANT 104: slide 23, I think it's a moose head connected to a body with wings...with red highlighting in the back.

INTERVIEWER: What do you think it represents?

PARTICIPANT 104: I'm going to have to say...illuminati

INTERVIEWER: illuminati. OK, why do you say that? Where have you seen it?

PARTICIPANT 104: I never seen it before. I do see the five point star on his head. And if I'm not mistaken, it looks like an eye I think.

INTERVIEWER: so that's what let's you know that it might be an illuminati symbol? OK, next slide

PARTICIPANT 104: slide 24, it's the Hanukah candle holders.

INTERVIEWER: OK, so it represents Hanukah to you. OK, where have you seen it?

PARTICIPANT 104: I seen it around about this time...around Christmas time.

INTERVIEWER: and last slide

PARTICIPANT 104: 25, it is a cross, facing straight up.

INTERVIEWER: OK and what does that represent?

PARTICIPANT 104: Christian...I'm sure its Christianity.

INTERVIEWER: Where have you seen it?

PARTICIPANT 104: in church

INTERVIEWER: alright last few questions. That's the end of that part. Ummm....Do you plan to attend college?

PARTICIPANT 104: Yes

INTERVIEWER: If so, what is your intended major of study? What are you thinking about majoring in?

PARTICIPANT 104: Umm, my major would be theatre, and then I'm going back for a double major in Science

INTERVIEWER: alright, I like that. Disagree or Agree to the next statement that I am going to say. College cannot teach me anything that life has not already done so. Disagree or Agree

PARTICIPANT 104: disagree

INTERVIEWER: I live for today because the future is not promised to anyone.

PARTICIPANT 104: disagree

INTERVIEWER: I want to go to college for freedom.

PARTICIPANT 104: Excuse me

INTERVIEWER: I'm sorry (loud noise in background). I want to go to college for freedom.

PARTICIPANT 104: agree

INTERVIEWER: You should have as much fun as possible while you are young. Agree or disagree

PARTICIPANT 104: agree

INTERVIEWER: I live by the Y.O.L.O (You Only Live Once) lifestyle. Agree or disagree

PARTICIPANT 104: disagree

INTERVIEWER: OK, What career path do you think you will most likely take after high school?

PARTICIPANT 104: acting

INTERVIEWER: Acting...Nice! Last but not least, what are your greatest life aspirations academically or personally?

PARTICIPANT 104: Like what I really want?

INTERVIEWER: Like what do you really want to achieve? What do you really want to do? If the world was your oyster, what would you do?

PARTICIPANT 104: I'm gonna to win a lot of Oscars, so acting would have to be the top priority

INTERVIEWER: Winning the Oscars! I like that...That's a nice goal. Ummm last questions...what grade are you in?

PARTICIPANT 104: 11th grade

INTERVIEWER: 11th grade. OK, any religious affiliations?

PARTICIPANT 104: Christianity

INTERVIEWER: Christianity and what race do you consider yourself?

PARTICIPANT 104: African American

INTERVIEWER: African American, alright. We are done. Thank you so much for your participation ...Ummm participant 104. That was great.

Interview Transcribed: Participant #105

INTERVIEWER: Participant 105, I am not going to say your name. You will just be participant 105, which is for your own privacy. I am going to conduct the following interview for the next 15-20 minutes, in which our interaction will be recorded. You are not obligated to answer any questions that make you uncomfortable. There is no right or wrong answer, I am simply interested in learning your musical preferences and the meaning you ascribe to common symbols found in music videos and commercials. You may ask questions if you need more clarification. Your participation is greatly appreciated. I'm getting my Master's so it really appreciated. So first question, how often do you listen to music including mp3/ iPod, cell phone, internet?

PARTICIPANT 105: So you saying, how many hours a day?

INTERVIEWER: Yeah, so 0 to 2, 2 to 4, or 4 to 6, 6 to 8, or 8+?

PARTICIPANT 105: oh, about 4-6

INTERVIEWER: ok, about 4-6. And how often do you watch music videos--everyday/ frequently, 3 to 4 per week, 1 to 2 per week, 1 to 2 per month?

PARTICIPANT 105: 1 or 2 times a month

INTERVIEWER: a month, and How often do you watch television per day? So once again is that 0 to 2, 2 to 4, or 4 to 6, 6 to 8?

PARTICIPANT 105: 4-6

INTERVIEWER: 4-6, ok. And where do you typically watch music videos? When you do watch them, so internet...

PARTICIPANT 105: YouTube

INTERVIEWER: YouTube ok...ummm what type of music do you listen to? Ummm you can just say yes or no while I am going over the list...hip-hop/ rap

PARTICIPANT 105: Yes

INTERVIEWER: R&B/ Neo-Soul

PARTICIPANT 105: Yes

INTERVIEWER: Blues

PARTICIPANT 105: Yes

INTERVIEWER: Jazz

PARTICIPANT 105: Yes

INTERVIEWER: Classical

PARTICIPANT 105: Yes

INTERVIEWER: Symphonic

PARTICIPANT 105: No

INTERVIEWER: Rock & Heavy Metal

PARTICIPANT 105: Yes

INTERVIEWER: Pop Music

PARTICIPANT 105: Yes

INTERVIEWER: What is your favorite type of music? Out of those as far as genres?

PARTICIPANT 105: R&B

INTERVIEWER: R&B, ok, and who are the artists that you listen to most frequently? Off top of your head where they are in your phone right now.

PARTICIPANT 105: Trey Songz

INTERVIEWER: Trey Songz, Is there anybody else that is in your iPod?

PARTICIPANT 105: do they have to be R&B because I listen to gospel too?

INTERVIEWER: It can be gospel as well.

PARTICIPANT 105: Ummm, what's her name? She made ummm...

INTERVIEWER: It's just off top of your head, so if you listen to it frequently...It doesn't have to be...You know what, I am going to name off some artists and then if you remember, you can say it.

PARTICIPANT 105: yea

INTERVIEWER: I understand. It's hard to recall off top of your head. Ummm Lady Gaga

PARTICIPANT 105: No

INTERVIEWER: No, ok. Lil' Wayne

PARTICIPANT 105: no

INTERVIEWER: Miley Cyrus

PARTICIPANT 105: No

INTERVIEWER: Can I ask you a question? Why not Lil' Wayne?

PARTICIPANT 105: Lil' Wayne...Well, I use to listen to him a long time ago like when he first came out. But now, he raps about anything. Anything, like it seems like he is just

making stuff up when he goes to the studio.

INTERVIEWER: So he's not interesting anymore.

PARTICIPANT 105: Not to me.

INTERVIEWER: Ok, I gotcha. I respect that. Jay-Z

PARTICIPANT 105: Sometimes

INTERVIEWER: Sometimes, Ok. Beyoncé

PARTICIPANT 105: Yes

INTERVIEWER: Rihanna

PARTICIPANT 105: YEs

INTERVIEWER: Tyler the Creator

PARTICIPANT 105: No

INTERVIEWER: Azelia Banks

PARTICIPANT 105: No

INTERVIEWER: Angel Haze

PARTICIPANT 105: No

INTERVIEWER: Kesha

PARTICIPANT 105: No

INTERVIEWER: Fredo Santana

PARTICIPANT 105: No

INTERVIEWER: Iggy Azelia

PARTICIPANT 105: No

INTERVIEWER: Nicki Minaj

PARTICIPANT 105: Yes

INTERVIEWER: Brittany Spears

PARTICIPANT 105: No

INTERVIEWER: Three 6 Mafia

PARTICIPANT 105: No

INTERVIEWER: Eminem

PARTICIPANT 105: Yes

INTERVIEWER: Madonna

PARTICIPANT 105: No

INTERVIEWER: Any other examples that you know off top of your head besides Trey Songz?

PARTICIPANT 105: Chris Brown

INTERVIEWER: Ummm Ok, what are your favorite music videos? Whatever comes to mind...?

PARTICIPANT 105: Chris Brown "Turn up the music", I like this one because he killed this dance in there.

INTERVIEWER: Ok, anybody else?

PARTICIPANT 105: Umm. Detrick Haddon, "Have Your Way"

INTERVIEWER: Ok, anybody else?

PARTICIPANT 105: Ummm Trey songz, I like the "Sex Ain't Better than Love" Video

INTERVIEWER: Ok, Ummm...Ok, ok, ok...Now I need you to turn on the iPod, I mean iPad. I'm sorry, and then hit the bottom. There is a little thing that slides. Now, you to tell me what you see. Just describe what you see.

PARTICIPANT 105: Like, a forest and a road.

INTERVIEWER: What else? What do you think it represents?

PARTICIPANT 105: Peace

INTERVIEWER: Peace, ok. Where have you seen something like this before?

PARTICIPANT 105: I seen something like this...I think I've seen it down in the country before.

INTERVIEWER: the country, ok. Ummm, next picture. What do you see?

PARTICIPANT 105: An eye, an Egyptian eye

INTERVIEWER: What do you think it represents?

PARTICIPANT 105: I think it represents the illuminati or something.

INTERVIEWER: What is the illuminati?

PARTICIPANT 105: Like they say, when the stars like Jay-z and Beyoncé. They basically say that those are the two main ones that worship the devil. And I saw a picture of the person that they supposedly worshipped and it had this type of eye.

INTERVIEWER: Hmm...Who did you see?

PARTICIPANT 105: It was like dude they played...It's the devil.

INTERVIEWER: Ok

PARTICIPANT 105: It's not an actual person. It's like a picture thing.

INTERVIEWER: Ok, next one.

PARTICIPANT 105: Umm...it's kind of the same thing as the eye in the pyramid.

INTERVIEWER: And what do you think it represents?

PARTICIPANT 105: I think it represents the illuminati.

INTERVIEWER: Where have you seen this one in particular?

PARTICIPANT 105: Dollar Bill

INTERVIEWER: Dollar bill, ok. So do you think the illuminati has somehow...ummm?

PARTICIPANT 105: Deals with money

INTERVIEWER: so deals with money? Ok...Umm next symbol.

PARTICIPANT 105: a five point star

INTERVIEWER: ok, what do you think it represents?

PARTICIPANT 105: when I think of five point stars, I think of gangs. Yea, I think it represents some type of gang.

INTERVIEWER: Ok, where have you seen that then? In a gang or...?

PARTICIPANT 105: Yea, spray painted graffiti on the wall.

INTERVIEWER: Ok, next picture what do you see?

PARTICIPANT 105: I think this illuminati again. I think this the picture. One of the pictures I've seen with the music symbols and the five point star and the devil's head. I think it's called the baphomet or something.

INTERVIEWER: You're right on target. Baphomet, ok. Ummm, you've seen that...Have you ever seen it in a video? Have you ever seen it on a music artist? Where have you seen that symbol?

PARTICIPANT 105: I believe I've seen it. I [have] seen it ummm...on Kanye West or Jay-z or something...But I also learned when they talked to us about this in my bible study class showing us how the music we listen got symbols in them.

INTERVIEWER: Ok, next one.

PARTICIPANT 105: Some type of crescent

INTERVIEWER: Crescent, ok. What do you think that represents?

PARTICIPANT 105: I really don't know. I have no type of idea.

INTERVIEWER: Haven't seen that anywhere?

PARTICIPANT 105: No, I don't think so.

INTERVIEWER: Ok, next symbol

PARTICIPANT 105: Some people think this is an ok sign, but I think it's kind of sort of demonic. Demonic...

INTERVIEWER: Ok

PARTICIPANT 105: and Ummm I also think it's an illuminati thing because for some reason all of them hold up that sign for some reason

INTERVIEWER: you say, they? Who are they?

PARTICIPANT 105: Like the music stars that supposed to in be the Illuminati... I think its cause of the 666 thing.

INTERVIEWER: Ok, where have you seen this symbol?

PARTICIPANT 105: Like all of them, all the celebrities to the producers, actresses...

INTERVIEWER: and next, I'm sorry. I apologize I don't to go back, what was the last slide number? I need you to tell me the slide number out loud so that I can make sure that I'm on target.

PARTICIPANT 105: 8

INTERVIEWER: the last slide is 8. Does it say number 8?

PARTICIPANT 105: Yea number 8

INTERVIEWER: It is? Ok. Number 8, can you go back to the next one? I mean before the ok sign? What's the crescent?

PARTICIPANT 105: 6

INTERVIEWER: ok, and then before the crescent? Is it blank?

PARTICIPANT 105: No, the ok sign is blank, so I guess this is out of order.

INTERVIEWER: It's not out of order. It's just ok sign is a blank slide. Ok

PARTICIPANT 105: Ok

INTERVIEWER: And the next one is?

PARTICIPANT 105: It say 7

INTERVIEWER: What do you think you see?

PARTICIPANT 105: an upside down cross...I'm not sure what it say or what it tries to

represent...

INTERVIEWER: Have you ever seen this before?

PARTICIPANT 105: Upside down? No.

INTERVIEWER: Ok, ummm, next slide tell me the number.

PARTICIPANT 105:8, ok. This is crazy.

INTERVIEWER: What do you see?

PARTICIPANT 105: I guess people call this a Jesus Piece, and it supposed to depict what Jesus looks like. I don't think. Personally, I don't think no one knows what Jesus looked like, Personally, I don't think no one knows what Jesus looked like that still alive today.

INTERVIEWER: Why do you think someone would wear a Jesus piece?

PARTICIPANT 105: I don't know

INTERVIEWER: Have you ever seen anybody wear it?

PARTICIPANT 105: Yes?

INTERVIEWER: Who?

PARTICIPANT 105: Kanye west with it before...

INTERVIEWER: and who else, maybe?

PARTICIPANT 105: and Rick Ross...

INTERVIEWER: Rick Ross, Ok. Um alright slide number.

PARTICIPANT 105: 9

INTERVIEWER: ok, what do you see?

PARTICIPANT 105: Like the sand thing.

INTERVIEWER: Ok, what do you think it represents?

