

Appendix. Completed fieldnote template for virtual fieldnotes for the video *In Christ Alone* by David Wesley François.

Video Analytics

Video Name	26. In Christ Alone	Likes	9,114
Date Observed:	1/1/2015	Dislikes	100
URL	http://youtu.be/oab9giH2cG0	Subscriptions Driven	3145
Date Published	6/7/2013	Shares	3,546
Video Length	3:58	Time Watched	3 years
Views	717,811	Comments	1,110

Observations and Comments

	<i>Observations</i>	<i>Observer Comments</i>
<i>Musical Aspects</i>		
Genre	Contemporary praise and worship	
Style	Sung like a traditional hymn	How did the "organ sound" draw a more traditional crowd?
Arrangement	The song starts out with an introduction by four singers creating an organ sound. The soloist then comes in for the first verse as the four organ singers continue. In the second verse, two other singers join the soloist, one singing a higher harmony and the other singing lower. For the third verse, the soloist and the organ sing together again, and the other two featured signers join in for the chorus. The organ singers take over for an interlude. As the key changes, the three featured singers come back and all seven singers sing the fourth verse. The song ends with the organ singers recapitulating their main theme.	
<i>Voices</i>		
Numbers of voices	4 backup on "oohs", 3 singing lyrics One verse goes down to soloist	
Range	Standard (no new data)	
Timbres	The four singers singing on "oo" sound like a pipe organ.	The oo's remind me of a pipe organ.
Multiplicity	See comments in feedback.	
<i>Performance</i>		
Showmanship	Looking to the right of the camera. No attempts to connect to the audience. (2:19) Accidently looks at the camera in top right panel.	I wonder if he ever noticed this.
Musicality	No new data	
Costume	Poloshirts. Only one is a duplicate.	Why is there only one duplicate? It was his baritone voice. Were these the only two that matched in range?

<i>Audio Aspects</i>		
Balance and Blend	All voices are audible and none stick out. The balance is masterfully done.	
Audio Effects	Reverb is the only one I'm hearing.	Ask about compression and equalization.
<i>Visual Aspects</i>		
Embodiment and Layout	Four backup singers on bottom. The featured singers (up to three) are on the top.	
Camera Angles	Off to the side	
Visual Effects	Fades of inactive voices.	
<i>Video Style</i>		
Place (background)	Grey background in shot. Black background when panel is inactive.	
Hook (attention)	None.	The popularity of song perhaps?
Vlog	No talking to the audience.	
Statistics	3 years of time watched!	
Description Box	Listed words and music credits. Announced mp3 download and link. Link to Facebook.	The description has become a place for business. There's no personal. Why did this change?
<i>Comments</i>		
Requests:	When people ask about his CD, he would say, "Thanks :) Each part is recorded in one live take from my basement - hardly CD quality!"	How does the quality change between YouTube and CD?
	After a fan asked him if he had any upcoming performances, he responded, "I have only performed as a guest at a few churches (other than those I've attended regularly). I'm probably less impressive in person without all my clones to back me up. :)"	Yet, he still performed live with a clone backup group after this video and comment were published.
	A Christian DJ asked if he could remix Wesley's songs. He responded, "Feel free to purchase the mp3s to work with, but I would like to hear your remixes before they are made public..."	Follow up about philosophy of sharing music and accessibility.
Feedback:	One viewer said that David's voice sounded unnatural and asked about what effects he used. David responded, "There is some reverb in there for sure, but the biggest thing is the effect of the same voice doing all the parts - it's simply not natural."	Multiplicity of voice makes things sound "unnatural." Yet others may think that it sounds like a beautiful blend. Ask David about how he's addressed this in his mix.
	Wesley believes he has a nasal sound, "I agree. I have a very amateur, nasal sound. :)"	

Interactions:	David responds to trolls through the mantra, "Kill them with kindness."	
	David defends his faith when one commenter begins to disagree with his beliefs. "YouTube is not the best venue for debate, but here goes nothing:" The conversation got heated between the originator and other commenters, but David took himself out of it after his first explanation.	Ask David, "How does it feel to have other commenters speak for you, defend you, etc?"
Information	When asked about how he set the voices to a score, he responded, "I lay down a piano accompaniment for chords and timing, and record while listening to it. As more vocal tracks are laid down, I can listen to just them for the final parts. As for the parts themselves, I don't really prepare them in advance. I don't know what it will sound like until the last part is recorded. I supposed I could get better results with more planning. :)"	Great description. Triangulate in interview. Can this be pasted into writeup?
	"Not looking for stardom - just a guy making music in his basement. :)"	There's the "just making music in my basement" idea again.
	This song was, "My own arrangement, adapted from a version I made for full band + violin."	Ask David about the arrangement's evolution.
	"Well, I don't use just one program. I record audio and video at the same time, but the video goes into the camera and the audio goes into Pro Tools. It all gets put back together in Adobe Premiere Pro. Unfortunately, these programs don't come cheap. :("	

Note: The analytics are recorded in the first section. The second section has three columns including a priori themes, objective observations, and observer comments which includes subjective thoughts and notes to follow up on with the main participant. The themes are organized in categories to aid future analysis.

Connecting music education and virtual performance practices from YouTube

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Published by *Music Education Research*

Article link: <http://dx.doi.org/10.1080/14613808.2017.1383374>

(proper citation will come when publication date is determined)