PARTICIPANT 105: time

INTERVIEWER: Ok, like where have you seen this? In movies?

PARTICIPANT 105: Movies. Like in Egyptian movies

INTERVIEWER: Ok, next slide, what number is it?

PARTICIPANT 105: 10

INTERVIEWER: 10, ok. What do you see?

PARTICIPANT 105: The Egyptian pyramids and the one of ...I think it's like a chain or a bracelet with one of their gods on it. I can't remember, it could be the one

INTERVIEWER: It has an Egyptian god on it?

PARTICIPANT 105: I just have a hard time remembering the name but I know it has like a bird face.

INTERVIEWER: Where have you seen it? I know you recognize it?

PARTICIPANT 105: I recognize it. I have seen it in class when learned about the Greek mythology and all the gods that we have studied on. I don't know which one it is

INTERVIEWER: You have seen any celebrities wear that. Have you?

PARTICIPANT 105: [shakes head no]

INTERVIEWER: No, Ok. Next slide. What's the number?

PARTICIPANT 105: 11

INTERVIEWER: What do you see?

PARTICIPANT 105: A circle with an A going through it. Like a capital A. I don't know. I have never seen it before.

INTERVIEWER: Ok, ok. Next slide. What number is it?

PARTICIPANT 105: 12

INTERVIEWER: Ok, what do you see?

PARTICIPANT 105: Two owls

INTERVIEWER: what do you think it represents?

PARTICIPANT 105: I really don't know.

INTERVIEWER: Ok, have you ever seen it?

PARTICIPANT 105: Like an owl shirt, yea.

INTERVIEWER: Ok, who has rocked that owl shirt?

PARTICIPANT 105: It just. Ummm... A lot of people wear it.

INTERVIEWER: Ok, have you seen celebrities wear it?

PARTICIPANT 105: No. I don't understand why people are wearing it. It looks real creepy because it's like their eyes are staring right at you.

INTERVIEWER: Ok, next slide, what is it? I mean what number is it?

PARTICIPANT 105: 13

INTERVIEWER: Ok, by the way we have 26 slides, so we are about half way done

PARTICIPANT 105: it's like a...actually really don't know. First, it looked like a cross that I have seen before.

INTERVIEWER: So if it's a cross. What do you think it represents?

PARTICIPANT 105: death

INTERVIEWER: death ok

PARTICIPANT 105: where have you seen crosses like this?

INTERVIEWER: I saw this cross in movies, and some type of churches. In the Jesus movie when he got crucified... "The passion of Christ"

PARTICIPANT 105: Number 14, it say the sun. This [is] the sun god. It say the sun.

INTERVIEWER: What do you think it represents?

PARTICIPANT 105: Ummm...one of the god's people worship. Different types of faiths like the Egyptians. They pretty much usually have a sun god because they think that the sun make everything grow. And the sun give light... and everything is... I don't know.

INTERVIEWER: Where have you seen this? Have you seen it before?

PARTICIPANT 105: Yea I seen it in class, and we talked about people, who worship more than one god.

INTERVIEWER: ok, I gotcha. Have you ever heard of the term polytheism?

PARTICIPANT 105: Yeah

INTERVIEWER: Ok, next slide. What number is it?

PARTICIPANT 105: 15, I'm not sure what this is, but it has a "G" in the center of it.

INTERVIEWER: Ok, what do you think it represents?

PARTICIPANT 105: I really don't have a clue right now.

INTERVIEWER: Ok, have you ever seen it before?

PARTICIPANT 105: No

INTERVIEWER: Ok, next slide. What number?

PARTICIPANT 105: 16

INTERVIEWER: Ok

PARTICIPANT 105: It's the American Flag

INTERVIEWER: What does it represent?

PARTICIPANT 105: I know it represents like the 13 colonies.

INTERVIEWER: Where have you seen it?

PARTICIPANT 105: I've seen it in school. I've seen it [at] the White House. And Like, when people say the pledge of allegiance

INTERVIEWER: Ok, next slide...

PARTICIPANT 105: Skulls

INTERVIEWER: Number?

PARTICIPANT 105: 17, I see a skull and I see two birds.

INTERVIEWER: Ok, what do you think that represents?

PARTICIPANT 105: I think the skull represents death, skull and bones

INTERVIEWER: Skull and bones?

PARTICIPANT 105: Pirates...but I also think it represents death.

INTERVIEWER: Ok have you seen it anywhere before besides pirate ships?

PARTICIPANT 105: I seen people where it?

INTERVIEWER: Who?

PARTICIPANT 105: Celebrities. I can't think of exactly which ones, but I have seen some celebrities wear it on a day to day

INTERVIEWER: Why do you think celebrities would wear skull and bones?

PARTICIPANT 105: I just think a lot of them are demonic.

INTERVIEWER: Demonic...Interesting description...Next slide, what number?

PARTICIPANT 105: 18

INTERVIEWER: what do you see?

PARTICIPANT 105: a peace sign.

INTERVIEWER: Ok, and what does it represent?

PARTICIPANT 105: peace

INTERVIEWER: peace? Ok where have you seen it?

PARTICIPANT 105: um on shirts,

INTERVIEWER: ok, uh next slide,

PARTICIPANT 105: oh and hippies

INTERVIEWER: hippies, ok, good one, ok, number?

PARTICIPANT 105: number 19... That's where I seen that cross, cause he's holding that cross in his hand

INTERVIEWER: ok, and what do you see

PARTICIPANT 105: supposed to be a man, god, cause the body is of man, and the head is a bird and the head has a sun thing, it looks like the sun on top his head with a snake going around it. And that is also Egyptian

INTERVIEWER: ok where have you seen it?

PARTICIPANT 105: in movies

INTERVIEWER: ok any movies in particularly

PARTICIPANT 105: no

INTERVIEWER: ok next slide, what number,

PARTICIPANT 105: number 20, a smiley face

INTERVIEWER: ok what does it represent?

PARTICIPANT 105: happiness

INTERVIEWER: ok where have you seen it?

PARTICIPANT 105: texting, pretty much everywhere.

INTERVIEWER: ok next slide number.

PARTICIPANT 105: number 21, I seen this before but I don't know what it means. But I have seen this before I have seen this picture.

INTERVIEWER: what would you call that, what would you describe it like, what does it look like to you?

PARTICIPANT 105: it started off as a circle and then is a whole bunch of lines going in and out of it. To create a picture.

INTERVIEWER: but you're really not sure what it would stand for when you see it? Ok next slide, what's the number?

PARTICIPANT 105: 22, um the yin yang symbol

INTERVIEWER: what does it represent?

PARTICIPANT 105: like mentally, something is mentally. Like you see best friends, they have the white one with the black dye, and the black one with the white dye and you put it together it's like a yin and yang.

INTERVIEWER: and so I guessing best friends, I was going to ask where you seen it.

PARTICIPANT 105: this the picture I was talking about, number 23. This the picture I was talking about.

INTERVIEWER: oh ok, describe it to me, you know, so I will know....

PARTICIPANT 105: it has a man body. Is that the Baphomet creature?

INTERVIEWER: Yeah. Say it out loud, what is it?

PARTICIPANT 105: Baphomet. It has the man body and it is holding its fingers in a way I don't...

INTERVIEWER: what do you think it represents?

PARTICIPANT 105: I don't know, it's just creepy.

INTERVIEWER: you were describing the Baphomet earlier; can you describe it a little bit more now that you have seen the symbol? Why do you think... So... where have you seen that symbol?

PARTICIPANT 105: I have seen it on... (Taps table) I had saw Beyonce like, she had like this um, it was in the movie, it was fitted on her

INTERVIEWER: kind of like a motorcycle maybe?

PARTICIPANT 105: yea it was like an outfit and it came off and it was like... it looked like that.

INTERVIEWER: Ok and why do you think she would wear that?

PARTICIPANT 105: Because she is Demonic!!!

INTERVIEWER: And do you still listen to her even though you know she is demonic?

PARTICIPANT 105: hmmm, I can't lie and say that I don't. I do, that's a good question.

INTERVIEWER: don't feel bad, I'm just curious, you know?

PARTICIPANT 105: I know, you just got me thinking.

INTERVIEWER: (Laughs) I'm sorry, but it's good to think, it's good to have a critical eye. Ok next slide, number?

PARTICIPANT 105: number 24, this not really what I really believe.

INTERVIEWER: ok what does it look like to you though?

PARTICIPANT 105: like the Hanukkah or Kwanzaa, I don't know which, what it is...

INTERVIEWER: Hanukkah?

PARTICIPANT 105: Hanukkah. When they light the candles?

INTERVIEWER: Right, and so it represents Hanukkah, I guess I'm thinking that's what you think it means. And where have you seen it?

PARTICIPANT 105: in movies.

INTERVIEWER: ok. Next slide, number?

PARTICIPANT 105: 25.

INTERVIEWER: ok that's number 25?

PARTICIPANT 105: yeah. And this is an actual cross.

INTERVIEWER: ok, and what do you think it represents?

PARTICIPANT 105: Death. And my cousin...

INTERVIEWER: death all right.

PARTICIPANT 105: oh you were going to ask me where I seen it?

INTERVIEWER: yeah.

PARTICIPANT 105: I seen it in like the churches, some churches in um crucifixion,

INTERVIEWER: in movies? It could be any genre inspirational, horror...

PARTICIPANT 105: horror

INTERVIEWER: horror... what kind of horror movie?

PARTICIPANT 105: where they have the Jesus freak people, that's killing people.

INTERVIEWER: ok. Ok. Alright, last few questions. Do you plan to attend college?

PARTICIPANT 105: Yes.

INTERVIEWER: If so, what is your intended major of study?

PARTICIPANT 105: Medicine.

INTERVIEWER: You can say you agree or disagree with these statements. College cannot teach me anything that life has not already done so.

PARTICIPANT 105: Disagree.

INTERVIEWER: I live for today because the future is not promised to anyone.

PARTICIPANT 105: Agree.

INTERVIEWER: I want to go to college for freedom.

PARTICIPANT 105: Disagree.

INTERVIEWER: You should have as much fun as possible while you are young.

PARTICIPANT 105: Agree.

INTERVIEWER: I live by the Y.O.L.O (You Only Live Once) lifestyle.

PARTICIPANT 105: Disagree

INTERVIEWER: What career path do you think you will most likely take after high school?

PARTICIPANT 105: Doctor.

INTERVIEWER: What are your greatest life aspirations i.e. academically & personally?

PARTICIPANT 105: My dream is to save lives.

INTERVIEWER: Save lives? That is a beautiful dream. Um, last few questions.

PARTICIPANT 105: ok.

INTERVIEWER: Grade level?

PARTICIPANT 105: Junior

INTERVIEWER: Any religious affiliation?

PARTICIPANT 105: Baptist.

INTERVIEWER: Baptist is that Christian?

PARTICIPANT 105: Yes.

INTERVIEWER: And then what race do you consider yourself?

PARTICIPANT 105: Human race.

INTERVIEWER: Human race, ok.

PARTICIPANT 105: Yes.

INTERVIEWER: Alright your done participant #105 I appreciate your help today.

PARTICIPANT 105: You're welcome.

Interview Transcribed Participant #106

INTERVIEWER: Participant 106. I am going to conduct the following interview for the next 15-20 minutes, in which our interaction will be recorded. You are not obligated to answer any questions that make you uncomfortable. There is no right or wrong answer, I am simply interested in learning your musical preferences and the meaning you ascribe to common symbols found in music videos and commercials. You may ask questions if you need more clarification. Your participation is greatly appreciated. Thank you.

INTERVIEWER: How often do you listen to music? Cell phone iPod, mp3, etc.?

PARTICIPANT 106: Do you want to know days?

INTERVIEWER: How many hours 0-2 Hours? 2-4 hours? 4-6?

PARTICIPANT 106: Almost like 4-6

INTERVIEWER: 4-6? Ok. And how often do you watch music videos? Everyday? 3-4 times a week? 1-2 times a month?

PARTICIPANT 106: 3-4 times

INTERVIEWER: Per week? Ok. How often do you watch television per day? 0-2 hours or 2-4? 4-6? 6-8?

P. 2-4

INTERVIEWER: 2-4 hours? Ok. And where do you typically watch television? Internet? Cell phone?

PARTICIPANT 106: Internet, Cell phone.

INTERVIEWER: And any specific website on the internet?

PARTICIPANT 106: YouTube. Facebook. That's it.

INTERVIEWER: Ok. What type of music do you listen to? Just say yes or no. Hip Hop/Rap?

PARTICIPANT 106: Yes

INTERVIEWER: Neo Soul/ RnB?

PARTICIPANT 106: No

INTERVIEWER: Ok. Blues, Jazz, Classical Symphonic?

PARTICIPANT 106: No

INTERVIEWER: Rock /Heavy Metal?

PARTICIPANT 106: Yes

INTERVIEWER: Pop music?

PARTICIPANT 106: Yes

INTERVIEWER: What's your favorite of all those music genres?

PARTICIPANT 106: I think I like pop.

INTERVIEWER: Which music artists do you listen to most frequently?

PARTICIPANT 106: Katy Perry

INTERVIEWER: Katy Perry. Anybody Else?

PARTICIPANT 106: Nicki Minaj, Demi Lovato

INTERVIEWER: The following artists, you can say yes or no. Who do you listen to most frequently? Lady Gaga?

PARTICIPANT 106: Yes

INTERVIEWER: Lil' Wayne?

PARTICIPANT 106: No

INTERVIEWER: Miley Cyrus?

PARTICIPANT 106: No

INTERVIEWER: Why not Little Wayne? Just curious.

PARTICIPANT 106: I don't like Little Wayne

INTERVIEWER: Why?

PARTICIPANT 106: I don't like his lyrics. All the stuff he talks about.

INTERVIEWER: What does he talk about?

PARTICIPANT 106: Like drugs and sex. Stuff like that.

INTERVIEWER: Got it. Jay-Z?

PARTICIPANT 106: No

INTERVIEWER: Beyoncé?

P; Yes

INTERVIEWER: Rihanna?

PARTICIPANT 106: Yes

INTERVIEWER: Tyler the Creator?

PARTICIPANT 106: Who?

INTERVIEWER: Azealia Banks?

P; Never heard of her.

INTERVIEWER: Andrew Hayes?

PARTICIPANT 106: Never heard of him.

INTERVIEWER: Kesha?

PARTICIPANT 106: Yes

INTERVIEWER: F. Santana

PARTICIPANT 106: Never heard

INTERVIEWER: Iggy Azalea?

PARTICIPANT 106: Unknown

INTERVIEWER: Nicki Minaj?

PARTICIPANT 106: Yes

INTERVIEWER: Britney Spears?

PARTICIPANT 106: No

INTERVIEWER: 36mafia?

PARTICIPANT 106: No.

INTERVIEWER: Eminem?

PARTICIPANT 106: No

INTERVIEWER: Madonna?

PARTICIPANT 106: Isn't she dead?

INTERVIEWER: No. But besides Demi Lovato and Katy Perry, anyone else?
P; Imagine Dragons. Panorama

INTERVIEWER: Any favorite music videos?

PARTICIPANT 106: I like Demi Lovato- Let it Go. Nicki Minaj featuring Cassidy and The Boys

INTERVIEWER: What's the name of the video?

PARTICIPANT 106: The Boys

INTERVIEWER: Oh? Is it "In the boys"?

PARTICIPANT 106: I think it's "The boys". Sevyn Streeter- "It Won't Stop" and "I like It". K. Michelle- BSOP

INTERVIEWER: Ok. Push the button and slide across and tell me what do you see? Tell me the slide number so that I know what the number is.

PARTICIPANT 106: Number one, I see a path and a forest. Slide number two.

INTERVIEWER: I'm sorry. Go back. What do you think it represents? I'm going to ask you three questions about the pictures you see.

PARTICIPANT 106: I think the path represents you found a way out

INTERVIEWER: Ok. And where have you seen something like this? In a movie or a music video?

PARTICIPANT 106: In that music video. Niko from the Twilight.

INTERVIEWER: Ok. Next Slide

PARTICIPANT 106: Number 2. I see an Egyptian eye

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: Egyptians, I guess.

INTERVIEWER: Ok. That's a plausible answer. Where have you seen it before?

PARTICIPANT 106: In a Katy Perry video, Dark Horse

PARTICIPANT 106: Why do you think she put it in the video "Dark Horse"?

INTERVIEWER: Because the Egyptians represent god and beautiful people and she is trying to embody that, I guess.

PARTICIPANT 106: Ok. Next slide.

PARTICIPANT 106: Three. A pyramid with an eye on it.

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: It's in a lot of music videos and has like money signs in it and stuff like that.

INTERVIEWER: Any videos come to mind?

PARTICIPANT 106: Nicki Minaj- The Boys. She was counting money.

INTERVIEWER: And you saw the eye on the money?

PARTICIPANT 106: Yeah

INTERVIEWER: Why do you think she chose to show that part of the dollar bill?

PARTICIPANT 106: It shows how boys waste their money on love

INTERVIEWER: Ok. What's the next slide number?

PARTICIPANT 106: Number 4. It's five point star

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: I don't know.

INTERVIEWER: Ok. Where have you seen it?

PARTICIPANT 106: Nowhere

INTERVIEWER: OK. Next Slide.

PARTICIPANT 106: Five. Some type of animal. Devil or something

INTERVIEWER: You said some kind of devil?

PARTICIPANT 106: Kind of like a satanic symbol or something

INTERVIEWER: So, I'm guess you think it represents some type of satanic symbol?

PARTICIPANT 106: Probably

INTERVIEWER: Where have you seen this, for you to know its satanic?

PARTICIPANT 106: From that TV show American Horror Story

INTERVIEWER: Why do you think they chose to use it?

PARTICIPANT 106: [be]cause it was about witches and worshipping

INTERVIEWER: Ok. Next one

INTERVIEWER: Number six... It's a moon crescent.

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: The moon, I guess.

INTERVIEWER: And, where have you seen it?

PARTICIPANT 106: In this anime show called Sailor Moon

INTERVIEWER: Ok. Next one? What's the number?

PARTICIPANT 106: It doesn't have a number.

INTERVIEWER: So it's a blank one. What do you see?

PARTICIPANT 106: It's a hand. I think it represents ok or okeydokey.

INTERVIEWER: Where have you seen it?

PARTICIPANT 106: Like when people say "OK" being sarcastic. Or something like that.

INTERVIEWER: Ok. Have you seen it in any movies or videos?

PARTICIPANT 106: No

INTERVIEWER: Ok. Next one.

PARTICIPANT 106: Number 7. An upside down cross

INTERVIEWER: INTERVIEWER: What do you think it represents?

PARTICIPANT 106: Something Christian related.

INTERVIEWER: Where have you seen it?

PARTICIPANT 106: On Demi Lovato's wrist in her music video "Heart Attack"

INTERVIEWER: Just on the music video?

PARTICIPANT 106: Yeah, I think it's a permanent tattoo.

INTERVIEWER: Ok. Next slide.

PARTICIPANT 106: Number Eight. A blinged out Jesus

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: It represents Jesus

INTERVIEWER: Where have you seen it?

PARTICIPANT 106: In almost every man rapper's video. They have long chains.

INTERVIEWER: Why do you think they choose to wear those chains?

PARTICIPANT 106: They think that's cool. They spent a lot of money on it.

INTERVIEWER: Next Slide. What's the number?

PARTICIPANT 106: Number Nine

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: Time

INTERVIEWER: What do you see?

PARTICIPANT 106: Looks like a glass bottle with sand.

INTERVIEWER: Have you seen it anywhere?

PARTICIPANT 106: In the movie, The Mummy 2 when he was about to die.

INTERVIEWER: Ok. Next slide.

PARTICIPANT 106: Number 10. This goes back to when I said Katy Perry-Dark Horse. I see the Egyptian symbols.

INTERVIEWER: In Katy Perry's video?

PARTICIPANT 106: Yeah, they had the pyramids

INTERVIEWER: Ok, next slide.

PARTICIPANT 106: Number 11. It looks like a circle with an A.

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: Probably a dark religion

INTERVIEWER: Where have you seen it?

PARTICIPANT 106: I think it was a movie. Drag Me to Hell when they were writing symbols on the board.

INTERVIEWER: Ok. Next slide

PARTICIPANT 106: Twelve. (I see) two owls

INTERVIEWER: And, what do you think that represents?

PARTICIPANT 106: I don't know

INTERVIEWER: Where have you seen it?

PARTICIPANT 106: In the stores, they have owl clothes.

INTERVIEWER: Have you seen any celebrities where anything like that?

PARTICIPANT 106: No.

INTERVIEWER: Next slide.

PARTICIPANT 106: Thirteen. An Egyptian symbol. It looks like something from The Mummy on the wall they had written in a whole new type of style on the walls.

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: The gods were holding them or very important people.

INTERVIEWER: Ok. Next slide. What's the number?

PARTICIPANT 106: Fourteen. A tarot card

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: Maybe praise or something

INTERVIEWER: Where have you seen a tarot card before?

PARTICIPANT 106: On the internet

INTERVIEWER: Ok. Have you seen it in any music videos or movies?

PARTICIPANT 106: Drag Me to Hell had a lady doing tarot cards.

INTERVIEWER: Next slide number?

PARTICIPANT 106: Fifteen. I see a gold G and looks like it has wood at the bottom and on top

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: I don't know.

INTERVIEWER: Where have you seen it?

PARTICIPANT 106: Nowhere

INTERVIEWER: Ok. Next slide.

PARTICIPANT 106: Sixteen. That's the American flag

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: All our countries

INTERVIEWER: Where have you seen it?

PARTICIPANT 106: Outside.

INTERVIEWER: Ok. Next slide.

PARTICIPANT 106: Seventeen. Two eagles mixed together with a crown on their head and I see a skeleton

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: History and world wars

INTERVIEWER: Where have you seen it?

PARTICIPANT 106: In AP History

INTERVIEWER: Ok. Next slide number?

PARTICIPANT 106: Eighteen I see a peace sign.

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: peace.

INTERVIEWER: Ok. Where have you seen it?

PARTICIPANT 106: On clothing

INTERVIEWER: Ok. Next slide number?
P; Nineteen. An Egyptian God.

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: Egyptian people

INTERVIEWER: Where have you seen it?

PARTICIPANT 106: In movies. Katy Perry- Dark Horse

INTERVIEWER: She had a lot going on! Ok. Next slide.

PARTICIPANT 106: Number 20. I see a smiley face.

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: somebody is happy about something

INTERVIEWER: Where have you seen it?

PARTICIPANT 106: On balloons at Party City

INTERVIEWER: OK. Next slide.

PARTICIPANT 106: 21. It looks like a circle and it had bars inside of it.

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: People being tangled up probably.

INTERVIEWER: have you seen it anywhere?

PARTICIPANT 106: Nowhere

INTERVIEWER: OK. Next slide.

PARTICIPANT 106: 22. The ying and the yang sign

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: Darkness and light

INTERVIEWER: Where have you seen it?

PARTICIPANT 106: On Kung Fu Panda the movie. When he was rolling in a circle and he had the sign on him.

INTERVIEWER: OK. Next slide.

PARTICIPANT 106: 23. It looks like a devil woman and man

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: Probably the devil

INTERVIEWER: have you seen it anywhere?

PARTICIPANT 106: Probably on the website where they talk about tarot cards

INTERVIEWER: Have you ever heard of any secret societies related to something like that?

PARTICIPANT 106: No

INTERVIEWER: Ok. Next slide

PARTICIPANT 106: 24.

INTERVIEWER: I'm sorry go back. When you see the thing on the internet, where you trying to figure out what it was. Or, you knew what it was because it was for pleasure, and you decided to study more.

PARTICIPANT 106: I already knew what it was because someone read something to me one time. So I picked out six cards and they tell you what each card is talking about. Then, you've gotta look at it a little bit and talk about yourself to really understand.

INTERVIEWER: Ok. Next slide

PARTICIPANT 106: 24. I think it's a Menorah

INTERVIEWER: Very good! You're the only person who knew exactly what it was called. What does it represent?

PARTICIPANT 106: the Jews. It represents the eight days that the lord was leading them.

INTERVIEWER: Where have you seen it?

PARTICIPANT 106: In Arthur.

INTERVIEWER: Like the cartoon?

PARTICIPANT 106: Yeah

INTERVIEWER: Ok. Next slide.

PARTICIPANT 106: 25. A cross

INTERVIEWER: What do you think it represents?

PARTICIPANT 106: Jesus was burned on a cross

INTERVIEWER: Where have you seen it?

PARTICIPANT 106: Don't you know how some old ladies have crosses of Jesus hanging up on their walls? In their house.

INTERVIEWER: Ok. Do you plan to attend college?

PARTICIPANT 106: Yeah

INTERVIEWER: Study or major intended?

PARTICIPANT 106: Criminal Justice

INTERVIEWER: Can you agree or disagree with the following statements? College cannot teach me anything that life has not already done so

PARTICIPANT 106: Disagree

INTERVIEWER: I live for today because the future is not promised to anyone

PARTICIPANT 106: Agree

INTERVIEWER: I want to go to college for freedom

PARTICIPANT 106: Agree

INTERVIEWER: You should have as much fun as possible while you're young.

PARTICIPANT 106: Disagree

INTERVIEWER: I live by the Yolo. You Only Live Once lifestyle

PARTICIPANT 106: Disagree

INTERVIEWER: What career path will you take after high school?

PARTICIPANT 106: Criminal Justice

INTERVIEWER: What are your greatest aspirations, whether it be school or personal?

PARTICIPANT 106: What do you mean?

INTERVIEWER: So, anything that you aspire to be or dream?

PARTICIPANT 106: I want to be an FBI agent and solve homicide cases.

INTERVIEWER: Grade Level?

PARTICIPANT 106: Junior/11th

INTERVIEWER: Religion/Affiliation?

PARTICIPANT 106: None

INTERVIEWER: What race would you like to be considered?

PARTICIPANT 106: African American

INTERVIEWER: Well, thank you participant 106. That was greatly appreciated. The study is now complete.

Interview Transcribed Participant #107

INTERVIEWER: Participant 107, I am going to conduct the following interview for the next 15-20 minutes, in which our interaction will be recorded. You are not obligated to answer any questions that make you uncomfortable. There is no right or wrong answer, I am simply interested in learning your musical preferences and the meaning you ascribe to common symbols found in music videos and commercials. You may ask questions if you have any need more clarification. Your participation is greatly appreciated. Thank you.

INTERVIEWER: Um, first question, how often do you listen to music including iPad, iPhone, cell phone, etc.?

PARTICIPANT 107: Everyday, whenever I get the chance to.

INTERVIEWER: How many hours per day? 0-2 hours, 2-4 hours, 4-6 hours, 6-8 hours, 8+

PARTICIPANT 107: 6-8

INTERVIEWER: 6-8, OK. How often do you watch music videos? Every day, 3-4 times per week, 1-2 times per week, 1-2 per times month

PARTICIPANT 107: 3-4 times

INTERVIEWER: A week?

PARTICIPANT 107: Yes. (Nods Head)

INTERVIEWER: How often do you watch television per day? 0-2 hours per day

PARTICIPANT 107: 0-2 hours

INTERVIEWER: 0-2 hours, OK. Where typically do you watch videos? Internet,

cellphone, television, with friends?

PARTICIPANT 107: Internet

INTERVIEWER: Any specific websites?

PARTICIPANT 107: YouTube (1:17)

INTERVIEWER: What type of music do you listen to? You can say Yes or No. Hip Hop/
Rap

PARTICIPANT 107: Yes.

INTERVIEWER: R&B/ Neo-Soul.

PARTICIPANT 107: No.

INTERVIEWER: OK. Blues.

PARTICIPANT 107: No.

INTERVIEWER: Jazz

PARTICIPANT 107: No.

INTERVIEWER: Gospel.

PARTICIPANT 107: Yes.

INTERVIEWER: Symphonic.

PARTICIPANT 107: Yes.

INTERVIEWER: Specifically within Symphonic?

PARTICIPANT 107: I listen to Beethoven.

INTERVIEWER: Rock and Heavy Metal? (Shakes Head No)

PARTICIPANT 107: No.

INTERVIEWER: Pop Music?

PARTICIPANT 107: Yes

INTERVIEWER: Ok, so Pharrell Williams, Britney Spears, Katie Perry... Ok, what is your favorite type of music out of those genres?

PARTICIPANT 107: Rap

INTERVIEWER: Rap? Ok. (2:05)

INTERVIEWER: which music artist do you most like off the top of your head?

PARTICIPANT 107: Ummm, Kendrick Lamar

INTERVIEWER: ok, who else?

PARTICIPANT 107: ab Soul. That's it

INTERVIEWER: ok, ok... say yes or no to the following artists... Lady GAGA?

PARTICIPANT 107: no

INTERVIEWER: Lil' Wayne

PARTICIPANT 107: no

INTERVIEWER: Miley Cyrus

PARTICIPANT 107: No

INTERVIEWER: Jay-Z

PARTICIPANT 107: No.

INTERVIEWER: Beyoncé

PARTICIPANT 107: Yes

INTERVIEWER: Rihanna

PARTICIPANT 107: No.

INTERVIEWER: Tyler the Creator

PARTICIPANT 107: No. I don't know him.

INTERVIEWER: Azelia Banks

PARTICIPANT 107: No.

INTERVIEWER: Angel Haze

PARTICIPANT 107: No.

INTERVIEWER: Kesha

PARTICIPANT 107: No.

INTERVIEWER: Fredo Santana

PARTICIPANT 107: No.

INTERVIEWER: Iggy Azelia

PARTICIPANT 107: I want to say I know that, what type of music does He make?

INTERVIEWER: Iggy Azelia is a white female artist/Rapper

INTERVIEWER: Nicki Minaj

PARTICIPANT 107: Yes

INTERVIEWER: Brittany Spears

PARTICIPANT 107: No.

INTERVIEWER: Three 6 Mafia

PARTICIPANT 107: No.

INTERVIEWER: Eminem

PARTICIPANT 107: No.

INTERVIEWER: Madonna

PARTICIPANT 107: No

INTERVIEWER: any other examples kind of jog your memory off the top of your head?

PARTICIPANT 107: I stay away from people artists that ain't good.

INTERVIEWER: ok cool, what are your favorite music videos that come to mind?

PARTICIPANT 107: Uh, I like Kendrick Lamar video, Michael Jordan.

INTERVIEWER: Michael Jordan, ok.

PARTICIPANT 107: I don't really pay attention to music videos like that...

INTERVIEWER: Ok. I just want the ones that's just like oh that's my music video, oh that's my song...

PARTICIPANT 107: Can I say which ones just caught my eye, or just like what?

INTERVIEWER: YES!!! What type of videos caught your eye?

PARTICIPANT 107: Oh yea, Katie Perry – Dark horse

INTERVIEWER: and why did it catch your eye?

PARTICIPANT 107: oh my goodness, it was just... My momma is just an Illuminati just... she knows everything about some Illuminati. The eye on the pyramid, what, ok.

INTERVIEWER: When we go through the symbols, I want you to go through that illuminati thing that your mom I guess is teaching you about then. We are going to talk more about that ok?

PARTICIPANT 107: (shakes head yes)

INTERVIEWER: ok um turn it on, slide it across to open it. And then I want you to tell me what you see. We have 25 slides in total. Tell me the slide number and what you see.

PARTICIPANT 107: Ok. # 1 I see a forest with one road on it

INTERVIEWER: and then what does it represent?

PARTICIPANT 107: I guess it's just one road in life, take the one less traveled.

INTERVIEWER: the road less traveled, ok, where have you seen it?

PARTICIPANT 107: Twilight

INTERVIEWER: yeah twilight, I like twilight. And next slide, what do you see?

PARTICIPANT 107: slide # 2, I know it's the eye but I don't really know the eye name, I don't know if it's like... I know its dealing with Egyptian, and I think it's supposed to mean the all Seeing Eye,

INTERVIEWER: the all Seeing Eye, ok, where have you seen the all Seeing Eye?

PARTICIPANT 107: um, in Egyptian hieroglyphs, usually in music videos, certain artists always use them.

INTERVIEWER: Like who?

PARTICIPANT 107: Beyoncé, usually when Jay Z in the video I see him throw it up

INTERVIEWER: ok anyone else?

PARTICIPANT 107: Kanye West, that's who I forgot I listen to. (Laughs)

INTERVIEWER: oh should we go back and add to the list? And who else?

PARTICIPANT 107: I know Katy Perry used it up in her videos, a lot.

INTERVIEWER: ok, anybody else you can think of?

PARTICIPANT 107: no

INTERVIEWER: ok next slide. Number and what do you see.

PARTICIPANT 107: #3 it is the unfinished pyramid on the dollar.

INTERVIEWER: ok so I guess you've seen it on the dollar what do you think it represents?

PARTICIPANT 107: I was told it represents an unfinished pyramid in Egypt and like a false prophecy was supposed to come back and finish the pyramid with the whole United States. And technically the world ending in 2012 was something to be side tracked. You know just to throw people off.

INTERVIEWER: Ok, ok, um next slide.

PARTICIPANT 107: (#4 not said) I see a star.

INTERVIEWER: and what does it represent?

PARTICIPANT 107: ok, in which way?

INTERVIEWER: Whatever you think it represents. It could represent a lot of things.

PARTICIPANT 107: I mean if you look at the star upside down it's like what those things called, like the pyramid with the goat up in it. What's that called?

INTERVIEWER: ok, the pyramid with the goat in it, that's common, ok um, what you think the pyramid with the goat represents.

PARTICIPANT 107: I just, I've been told cause um...

INTERVIEWER: where have you seen this I'm guessing?

PARTICIPANT 107: the symbol on like Beyoncé album, she usually be in the sign, or one time she had the goat head and motorcycle bars. Rihanna music video, well Rihanna had a music video where she was like she was in a triangle and she did the pyramid formation, and I hate to say this but Kendrick Lamar he was up in the triangle and I was like oh my goodness Kendrick no!!!

INTERVIEWER: ok so K. Lamar so when was he in a triangle or pyramid? Where?

PARTICIPANT 107: I don't even know which video, I think it was swimming pools, but then again I'm not sure cause I looked it up and I was like please no Kendrick... they showed him up in it, they really didn't show which video it was but he was in it.

INTERVIEWER: I like your response. Thank you for that explanation. Next slide number and what do you see.

PARTICIPANT 107: # 5 oh there we go...

INTERVIEWER: ok what do you see?

PARTICIPANT 107: I don't know like the goat head.

INTERVIEWER: and what do you think that means?

PARTICIPANT 107: well I was told that you know God told people to whisper in a goat's ear then push them off a cliff, to you know keep your secrets. I've also been told these people also try to take that same goat and save it before you push it off the cliff and like I don't know sacrifice it or something so that they can like symbolically, I don't know like receive your sins or something like that.

INTERVIEWER: oh ok so metaphorically the goat receives the sins? Ok so where have you seen this image?

PARTICIPANT 107: Um, I can say Beyoncé, any um, in such albums like ac/dc but that's just only looking at albums.

INTERVIEWER: ok next slide

PARTICIPANT 107: slide 6 or # 6 I see a crescent moon.

INTERVIEWER: ok what does it represent?

PARTICIPANT 107: I really don't know I want to say since it's not near a star I can't say it's like the um, Muhammad symbol but I don't really know what it stands for.

INTERVIEWER: that's fine. So you think it may represent the Muhammad symbol.

PARTICIPANT 107: yeah I guess.

INTERVIEWER: ok. Where have you seen it? I'm guessing near a Muhammad symbol.

PARTICIPANT 107: yes.

INTERVIEWER: ok anywhere else? Ok next side

PARTICIPANT 107: it's just a number sign.

INTERVIEWER: just a number sign, which is my blank, ok, and what is it?

PARTICIPANT 107: it's really like a six rings

INTERVIEWER: ok explain what the 3 six rings are.

PARTICIPANT 107: well since you can't hold up 666 you hold up three rings which is supposed to represent the 666.

INTERVIEWER: ok, what does 666 represent? What does that mean?

PARTICIPANT 107: the mark of the beast, the sign of the beast.

INTERVIEWER: and who is the beast and what is the beast?

PARTICIPANT 107: Um Satan.

INTERVIEWER: where have you seen the ok symbol like this which represents the mark of the beast?

PARTICIPANT 107: usually on people eye like, on records like Beyoncé and Jay z, I seen it on what's that album called? T-Pain album called 3 ring circus.

INTERVIEWER: three rings, yep.

PARTICIPANT 107: and usually Aleister Crowley

INTERVIEWER: Talk to me about Aleister Crowley. Who is Aleister Crowley?

PARTICIPANT 107: (Laughs) Um, Aleister Crowley was supposedly... Called himself the beast, and his mother used to call him the beast. He created books on how to channel Nephilim spirits.

INTERVIEWER: how to channel what from spirits?

PARTICIPANT 107: Nephilim spirits. Nephilim.

INTERVIEWER: Nephilim, what is Nephilim?

PARTICIPANT 107: Nephilim spirits like everybody knows like, don't you know like David and Goliath? How Goliath was like a 30 foot being.

INTERVIEWER: yeah like Giant?

PARTICIPANT 107: yeah but they don't tell you there were other 30 foot beings because supposedly when Satan was kicked out of heaven with all his followers, were also cast down, with all the angels, and um, they started breeding with humans and started creating hybrids, and so the whole flood came because you know Jesus... I mean not Jesus but God saw all the sin, and so he chose Noah because he was like the only pure line.

INTERVIEWER: ok so Aleister Crowley channeling these spirits, so what does he have to do with the beast? You know why he wanted to name himself the beast?

PARTICIPANT 107: I guess, it was like psychological cause if your mother is calling you the beast then automatically you think you that bad, you think you the beast and you might as well be the beast

INTERVIEWER: that's interesting, you know he comes from a brethren Christian family like he comes from fundamentalist preachers so his mom and dad was like preachers. And that's what he became, after his father died. He actually blamed God for his father dying and that's what made him turn into what he was after that right, you know full time right? All right next slide what do you see? Number first.

PARTICIPANT 107: # 7. An upside down cross 14.33

INTERVIEWER: um and what does it represent

PARTICIPANT 107: anti-Christ

INTERVIEWER: and where have you seen it like movies, TV?

PARTICIPANT 107: usually TV shows. I remember an episode of American dad.

INTERVIEWER: cartoons ok.

PARTICIPANT 107: they had like this Christmas episode and Stan somehow got kicked out of Christianity and Haley the person she was dating adopted a child that was supposedly the anti-Christ. And I saw the movie Damien and the Rottweiler, I was about to say poltergeist I'm talking about the Omen.

INTERVIEWER: and what is the anti Christ?

PARTICIPANT 107: I guess the anti Christ is...

INTERVIEWER: its ok, I was just wondering if you know who it was, what it was. Ok next slide.

PARTICIPANT 107: slide number 8 black Jesus

INTERVIEWER: what does it represent?

PARTICIPANT 107: it's like a black Jesus, I never really went into that one.

INTERVIEWER: where have you seen it?

PARTICIPANT 107: like rappers on their chains, I don't listen to those particular rappers.

INTERVIEWER: ok like on their chains, ok uh... number nine, slide, I'm sorry what's the number?

PARTICIPANT 107: Umm # 9, hour glass.

INTERVIEWER: ok hour glass, what does it represent?

PARTICIPANT 107: I don't know.

INTERVIEWER: its ok its fine. Where have you seen it?

PARTICIPANT 107: in Katy Perry dark horse I believe I've seen it.

INTERVIEWER: ok anything else.

PARTICIPANT 107: I can't really think I paid any attention to it.

INTERVIEWER: ok next slide.

PARTICIPANT 107: #10 I guess it's a hybrid of a human and a falcon necklace and two pyramids ring

INTERVIEWER: ok. What does it represent?

PARTICIPANT 107: hybrids? That's probably what it is, hybrids. Cause I heard that in like Egypt that's what they did like in Babylon, it was like the city of sin, so like they supposedly had like the third eye or all eye of knowledge they knew how to clone stuff,

INTERVIEWER: ok, where did you see this?

PARTICIPANT 107: in Egyptian hieroglyphics.

INTERVIEWER: ok next slide. Give me one moment, stepped out

PARTICIPANT 107: a circle with an over extended A.

INTERVIEWER: ok what does it represent?

PARTICIPANT 107: I don't know but I have seen it on like I don't know, I was in this phase where I would just watch skateboarders, it used to be on this like skateboarder show, I don't know his last name but it was like Bam something. Like off the movie Jackass.

INTERVIEWER: oh so bam had it? So what do you think... you're not sure it represents that? Ok, ummm. Next slide what's the number and what do you see?

PARTICIPANT 107: #12 an owl,

INTERVIEWER: ok what does it represent?

PARTICIPANT 107: I don't know but I was watching this... I'm kind of scared of owls cause I was watching this movie the 4th kind, and it was so crazy I don't know what the owl represents cause I didn't watch the movie that much, but I remember whenever they saw a random owl or something like that that was like the only thing they had in common when they had alien visits and stuff.

INTERVIEWER: ok...

PARTICIPANT 107: and that's crazy, because I actually believe in extraterrestrial beings.

INTERVIEWER: ok.

PARTICIPANT 107: oh but I saw it on drakes clothing line.

INTERVIEWER: Drakes clothing line, that's actually... ok next slide what's the number?

PARTICIPANT 107: # 13 I think its call a, correct me if I'm wrong, and Ankh?

INTERVIEWER: Ankh, so what does it look like to you, what does it represent?

PARTICIPANT 107: I believe it represents eternal life,

INTERVIEWER: yep

PARTICIPANT 107: I used to have the ear rings.

INTERVIEWER: where have you seen it?

PARTICIPANT 107: in Egyptian hieroglyphs.

INTERVIEWER: have you seen it in music videos, on artists, celebrities

PARTICIPANT 107: on the Braxton's, I also saw like that um Eye on one of the Braxton's used to wear the necklace

INTERVIEWER: next slide

PARTICIPANT 107: # 14, I think that's a tarot card

INTERVIEWER: tarot card what do you think it represents?

PARTICIPANT 107: um I don't know.

INTERVIEWER: well where have you seen tarot cards?

PARTICIPANT 107: oh I was watching this movie, Beyoncé was in it, what was that movie, goodness, Oh its Carmen!

INTERVIEWER: Carmen. Ok.

PARTICIPANT 107: that movie was crazy.

INTERVIEWER: any other videos or movie that you would have seen the tarot card in?
Ok next slide.

PARTICIPANT 107: # 15. It's I guess ruler system. Or a compass thing and a ruler.

INTERVIEWER: what do you think it represents?

PARTICIPANT 107: I want to say like the masons or skull and bones.

INTERVIEWER: who is the skull and bones, and the masons?

PARTICIPANT 107: I know Marlon Manson is one of them... or is OTO.

INTERVIEWER: Marlon Manson is OTO? What is OTO?

PARTICIPANT 107: oh I don't know

INTERVIEWER: what is it as an organization?

PARTICIPANT 107: oh it was um... something that Alester Crowley had founded

INTERVIEWER: ok and this is ugh, organization everyone knows about?

PARTICIPANT 107: it's like a so called... I don't know.

INTERVIEWER: is it hidden? Is it something anybody can join?

PARTICIPANT 107: it's what music... like what all music artist have to join.

INTERVIEWER: it's what all music artists have to join...

PARTICIPANT 107: and like I was saying about the book, I believe it was like, oh my goodness...Oh

INTERVIEWER: what book?

PARTICIPANT 107: the book that Alester Crowley had like 777 like stuff like they'll be rituals to get up in the like...I have most of this information in a book, if you want to know more. It was from the Exodus of Hip Hop.

INTERVIEWER: The Exodus of Hip Hop, is this like a documentary or something?

PARTICIPANT 107: Um, it's a pastor and he is delivering all this information to you.

INTERVIEWER: Is that like on YouTube or something?

PARTICIPANT 107: No, you have to buy the CD. I tried to look it up on YouTube, but no you have to buy it.

INTERVIEWER: The Exodus of Hip Hop. Ok, that's good to know. You have to buy it. Next slide, what is the number?

PARTICIPANT 107: Um, number 16 American Flag.

INTERVIEWER: Ok, what does it represent?

PARTICIPANT 107: I know what it don't represent.

INTERVIEWER: Ok, what does it represent to you?

PARTICIPANT 107: I guess it is supposed to represent liberty, freedom, and the pursuit of happiness.

INTERVIEWER: Ok, where have you seen it?

PARTICIPANT 107: I think I have seen it in a Lil' Wayne video. I don't really remember the name because I don't pay attention to him a lot. (Laughter)

INTERVIEWER: I think I know the video that you are talking about. It's not God save America or God bless America, or something like that...

PARTICIPANT 107: Yes (head nod)

INTERVIEWER: Next slide, what's the number?

PARTICIPANT 107: number 17

INTERVIEWER: what do you see?

PARTICIPANT 107: Um I want to say a bird with the number 19...and skull and bones on the other side

INTERVIEWER: skull and bones, and what's the other side? I'm sorry.

PARTICIPANT 107: two crows mutated together or something like that and a symbol. I mean words on the bottom that is written backwards.

INTERVIEWER: Ok, where have you seen something like this?

PARTICIPANT 107: Um, in a movie called Skull and Bones, and I also seen it just like movies. Well...

INTERVIEWER: in general...Ok.

PARTICIPANT 107: In a movie, Bones.

INTERVIEWER: Ok, next slide. What's the number? What do you see?

PARTICIPANT 107: number 18 Peace symbol

INTERVIEWER: What does it represent?

PARTICIPANT 107: Peace

INTERVIEWER: Where have you seen it?

PARTICIPANT 107: Outside of jewelry stores

INTERVIEWER: Sorry, next slide.

PARTICIPANT 107: Number 19

INTERVIEWER: what do you see?

PARTICIPANT 107: Um, I see a hybrid of a human and a falcon.

INTERVIEWER: Ok, what does it represent?

PARTICIPANT 107: I don't know what he represents in general, but I see that he has a little ankh in his hand.

INTERVIEWER: Ok, where have you seen it?

PARTICIPANT 107: Um, Katie Perry video, Egyptian hieroglyphs

INTERVIEWER: Is that Dark Horses video?

PARTICIPANT 107: Yes

INTERVIEWER: Yea, it had everything. That video is crazy.

PARTICIPANT 107: That should tell you something

INTERVIEWER: Why do you think Katie Perry, since we brought her up a couple times, chose to put all the symbols in her video? You know what I mean?

PARTICIPANT 107: I really don't know her personal choices for that but it's interesting... Like, what made you do it? I guess they're not trying to keep it a secret no more

INTERVIEWER: They? Who do you think they are? Do they have a name collectively?

PARTICIPANT 107: I just want to say like it's mostly all, really well known artists in general...like actresses, artists, and stuff like that. Like, if you're well known, then you would most often like support some type of trigger symbol.

INTERVIEWER: Ok, gotcha. Trigger symbol? Next slide, what's the number? What do you see?

PARTICIPANT 107: number 20, it's a happy face.

INTERVIEWER: Where have you seen it?

PARTICIPANT 107: On commercials, K-Mart.

INTERVIEWER: K-Mart. Next slide, what do you see?

PARTICIPANT 107: number 21, it's a lot of stuff. I think I seen it somewhere, but I don't know...

INTERVIEWER: what does it represent? If you've seen it, where have you seen it?

PARTICIPANT 107: I want to say I don't know. This symbol is so familiar. I want to say like usually like a dove or a trinity

INTERVIEWER: Did you say like a dove?

PARTICIPANT 107: Yea, like a dove

INTERVIEWER: Ok, a trinity symbol. Ok, next slide what do you see?

PARTICIPANT 107: number 22, like a ying yang

INTERVIEWER: You said 22. Ying Yang, what does that represent?

PARTICIPANT 107: the balance of good and evil

INTERVIEWER: where have you seen it?

PARTICIPANT 107: Um, nothing in particular. No movie or music videos in particular

INTERVIEWER: Ok next slide number, what do you see?

PARTICIPANT 107: number 23, it supposed to be a half goat, half man

INTERVIEWER: Ok, what does that represent?

PARTICIPANT 107: Satan, I believe.

INTERVIEWER: Ok, where have you seen that?

PARTICIPANT 107: usually in a lot of dark metal, heavy metal. What's that thing called Sympathy for the Devil?

INTERVIEWER: Are these artist? Sympathy for the devil?

PARTICIPANT 107: Yea these are artist.

INTERVIEWER: and you see this in their video?

PARTICIPANT 107: Yes, video and album covers

INTERVIEWER: Ok, interesting. Next slide. Did you have anything else you wanted to say?

PARTICIPANT 107: I don't know...Number 24

INTERVIEWER: what do you see?

PARTICIPANT 107: I know this...Um, Kwanza? (Laughter)

INTERVIEWER: close, but not quite. Well, what do you think it represents though?

PARTICIPANT 107: IDK

INTERVIEWER: IDK? Where have you seen it?

PARTICIPANT 107: Um, I know I've seen it on Arthur

INTERVIEWER: Oh, Ok. A cartoon

PARTICIPANT 107: Yea, that's the only place I've seen it.

INTERVIEWER: You're not the only one that said that believe it or not. Next slide

PARTICIPANT 107: Number 25, a cross

INTERVIEWER: what do you think it represents?

PARTICIPANT 107: I guess, the savior Jesus, I don't know.

INTERVIEWER: Jesus? Where have you seen it?

PARTICIPANT 107: Yes, usually in Christian movies

INTERVIEWER: Christian movies...anybody's video?

PARTICIPANT 107: (shakes head no)

INTERVIEWER: ok, quick questions. Do you plan to go to college?

PARTICIPANT 107: Yes

INTERVIEWER: What major do you plan to study? Major?

PARTICIPANT 107: Criminal Psychology

INTERVIEWER: Um, say disagree or agree with the following statements. College cannot teach me anything that life hasn't already done so.

PARTICIPANT 107: disagree

INTERVIEWER: I live for today because the future is not promised to anyone. Agree or Disagree. Whatever comes to your mind first?

PARTICIPANT 107: Disagree

INTERVIEWER: If you disagree that's alright. I want to go to college for freedom.

PARTICIPANT 107: Agree

INTERVIEWER: agree? Ok. You should have as much fun as possible while you're young.

PARTICIPANT 107: Agree.

INTERVIEWER: Agree. I live by the Y.O.L.O (the you only live once) lifestyle.

PARTICIPANT 107: Oh disagree!

INTERVIEWER: Alright. What career path do you think you will most likely take after high school?

PARTICIPANT 107: pause (not sure)

INTERVIEWER: Not sure. That's fine. What are your greatest life aspirations? It can be academic or personal. What do you really want to be?

PARTICIPANT 107: Just be at that point where I can actually be... It's like a read a book that said something about not wanting to dream because your dreams already became your reality. And, I really like that

INTERVIEWER: Ok, last but not least. Grade level?

PARTICIPANT 107: 11th

INTERVIEWER: religion or affiliation?

PARTICIPANT 107: spiritual

INTERVIEWER: race or ethnicity that you define yourself as?

PARTICIPANT 107: black

INTERVIEWER: Alright, thank you participant 107. The study is now over. I appreciate your participation

Interview Transcribed: Participant #108

Alright participant 108 uh thank you for coming out today, I'm going to conduct the following interview for the next 15-20 minutes, in which our interaction will be recorded. You are not obligated to answer any questions that make you uncomfortable. Ummm... There is no right or wrong answer; I am simply interested in learning your musical preferences and the meaning that you describe to symbols. There's two parts of these questions and I'm going to ask you about that. Umm... woooo... You may ask questions if you need more clarification. Your participation is greatly appreciated. This is for my Master's thesis, so thank you.

INTERVIEWER: How often do you listen to music including (mp3/ iPod, cell phone etc?)

PARTICIPANT 108: Um I listen to more ...mostly at night

INTERVIEWER: Mostly at night um how many hours per day like 0-2 2-4 4-6 6-8

PARTICIPANT 108: 6 to 8

INTERVIEWER: six hours Ok. 6-8 ok or 8 plus option? How many times do you watch music videos every day, uh 3-4 times a week, 1-2 per week, 1-2 times a week ok?

PARTICIPANT 108: 1-2 times a week

INTERVIEWER: Ok. How often do you watch television per day - 0-2 2-4 4-6 6-8

PARTICIPANT 108: 2-4

INTERVIEWER: And um where do you typically watch

PARTICIPANT 108: Um television

INTERVIEWER: Ok certain channels

PARTICIPANT 108: MTV jams, ummm... or on demand

INTERVIEWER: MTV jams or... on demand

PARTICIPANT 108: On demand

INTERVIEWER: ok, ummmm... what type of music do you listen to, you can just say yes or no I'm going to name some genres

INTERVIEWER: hip-hop rap

PARTICIPANT 108: Yes

INTERVIEWER: um R&B neo soul

PARTICIPANT 108: Yes

INTERVIEWER: blues

PARTICIPANT 108: No

INTERVIEWER: jazz

PARTICIPANT 108: No

INTERVIEWER: classical

PARTICIPANT 108: No

INTERVIEWER: symphonic symphony

PARTICIPANT 108: mnmn [no]

INTERVIEWER: rock heavy metal

PARTICIPANT 108: no

INTERVIEWER: pop music

PARTICIPANT 108: Yes

INTERVIEWER: ok, what is your favorite type of music out of those categories?

PARTICIPANT 108: R&B

INTERVIEWER: R&B ok, and which music artist do you listen to most frequently of the top of your head

PARTICIPANT 108: Keisha Cole

INTERVIEWER: Keisha Cole, anybody else

PARTICIPANT 108: Nope

INTERVIEWER: Ok, out of these artists just say yes or no. Lady Gaga

PARTICIPANT 108: No

INTERVIEWER: Lil' Wayne

PARTICIPANT 108: Yea

INTERVIEWER: Ok um any favorite song by Wayne

PARTICIPANT 108: Un un (No)

INTERVIEWER: Miley Cyrus

PARTICIPANT 108: No

INTERVIEWER: Jay z

PARTICIPANT 108: Yes

INTERVIEWER: Beyonce

PARTICIPANT 108: Yes

INTERVIEWER: Rihanna

PARTICIPANT 108: No

INTERVIEWER: Tyler the Creator

PARTICIPANT 108: No

INTERVIEWER: No? Mm mmm

INTERVIEWER: Azelia Banks

PARTICIPANT 108: No

INTERVIEWER: Angel Haze?

PARTICIPANT 108: No

INTERVIEWER: Kesha?

PARTICIPANT 108: Yes

INTERVIEWER: Fredo Santana

PARTICIPANT 108: No

INTERVIEWER: Iggy Azelia?

PARTICIPANT 108: No

INTERVIEWER: Nicki Minaj

PARTICIPANT 108: Yes

INTERVIEWER: uh Brittney spears

PARTICIPANT 108: Yes

INTERVIEWER: three 6 mafia

PARTICIPANT 108: No

INTERVIEWER: alright Eminem?

PARTICIPANT 108: Yes

INTERVIEWER: Madonna

PARTICIPANT 108: No

INTERVIEWER: Any other examples that just rung a bell or anything else that you can just think of besides Keisha Cole?

PARTICIPANT 108: Monica

INTERVIEWER: Monica, what else?

PARTICIPANT 108: And Jennifer Hudson um that's it

INTERVIEWER: Ok ummm alright, that it, can you just push the button on the ipad and then just slide the little thing across the opening ok I'm sorry let me uh apologize start from the beginning. (actually we gonna turn it this way it's a little better) ok so what I need you to do is first say the number of the slide so I can keep up with you as I'm writing and then tell me what you see.

INTERVIEWER: Ok

PARTICIPANT 108: A number 1 I see um a road in a forest,

INTERVIEWER: Ok and what do you think it represents?

PARTICIPANT 108: Um a pathway

INTERVIEWER: A pathway, and where have you seen something like this, in a music video or movie?

PARTICIPANT 108: Um not that I can recall

INTERVIEWER: Ok, um next slide what number?

PARTICIPANT 108: Number 2

INTERVIEWER: Um what do you see?

PARTICIPANT 108: Um an eye with some other lines, I saw this one before but I don't know what it's called

INTERVIEWER: Ok, you have any idea what it might represent, based on where you seen it? Where did you see it?

PARTICIPANT 108: I think on money.

INTERVIEWER: On money? Ok, what kind of money? Like American money,

PARTICIPANT 108: Yea

INTERVIEWER: Um and what do you, you're not sure what it might represent.

PARTICIPANT 108: Mn mn [I don't know] shrugs

INTERVIEWER: Ok next slide

PARTICIPANT 108: Um number 3

INTERVIEWER: Ok what do you see?

PARTICIPANT 108: An eye and a pyramid

INTERVIEWER: What do you think it represents?

PARTICIPANT 108: Ssss, um something on money

INTERVIEWER: Something on money ok, and that's where you seen it?

PARTICIPANT 108: Mmmm hmmm [yes]

INTERVIEWER: Next slide

PARTICIPANT 108: Number 4, it's a star. I'm not really sure what it represents.

INTERVIEWER: Ok where have you seen this star?

PARTICIPANT 108: Um I don't really recall seeing this star.

INTERVIEWER: Um next slide what number

PARTICIPANT 108: Number 5, ummmm

INTERVIEWER: What do you think you see?

PARTICIPANT 108: I see like some animal inside of a star in a circle surrounded, I don't know what it stands for neither

INTERVIEWER: Where have you seen something like this before?

PARTICIPANT 108: I haven't

INTERVIEWER: Ok um next slide

PARTICIPANT 108: Number 6, it's like a backwards moon

INTERVIEWER: Ok what do you think it represents?

PARTICIPANT 108: Mmm,

INTERVIEWER: There are no wrong answers just whatever you want seems like it represents this.

PARTICIPANT 108: Backwards knight

INTERVIEWER: Backwards knight ok, where have you seen this before or something like this?

PARTICIPANT 108: On twitches

INTERVIEWER: On?

PARTICIPANT 108: Twitches, it's an ummm Disney movie.

INTERVIEWER: Alright next slide

PARTICIPANT 108: Number 7 umm, they holding up 3 fingers

INTERVIEWER: Is it 7 or is it blank

PARTICIPANT 108: blank

INTERVIEWER: Ok and you said holding up 3 fingers, what do you think it means,

PARTICIPANT 108: I think it represents a good job

INTERVIEWER: Have you seen this before? Seen a person do it?

PARTICIPANT 108: Yea

INTERVIEWER: Ok where, who?

PARTICIPANT 108: In one of my math classes

INTERVIEWER: Math classes, have you seen anybody famous do this symbol? In a movie, a commercial? Videos

PARTICIPANT 108: I think a subway commercial

INTERVIEWER: subway commercial, anywhere else?

PARTICIPANT 108: no

INTERVIEWER: ok next one, these questions are really important so even if you don't know what it means, sometimes I just want to know where you might have seen it.

PARTICIPANT 108: ok, number 7 is an upside down cross, I think it represents some type of fashion or something

INTERVIEWER: it represents fashion... ok, and where have you seen it specifically in fashion? Like you know a designer or something?

PARTICIPANT 108: like on a ring or something

INTERVIEWER: on a ring?

PARTICIPANT 108: yea

INTERVIEWER: who might have worn that ring?

PARTICIPANT 108: my sister and she had a necklace

INTERVIEWER: and it was upside... down?

PARTICIPANT 108: um hum (yes)

INTERVIEWER: did your sister ever tell you what it meant to her or why she chose to wear it

PARTICIPANT 108: never asked

INTERVIEWER: ok, um seen any stars with it?

PARTICIPANT 108: No

INTERVIEWER: ok alright, next slide... number?

PARTICIPANT 108: number 8

INTERVIEWER: ok

PARTICIPANT 108: is a Jesus chain

INTERVIEWER: Jesus chain, alright what does it represent?

PARTICIPANT 108: Jesus

INTERVIEWER: where have you seen it?

PARTICIPANT 108: in stores on rappers, and people outside

INTERVIEWER: rappers who?

PARTICIPANT 108: Rick Ross, lil Wayne

INTERVIEWER: Lil Wayne, anybody else?

PARTICIPANT 108: nope

INTERVIEWER: and then you said besides rappers where else

PARTICIPANT 108: in stores

INTERVIEWER: all right uh next slide.

PARTICIPANT 108: number 9 is um a time capsule I think it's called

INTERVIEWER: ok what does it represent?

PARTICIPANT 108: ummm, I think seconds or minutes in a clock time when you don't have a clock.

INTERVIEWER: ok where you seen it

PARTICIPANT 108: in movies and I had one

INTERVIEWER: I am one?

PARTICIPANT 108: and I had one

INTERVIEWER: oh you had one, oh what movies do you jog your memory like I remember this movie?

PARTICIPANT 108: no

INTERVIEWER: ok, um next slide, and we have 25 minutes so we about half way done

PARTICIPANT 108: ummm, number 10, it has like some Egypt type of artifacts.

INTERVIEWER: artifacts, what do you think it represents?

PARTICIPANT 108: I think the pyramid represents um the place where they place the um king and queen after they died, I'm not sure what this necklace represent, bracelet whatever.

INTERVIEWER: um where have you seen it?

PARTICIPANT 108: I haven't seen it like this, but in the scorpion king movie

INTERVIEWER: Scorpion king? Ok that's perfect, I that's one of those specific things that's cool. Next slide.

PARTICIPANT 108: number 11, it's like an A with a circle behind it.

INTERVIEWER: and what your understand

PARTICIPANT 108: I have no clue

INTERVIEWER: Um where have you seen it?

PARTICIPANT 108: I havent

INTERVIEWER: ok um next slide

PARTICIPANT 108: number 12 has some um owls on it

INTERVIEWER: ok what does it represent?

PARTICIPANT 108: some type of company

INTERVIEWER: Company? Ok...

PARTICIPANT 108: Company

INTERVIEWER: Company oh ok. Um are you familiar with what company might

PARTICIPANT 108: no I just saw it one day

INTERVIEWER: where have you seen the Owl Symbol?

PARTICIPANT 108: I saw the orange one on a logo game that I have.

INTERVIEWER: ok do you know what game?

PARTICIPANT 108: logo quiz

INTERVIEWER: oh logo quiz, like actual, I know what you talking about, ok orange owl, ok and then the other owl? Have you seen that one?

PARTICIPANT 108: mmmm mmm (no)

INTERVIEWER: ok, not on clothes not on artists, not in videos, award shows,

PARTICIPANT 108: nope

INTERVIEWER: ok I'm sorry next slide

PARTICIPANT 108: number 13, um this is a cross I guess. I seen it in a...

INTERVIEWER: ok what does it represent? Oh, where did you see it?

PARTICIPANT 108: like in Jesus movies in like when they um, what is the word, something with the sheets???

INTERVIEWER: ok what do you think it represents... Not sure? Is it, is it not sure you have to vocalize it so that...

PARTICIPANT 108: Not sure

INTERVIEWER: ok. Umm ... next slide

PARTICIPANT 108: number 14 has like a sun and a child on a horse

INTERVIEWER: ok, what do you think it represents?

PARTICIPANT 108: a good day

INTERVIEWER: a good day? Ok. And where have you seen it?

PARTICIPANT 108: I haven't.

INTERVIEWER: uhhh, next slide.

PARTICIPANT 108: Number 15, it has like a "C" or a "G" some type of rectangle parts.

INTERVIEWER: ok umm what do you think it represents?

PARTICIPANT 108: some type of clothing

INTERVIEWER: where have you seen something like this?

PARTICIPANT 108: I haven't

INTERVIEWER: ok next slide

PARTICIPANT 108: number 16 is an American flag

INTERVIEWER: what do you think it represents?

PARTICIPANT 108: ummm... the United States of America

INTERVIEWER: where have you seen it?

PARTICIPANT 108: everywhere (giggles)

INTERVIEWER: (giggles) ummm next slide, and number

PARTICIPANT 108: number 17

INTERVIEWER: what do you see?

PARTICIPANT 108: I see two headed crows, with crowns over their head on sword and a skeleton head with bones

INTERVIEWER: what do you think it represents?

PARTICIPANT 108: I think the skeleton head represents danger, I'm not sure what the two crows represent... the two headed crows represent

INTERVIEWER: ok where have you seen

PARTICIPANT 108: um... I seen like the skull head like on like poison things

INTERVIEWER: ok. On poison like poison inside of...

PARTICIPANT 108: yeah

INTERVIEWER: have you seen it in movies?

PARTICIPANT 108: yeah that's where I saw the container in movie

INTERVIEWER: can you remember what movie maybe?

PARTICIPANT 108: ummmm. No.

INTERVIEWER: any videos, anybody rocking this on the back of a shirt maybe,

PARTICIPANT 108: yeah Ed hardy

INTERVIEWER: Ed hardy?

PARTICIPANT 108: yeah Ed hardy.

INTERVIEWER: anybody else famous rocking this skull and bones ummmm head situation?

PARTICIPANT 108: No

INTERVIEWER: ok, ummm next slide

PARTICIPANT 108: number 18 has a peace symbol on it, I think it represents peace. I seen it in like 70 movies, and...

INTERVIEWER: you mean like 70s era movies... ok.

PARTICIPANT 108: and on some clothing

INTERVIEWER: ok, next slide... number?

PARTICIPANT 108: number 19.

INTERVIEWER: ok.

PARTICIPANT 108: I saw this in like, I thought this represents Egypt, and I don't know what it means.

INTERVIEWER: It represents Egypt. And what do you think... what do you see? Give me one moment I'm sorry.

PARTICIPANT 108: (Humming...)

INTERVIEWER: I'm sorry... You were saying about slide 19 right?

PARTICIPANT 108: Yeah

INTERVIEWER: you said it represents Egypt, what does it look like to you?

PARTICIPANT 108: He's wealthy cause like the accessory he has

INTERVIEWER: you said he's wealthy?

PARTICIPANT 108: yea

INTERVIEWER: so wealthy man? Um where have you see something like this?

PARTICIPANT 108: in one of Michael Jackson's videos

INTERVIEWER: ummm anywhere else

PARTICIPANT 108: ummm... no... in history class.

INTERVIEWER: History class, ummm, next slide

PARTICIPANT 108: number 20 has a smiley face on it

INTERVIEWER: ok. And what does it represent?

PARTICIPANT 108: um having a good day or a nice job

INTERVIEWER: you said having a

PARTICIPANT 108: good day or a nice job

INTERVIEWER: ok and where have you seen it

PARTICIPANT 108: on stickers

INTERVIEWER: all right next slide.

PARTICIPANT 108: number 21. Ummm. I'm not sure.

INTERVIEWER: ok that's fine, so I'm pretty sure you don't know what it represents

PARTICIPANT 108: no

INTERVIEWER: and have you ever seen this before? Anywhere?

PARTICIPANT 108: no

INTERVIEWER: anything? Ok. Next slide.

PARTICIPANT 108: number 22, umm I think the yin yang symbol

INTERVIEWER: what does it represent?

PARTICIPANT 108: some evil and some good

INTERVIEWER: Perfect and where have you seen it?

PARTICIPANT 108: on Pokémon

INTERVIEWER: go on I'm sorry

PARTICIPANT 108: on Pokémon

INTERVIEWER: Pokémon! Anywhere else?

PARTICIPANT 108: yea but I can't recall it.

INTERVIEWER: and next slide

PARTICIPANT 108: number 23

INTERVIEWER: ok, right,

PARTICIPANT 108: (giggles)

INTERVIEWER: what do you see?

PARTICIPANT 108: a man with a horse... horse head with horns and wings

INTERVIEWER: ok what do you think it represents?

PARTICIPANT 108: something evil because it's weird in the background

INTERVIEWER: Explain, what makes it look evil to you I'm curious.

PARTICIPANT 108: its dark and he has these horns coming out his head

INTERVIEWER: Got ya. Have you ever seen this at all? Even if it wasn't a whole body, just a piece of it, have you seen this image anywhere at all... music videos, movies, ummm shirts? Ok. Ok. And ummm next slide... what do you see?

PARTICIPANT 108: number 24 I see the ummm object that holds the candles for Hanukkah, I'm not sure what it's called.

INTERVIEWER: ummm. So object holds candles... and you said it was for... you know it's for Hanukkah... it is for Hanukkah. Where have you seen it?

PARTICIPANT 108: I seen it in like people celebrating Hanukkah instead of Christmas in their windows, and in books I've read.

INTERVIEWER: ok. Anywhere else?

PARTICIPANT 108: no.

INTERVIEWER: All right. Next slide. Last one.

PARTICIPANT 108: number 25 it's a cross

INTERVIEWER: ok what does it represent?

PARTICIPANT 108: Christ

INTERVIEWER: Where have you seen that?

PARTICIPANT 108: on churches, on the bible,

INTERVIEWER: any movies?

PARTICIPANT 108: yeah a lot of movies about ummm Jesus and stuff like that.

INTERVIEWER: any horror movies?

PARTICIPANT 108: In the Exorcist...

INTERVIEWER: ummm... Exorcist? Anything else?

PARTICIPANT 108: Nope

INTERVIEWER: ummmm. Alright. That's the end of the symbols, last few questions and we're done. Um do you plan to attend college?

PARTICIPANT 108: Yes

INTERVIEWER: what do you think you're going to study in for a major?

PARTICIPANT 108: Electrical engineering

INTERVIEWER: ok. Number 2. These are disagree or agree statements. Do you think that... oh...? I'm sorry. Do you agree or disagree with this statement... College cannot teach me anything that life has not already done so.

PARTICIPANT 108: disagree

INTERVIEWER: I live for today because the future is not promised to anyone.

PARTICIPANT 108: hmmm. Disagree.

INTERVIEWER: ummm... I want to go to college for freedom.

PARTICIPANT 108: disagree

INTERVIEWER: You should have as much fun as possible while you are young.

PARTICIPANT 108: agree

INTERVIEWER: Ummmm. I live by the Y.O.L.O (You Only Live Once) lifestyle.

PARTICIPANT 108: disagree

INTERVIEWER: What career path do you think you will most likely take after high school?

PARTICIPANT 108: ummm... I'm a going go on to college right after high school.

INTERVIEWER: ok straight to school straight to college, ok, and what are your greatest life aspirations i.e. academically & personally?

(Intercom interruption)

PARTICIPANT 108: Um I want to take care of my family.

INTERVIEWER: anything specific that you want to do while you taking care of your family?

PARTICIPANT 108: help them become better people

INTERVIEWER: I'm sorry?

PARTICIPANT 108: help them become better people

INTERVIEWER: ok... ummmm. Grade level

PARTICIPANT 108: 11

INTERVIEWER: 11, any religious affiliation?

PARTICIPANT 108: Christian

INTERVIEWER: what is the race you might describe yourself as?

PARTICIPANT 108: African American

INTERVIEWER: ok, thank you so much participant 108

PARTICIPANT 108: you're welcome

INTERVIEWER: we're finished on a book of study, you're done!

Interview Transcribed: Participant #109

INTERVIEWER: Participant 109. I am going to conduct the following interview for the next 15-20 minutes, in which our interaction will be recorded. You are not obligated to answer any questions that make you uncomfortable. There is no right or wrong answer. I am simply interested in learning your musical preferences and the meaning you ascribe to common symbols found in music videos and commercials. You may ask questions if you have any need more clarification. Your participation is greatly appreciated. Thank you.

INTERVIEWER: Um, first question, how often do you listen to music including mp3/iPod, cell phone, internet?

PARTICIPANT 109: Um, every day.

INTERVIEWER: Let's say...How many hours per day? 0-2 hours, 2-4 hours, 4-6 hours, 6-8 hours...

PARTICIPANT 109: Like 6-8

INTERVIEWER: Ok, 6-8 or 8+

PARTICIPANT 109: Maybe 8 plus

INTERVIEWER: Ok, 8+. Alright. Ok, no problem. Number 2: How often do you watch music videos (every day, 3-4 per week, 1-2 per week, 1-2 per month?)

PARTICIPANT 109: Like, 2-3 times per week

INTERVIEWER: Ok, 2-3 times per week. How often do you watch television per day? 0-2 hours, 2-4 hours, 4-6 hours, 6-8 hours...

PARTICIPANT 109: Maybe like 2-4

INTERVIEWER: Ok, 2-4, and where do you typically watch music videos? Internet, cell phone, TV...

PARTICIPANT 109: Internet and TV

INTERVIEWER: Internet and TV. Any other specific website or television channel

PARTICIPANT 109: YouTube, MTV, VH1

INTERVIEWER: Ok, um what type of music do you like to listen to? You can say Yes or No. I am going to list some genres. Hip and Rap?

PARTICIPANT 109: Yes

INTERVIEWER: Neo-Soul and R&B?

PARTICIPANT 109: Yes

INTERVIEWER: Blues?

PARTICIPANT 109: Sometimes

INTERVIEWER: Jazz?

PARTICIPANT 109: No

INTERVIEWER: Classical?

PARTICIPANT 109: No (laughter)

INTERVIEWER: Symphonic?

PARTICIPANT 109: No (laughter)

INTERVIEWER: I got you. And Rock and Heavy Metal?

PARTICIPANT 109: No

INTERVIEWER: And Pop Music?

PARTICIPANT 109: Yeah

INTERVIEWER: Out of those, what is your favorite type of music?

PARTICIPANT 109: Hip Hop and R&B

INTERVIEWER: Ok, and which artist do you listen to most frequently?

PARTICIPANT 109: Sico Mob

INTERVIEWER: Anybody else?

PARTICIPANT 109: I listen to Roscoe Dash. Um, I listen to Rich Homie Quan. I listen to Um... What's his name? I listen to Chief Keef. I listen to Spenzo, Speaker Knockers?

INTERVIEWER: Who?

PARTICIPANT 109: Speaker Knockers

INTERVIEWER: Speaker Knockers, ok.

PARTICIPANT 109: And Trilla.

INTERVIEWER: Out of these next artist, I need you to say Yes or No. This part is listening to the list. Lady Gaga?

PARTICIPANT 109: Yes

INTERVIEWER: Lil' Wayne?

PARTICIPANT 109: Yes

INTERVIEWER: Miley Cyrus?

PARTICIPANT 109: Yes

INTERVIEWER: Jay-z?

PARTICIPANT 109: Yes

INTERVIEWER: Beyoncé?

PARTICIPANT 109: Yes

INTERVIEWER: Rihanna?

PARTICIPANT 109: Yes

INTERVIEWER: Tyler the Creator?

PARTICIPANT 109: Never heard of him.

INTERVIEWER: Azelia Banks?

PARTICIPANT 109: Never heard of her.

INTERVIEWER: Angel Haze?

PARTICIPANT 109: No

INTERVIEWER: Kesha?

PARTICIPANT 109: No

INTERVIEWER: Fredo Santana?

PARTICIPANT 109: Yes

INTERVIEWER: Iggy Azelia

PARTICIPANT 109: No

INTERVIEWER: Nicki Minaj?

PARTICIPANT 109: Yes

INTERVIEWER: Brittany Spears?

PARTICIPANT 109: No

INTERVIEWER: Three6 Mafia

PARTICIPANT 109: Yes

INTERVIEWER: Ok, Eminem?

PARTICIPANT 109: No

INTERVIEWER: Ok, Madonna?

PARTICIPANT 109: Yes

INTERVIEWER: Anybody else besides the ones I mentioned?

PARTICIPANT 109: Um, I like to listen to Gladys Knight and the Temptations and the Five Heartbeats. Um, Boyz to Men and what's the soul singers? Salt N Pepper, TLC

INTERVIEWER: Ok, alright. Um, what are your favorite music videos? Any that comes to mind.

PARTICIPANT 109: Oh my God, I have so many... I like TLC "Waterfalls". Um, I like Beyoncé video "Girls Run the World". Um, Jesus so many. I like Sicko Mob video, um "what's the name of that song? "Riding Round"

INTERVIEWER: Can I ask you a question? I want to go back to Beyoncé specifically, "Girls Run the World". (Stumbling over words...I'm sorry) What makes you like the video?

PARTICIPANT 109: Her steps

INTERVIEWER: Her steps?

PARTICIPANT 109: Dancing

INTERVIEWER: Dancing, ok. What about Sicko Mob? What do you like about that video?

PARTICIPANT 109: Their video makes you want to pop. It makes you want to dance.

INTERVIEWER: Um, ok, push the button on the iPad for me. Ok, slide it. [Somehow we got out of Safari, not good] Ok, so [this is what I am] going to have you do, for the next 25 pictures. You're first going to tell me the number on the slide and what you see.

PARTICIPANT 109: Um, Number 1: I see like a forest with a pathway.

INTERVIEWER: What does it represent?

PARTICIPANT 109: Um, maybe the path of life.

INTERVIEWER: Path of life. Ok, where have you seen something like this as far as movies, commercials, videos?

PARTICIPANT 109: I seen it in like books. Um, I haven't seen it on TV, only like in books. Sometimes, movies like umm, "Bridge to Terabithia"

INTERVIEWER: Terabithia? Sounds interesting... Next slide, and if you can put it down, so I can capture it to be able to see what you are seeing. Number?

PARTICIPANT 109: 2

INTERVIEWER: Number 2

PARTICIPANT 109: An eye, and an eye.

INTERVIEWER: Ok, now what does that represent to you?

PARTICIPANT 109: Art

INTERVIEWER: Art? So where have you seen this type of eye?

PARTICIPANT 109: I haven't.

INTERVIEWER: Next slide. Number?

PARTICIPANT 109: 3

INTERVIEWER: What do you see?

PARTICIPANT 109: A pyramid in an eye

INTERVIEWER: Ok

PARTICIPANT 109: Illuminati

INTERVIEWER: Illuminati? Tell me what that is. Best you can to put it in words.

PARTICIPANT 109: its like, umm it's like [participant holds up a hand gesture] it's the sign that Jay-z throws up. It's the sign for people, who don't believe in God.

INTERVIEWER: Ok, so you have seen this on Jay-z. Have you seen this anywhere else other than Jay-z?

PARTICIPANT 109: I've seen it in some of his music videos of him and Kanye West.

INTERVIEWER: Ok, anybody else besides Kanye?

PARTICIPANT 109: Not that I know of...

INTERVIEWER: Next slide, number?

PARTICIPANT 109: 4

INTERVIEWER: what do you see?

PARTICIPANT 109: Five point star

INTERVIEWER: Ok, what does it represent?

PARTICIPANT 109: Um, I don't know.

INTERVIEWER: Ok, where have you seen it?

PARTICIPANT 109: Everywhere...

INTERVIEWER: Ok, let's go to five. Next slide.

PARTICIPANT 109: Oh...

INTERVIEWER: I want your honest reaction to it. Slide number?

PARTICIPANT 109: 5

INTERVIEWER: 5, what do you see?

PARTICIPANT 109: I honestly don't know.

INTERVIEWER: What do you think it might represent?

PARTICIPANT 109: Um, maybe art too.

INTERVIEWER: Art, ok.

PARTICIPANT 109: Um, something to do with religion.

INTERVIEWER: Religion, ok. Anything else you can kind of see from that or where have you seen this? Have you ever seen this before?

PARTICIPANT 109: No

INTERVIEWER: Ok, some type of religious art. How does it make you feel? I can see a visceral reaction, but you are not speaking it. I am trying to capture it down. How does it make you feel, just looking at that image?

PARTICIPANT 109: Weird, because I [haven't] seen it before.

INTERVIEWER: Ok, next slide. Number?

PARTICIPANT 109: 6, the moon.

INTERVIEWER: What does it represent?

PARTICIPANT 109: Um, probably the night time.

INTERVIEWER: Where have you seen this?

PARTICIPANT 109: The sky.

INTERVIEWER: Alright next slide. Number?

PARTICIPANT 109: It don't go no number, but I guess its number 9.

INTERVIEWER: I think it's blank, so call it blank.

PARTICIPANT 109: Blank

INTERVIEWER: What do you see?

PARTICIPANT 109: The OK sign

INTERVIEWER: OK sign, what does it represent?

PARTICIPANT 109: Ok...

INTERVIEWER: Where have you seen it?

PARTICIPANT 109: Classrooms

INTERVIEWER: Have seen it in on TV, movies, commercials, celebrities doing it. If so, who, what, where?

PARTICIPANT 109: Um, I probably seen it on a TV show "My Wife and Kids".

INTERVIEWER: Alright next slide, number?

PARTICIPANT 109: 7

INTERVIEWER: Alright, what do you see?

PARTICIPANT 109: An upside down cross

INTERVIEWER: What does it represent?

PARTICIPANT 109: Christianity

INTERVIEWER: Ok, where have you seen it?

PARTICIPANT 109: Church

INTERVIEWER: Upside down?

PARTICIPANT 109: Um hmm. (Shakes head no)

INTERVIEWER: No?

PARTICIPANT 109: No. I [haven't] ever seen a cross upside before.

INTERVIEWER: Ok, so you haven't seen it anywhere? Clothes? Artist? Movies? Where have you seen it upside down versus the upright version, which means Christianity? So if Christianity means right side up, then what do you think it means?

PARTICIPANT 109: Maybe it means the opposite of Christianity

INTERVIEWER: Alright, so you haven't seen it anywhere?

PARTICIPANT 109: Umm Uhh (Shakes head no)

INTERVIEWER: Um, next slide. Number?

PARTICIPANT 109: 8

INTERVIEWER: Ok

PARTICIPANT 109: Jesus Piece (laughter)

INTERVIEWER: What does it represent?

PARTICIPANT 109: Umm (laughter).

INTERVIEWER: Be honest, no wrong answer. Just want you to be honest

PARTICIPANT 109: Uh, I don't know what it represents. Probably Jesus but in like a fashionable way. (Laughter)

INTERVIEWER: In a fashionable way...That's an interesting way of looking at it. Where have you seen it?

PARTICIPANT 109: This boy had it on, in fifth or sixth period... (Laughter)

INTERVIEWER: So a friend or a peer?

PARTICIPANT 109: Um yea

INTERVIEWER: Ok. Any celebrities where it?

PARTICIPANT 109: I heard...I don't know if he went here, but I heard um, R Kelly say, "I gave her the Jesus Piece. Now, she got the Holy Ghost". (Laughter)

INTERVIEWER: Ok, so R. Kelly is definitely rocking it. Has anybody else in videos, rocking the Jesus Piece?

PARTICIPANT 109: Probably um, what's his name? P. Diddy maybe? No, I think

INTERVIEWER: Anybody else? It's more than one?

PARTICIPANT 109: Jay-z

INTERVIEWER: You seen Jay-z with it on?

PARTICIPANT 109: Uh Huh and 2Chainz

INTERVIEWER: Yes, he definitely is a big Jesus Piece wearer. Alright um, anybody else you can think of? Next slide, number?

PARTICIPANT 109: 9

INTERVIEWER: Ok, what do you see?

PARTICIPANT 109: I call it the Sand Timer.

INTERVIEWER: Ok, what does it represent?

PARTICIPANT 109: Time, a certain amount of time.

INTERVIEWER: Ok, where have you seen it?

PARTICIPANT 109: My teachers use it when they are giving us a certain amount of time.

INTERVIEWER: Any place that you have seen it?

PARTICIPANT 109: In that movie with Eddie Murphy was in Egypt. No, it was on the Wizard of Oz.

INTERVIEWER: Anything else?

PARTICIPANT 109: I can't think of the name of the movie where Eddie Murphy...

INTERVIEWER: We can come back. Do you want to come back?

PARTICIPANT 109: Yeah.

INTERVIEWER: Um next slide. Number?

PARTICIPANT 109: 10, Like a Chain with an Egyptian pyramid on a ring, or spike rings.

INTERVIEWER: Ok, so spike rings. What do you think it represents?

PARTICIPANT 109: Fashion

INTERVIEWER: Fashion, where have you seen this type of fashion?

PARTICIPANT 109: Um, Rihanna wears the little spike rings and Nicki Minaj do too. I [haven't] ever seen anybody with this chain on.

INTERVIEWER: Why do you think they wear this spike ring?

PARTICIPANT 109: Fashion statement, um huh.

INTERVIEWER: Fashion statement. Um Next slide. What's the number? What does it represent? What do you see?

PARTICIPANT 109: I see...The slide number is 11, and I see an "A" inside of a circle.

INTERVIEWER: Ok, what does it represent?

PARTICIPANT 109: Um, I [have] never seen it. (Laughter)

INTERVIEWER: Never seen it. That's cool. Next slide. Number?

PARTICIPANT 109: 12

INTERVIEWER: Ok, what do you see?

PARTICIPANT 109: I see a picture with an owl on it that's black and yellow. And I see another that is black and white. It says BC.

INTERVIEWER: What do you think it means?

PARTICIPANT 109: Whenever I see BC, and it's like together I think of 'Before Christ'. I don't know.

INTERVIEWER: Ok, have you seen this before, these owls? Anywhere?

PARTICIPANT 109: Um I seen the owls on chains.

INTERVIEWER: Chains? Who's wearing these chains?

PARTICIPANT 109: Um, Big Sean.

INTERVIEWER: And anybody else?

PARTICIPANT 109: Not that I know of.

INTERVIEWER: Um, so Big Sean wears it. Why do you think Big Sean rocks (wears) the owl?

PARTICIPANT 109: Um, I don't know. I forgot. Somebody told me what owls represent, but I forgot.

INTERVIEWER: Cool, Ok. Next one, slide number?

PARTICIPANT 109: 13

INTERVIEWER: What do you see?

PARTICIPANT 109: I see a cross, but it got a circle at the top. I've seen this before.

INTERVIEWER: Ok, where have you seen it?

PARTICIPANT 109: In the stores

INTERVIEWER: Stores. Anywhere else?

PARTICIPANT 109: Um, movies.

INTERVIEWER: Movies, like what?

PARTICIPANT 109: I think "Coming to America". Or the "Ten Commandments"

INTERVIEWER: And what do you think it represents since it has a circle?

PARTICIPANT 109: Jesus Resurrection

INTERVIEWER: Next Slide, number?

PARTICIPANT 109: 14

INTERVIEWER: What do you see?

PARTICIPANT 109: A picture of the sun, a horse, a person, flowers.

INTERVIEWER: What do you think it represents?

PARTICIPANT 109: Art

INTERVIEWER: Art. Where have you seen this? It may not be exactly like this.

PARTICIPANT 109: At an art museum

INTERVIEWER: Ok, anywhere else TV, commercials, books.

PARTICIPANT 109: A book, but I forgot the name of it though. You know how a book has a cover. I've seen it on a cover of a book. Something like it, but not the same.

INTERVIEWER: Ok, next slide, number?

PARTICIPANT 109: 15

INTERVIEWER: Ok.

PARTICIPANT 109: its looks like a... I don't know what this is. It looks like a C, with a ruler, and a bent two rack tail combs going downwards, and something is holding the rack tail combs up.

INTERVIEWER: Ok, what do you think it represents? I like that description.

PARTICIPANT 109: I don't know. I don't even know what this is.

INTERVIEWER: So you have never seen this?

PARTICIPANT 109: Never

INTERVIEWER: Next Slide, number?

PARTICIPANT 109: 16

INTERVIEWER: Ok, what do you see?

PARTICIPANT 109: It's the American Flag.

INTERVIEWER: What do you think it represents?

PARTICIPANT 109: The people of the United States of America.

INTERVIEWER: Where have you seen this?

PARTICIPANT 109: Lil'Wayne video

INTERVIEWER: Ok, why do you think Lil'Wayne used it in his video?

PARTICIPANT 109: Because he thinks he rules America

INTERVIEWER: Ok, next slide, or anywhere else you may have seen it?

PARTICIPANT 109: Um, shirts. People wear American flag shirts. Next slide?

INTERVIEWER: If you feel like, you don't have anything else to say, you can just go Next slide.

PARTICIPANT 109: Number 17, I see a skull and two bones that makes a shape of a

cross or like an X. And, I don't know what this. It looks like a certain kind of bird, and a crown. It's standing on a piece of tree or something.

INTERVIEWER: What do you think each represents?

PARTICIPANT 109: I know this represents hard rock and metal because I see them with that. I am not sure what this bird represents.

INTERVIEWER: Ok, so as far as the skull and bones where have you seen this?

PARTICIPANT 109: In like rock movies. Have you ever seen "House of Rock" or "School of Rock"? Yea, the little drum players have it on their drums. (Laughter)

INTERVIEWER: Yea, I have seen it. With Joe Black?

PARTICIPANT 109: Um huh (Head nods Yes)

INTERVIEWER: Um anything else? Ok, number?

PARTICIPANT 109: 18

INTERVIEWER: What do you see?

PARTICIPANT 109: Peace symbol

INTERVIEWER: What does it represent?

PARTICIPANT 109: Peace

INTERVIEWER: Where have you seen this symbol?

PARTICIPANT 109: Soul Train

INTERVIEWER: Anywhere else?

PARTICIPANT 109: Like on the little scarves.

INTERVIEWER: Ok, next slide. Number?

PARTICIPANT 109: 19. Um, I see like a little fish, but it looks like it has a human body.

INTERVIEWER: What do you think it represents?

PARTICIPANT 109: Art

INTERVIEWER: Where have you seen this before? Movies?

PARTICIPANT 109: Yea movies. "A Night at the Museum"

INTERVIEWER: Alright, anything else? Next slide, number?

PARTICIPANT 109: 20

INTERVIEWER: What do you see?

PARTICIPANT 109: Smiley face

INTERVIEWER: What does it represent?

PARTICIPANT 109: Happiness

INTERVIEWER: Where have you seen it?

PARTICIPANT 109: Um, emoji.

INTERVIEWER: what's an emoji? Spell emoji.

PARTICIPANT 109: E-M-O-J-I

INTERVIEWER: is that like an emoticon? Is that what emoticons are called?

PARTICIPANT 109: Chief Keef said it in one of his songs. He got a song called Emoji.

INTERVIEWER: Ok, how does he describe emoji's in the song? What is the song about?

PARTICIPANT 109: It's about emoji's. He said, I sent a girl an emoji telling her not to call his phone no more. So you can send somebody a little 'Stop' sign, or a 'Don't Enter' sign, and a slash with a phone. It's a symbol in there with somebody picking up a phone.

INTERVIEWER: Gotcha. Now, I get it. Ok, anything else?

PARTICIPANT 109: I think somebody has a clothing line with a smile face on it. I don't know who?

INTERVIEWER: Can you name who?

PARTICIPANT 109: I don't know who either?

INTERVIEWER: Ok, can you tell me about the next slide. Number?

PARTICIPANT 109: 21

INTERVIEWER: What do you see?

PARTICIPANT 109: I [have seen] this before. It's like a circle with a whole bunch of ovals in it.

INTERVIEWER: Where have you seen it?

PARTICIPANT 109: I have. I think on a necklace, a fashion piece or something.

INTERVIEWER: Um, so just on clothes necklaces. Have you seen it in movies, or a logo for something?

PARTICIPANT 109: It's a logo for something, but I don't know what though.

INTERVIEWER: What do you think it might represent? Television shows you may have seen it on?

PARTICIPANT 109: I don't watch that much TV.

INTERVIEWER: Got you. Ok, next slide. Number?

PARTICIPANT 109: 22, I know this. It's the Ying Yang sign.

INTERVIEWER: What does it represent?

PARTICIPANT 109: Um... (Laughter) I had a yo-yo with it.

INTERVIEWER: Really?

PARTICIPANT 109: Um huh.

INTERVIEWER: Anywhere else?

PARTICIPANT 109: (shakes head no)

INTERVIEWER: What do you see on the next slide? Number?

PARTICIPANT 109: 23, um it looks like a bull man with wings, or a devil man with wings

INTERVIEWER: What do you think it represents?

PARTICIPANT 109: Evil

INTERVIEWER: What makes you think its evil by just looking at it?

PARTICIPANT 109: Because of its facial expression and the background of it is a dark red and black.

INTERVIEWER: Have you seen that anywhere?

PARTICIPANT 109: No

INTERVIEWER: No, not all

PARTICIPANT 109: No

INTERVIEWER: No movies, videos, nothing like that?

PARTICIPANT 109: No

INTERVIEWER: Alright, next slide, number?

PARTICIPANT 109: 24, this is for a special holiday.

INTERVIEWER: For?

PARTICIPANT 109: Is it Jewish? Jewish... A Jewish candlelight. I know it's for the 12 days. Maybe 7 days

INTERVIEWER: Yep, you on the right track. I don't know the details, but it is a Jewish holiday. I think it may be Hanukah.

PARTICIPANT 109: Yeah, Hanukah. Next one?

INTERVIEWER: Yes

PARTICIPANT 109: 25. A cross.

INTERVIEWER: What do you think it represents?

PARTICIPANT 109: Christianity

INTERVIEWER: Where have you seen this before?

PARTICIPANT 109: In my church

INTERVIEWER: Do you plan to attend college?

PARTICIPANT 109: Yes, ma'am!

INTERVIEWER: Perfect. Tell me what major.

PARTICIPANT 109: I want a double major in business and choreography.

INTERVIEWER: Um, number 2 these questions are disagree or agree

PARTICIPANT 109: Ok

INTERVIEWER: College cannot teach you anything that life hasn't already done so.

PARTICIPANT 109: Disagree

INTERVIEWER: I live for today because the future is not promised to anyone.

PARTICIPANT 109: Agree

INTERVIEWER: I want to go to college for freedom.

PARTICIPANT 109: Agree

INTERVIEWER: You should have as much fun as possible while you are young.

PARTICIPANT 109: Agree

INTERVIEWER: I live by the Y.O.L.O lifestyle (You Only Live Once).

PARTICIPANT 109: Agree

INTERVIEWER: What career path do you think you will most likely take after high school?

PARTICIPANT 109: Um, I like to dance, so I might be a choreographer.

INTERVIEWER: What are your greatest life aspirations i.e. academically & personally? In a perfect world, this is what I would do with my life...

PARTICIPANT 109: Um hmmm...Help the starving children.

INTERVIEWER: That's a beautiful role. I hope you do that. You can always volunteer.

PARTICIPANT 109: I like to volunteer.

INTERVIEWER: Um, last few questions. Um, grade level?

PARTICIPANT 109: 11th

INTERVIEWER: What race would you describe yourself as?

PARTICIPANT 109: African American

INTERVIEWER: ok, cool beans. This study is officially done. Participant 109 thank you so much for your participation. Thank you.

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VITA

Jay Tolbert skyrocketed as a high distinguished graduate, landing number 8 within 450 students of her senior class at Thornwood High School. She propelled her academic career at Northwestern University in Evanston, IL, where she obtained a Bachelor of Science Degree in Education and Social Policy with a major in Learning and Organizational Change and minored in Religious Studies. During her matriculation at Northwestern University, she conducted experimentation and data coding as a Research Associate in the Social Psychology department as well as launching a freelance Tax preparation company, Propel Tax Services. Undoubtedly at Northwestern, she earned the Distinguish Scholar Award for academic excellence while maintaining various job positions and operationalizing her first small business. In addition, Tolbert operated successfully in several high-powered internships at Fortune 500 companies such as Procter & Gamble, Starcom MediaVest Group (SMG), and Kraft Foods. Thereafter, she entered the workforce as a Strategic Business Consultant at R.R. Donnelley (RRD), where she was recruited by the Chief Operational Officer and trained by Executive Senior Management in a two- year rotational program to streamline the various print production silos into a brand called One RRD.

Scholarly brilliance propelled Tolbert to become a Cum Laude, graduate with honors, for a Masters of Art Degree in Cultural & Educational Policy Studies at Loyola University Chicago, where she crafted a pedagogy around the sociology of education.

These critical questions in regards to the state of education, prompted Tolbert to enter the world of Higher Education as well as Secondary Education, where she became a Community Worker for Northeastern Illinois University and Program Manager for Chicago Public School. On an academic journey to understand how socioeconomic status, background, and environment alters the affairs of education, she returned to the corporate workforce as an Executive IT Training Consultant on the behalf of a joint venture for Cisco Systems & Unified Communications Interlink. She is actively pursuing a career as an Executive Training & Adoption Consultant for major Market Research and Predictive Analytics Consulting Company, IRi Inc. In the near future, Tolbert intends to continue her studies in a Doctoral program that approaches research from a Cultural Anthropology perspective, in relation to the impact of mass media and pop culture on youth education.