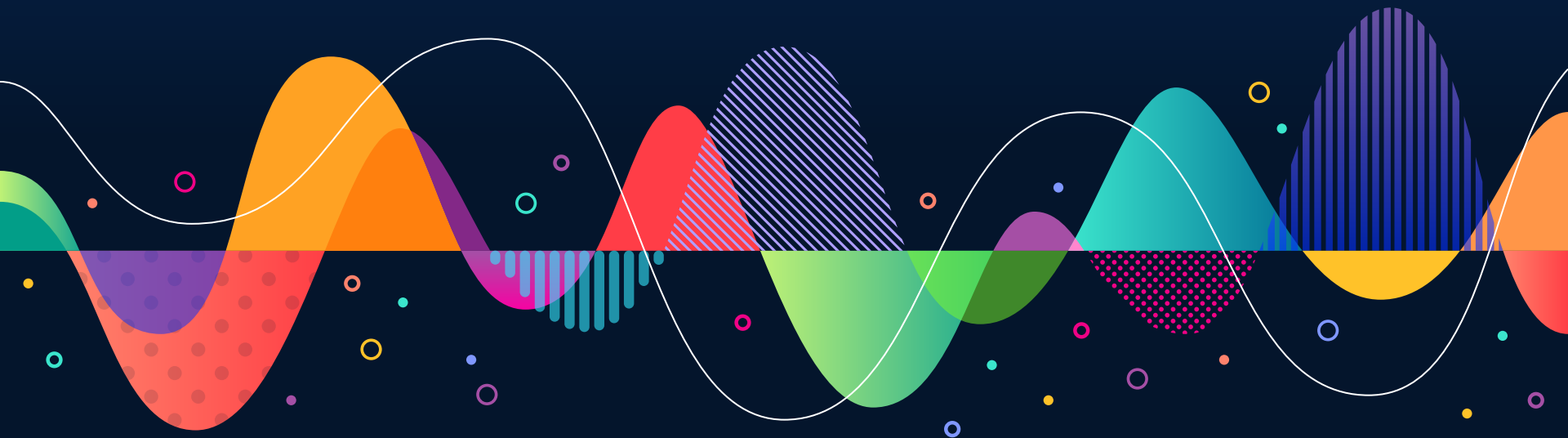


MUSIC AND PEOPLE:

Final Research Presentation



OUR RESEARCH TEAM



MIA KOBYLINSKI

Interior Design



MEG

Interior Design



MACKIE

Visual Communication
Design



MCKENZY

Visual Communication
Design



LYDIA

Visual Communication
Design

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Background

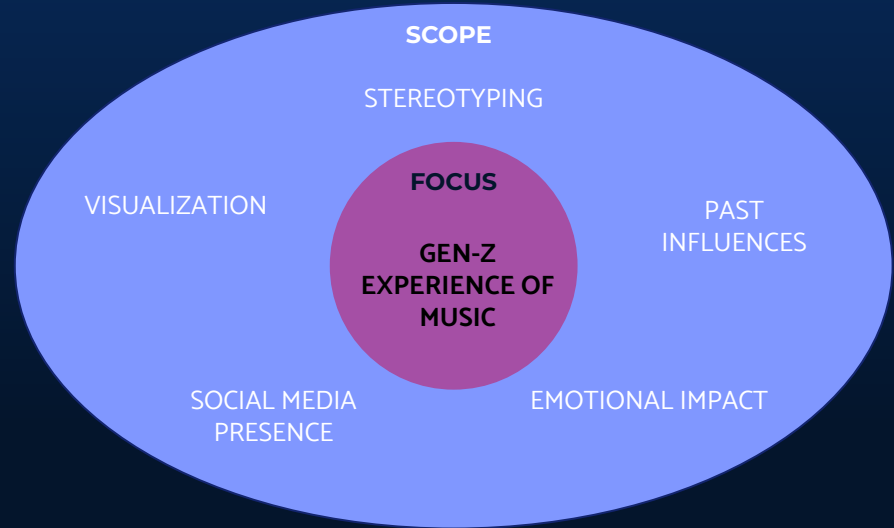


Music is an art that can be enjoyed alone or shared with others. Our groups love for music and how it can make a person **feel, bring people together**, or even **hold memories** of the past inspired this research to better **understand the variety of preferences** that exist surrounding music. Especially with the prevalences of music in all forms of media that we absorb everyday, music is ingrained in all of our lives whether we notice it or not.

Objectives of the Co-Design Project



- Understand **individual** music experience from person to person (PAST AND PRESENT).
- Understand how **our generation** (Gen-Z) perceives others based on certain genres of music.
- Understand how **album artwork** influences a person's perception of music.



Secondary Research

Music in social media and trends:

Benefits artists:

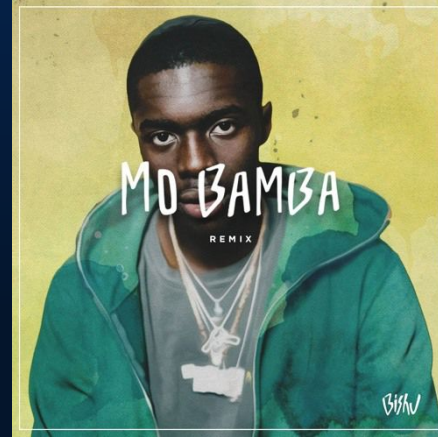
- ▷ Allows for smaller artists to increase a following

Benefits listeners:

- ▷ Increase **exposure** to new music
- ▷ Builds connections

Negatives:

- ▷ Blurs talent and fame
- ▷ Can **further stereotypes**
- ▷ Not censored



Secondary Research



Dependency on music:

Benefits:

- ▷ Creates identity
- ▷ Improves mood
- ▷ Reduces pain, stress, and anxiety
- ▷ Improves sleep

Negatives:

- ▷ Distracting
- ▷ Can contribute to substance abuse
- ▷ Makes some reliant on music to get work done

Stereotypes in music:

Impact:

- ▷ **Bias** in a participants judgement of a genre
- ▷ Emotions associated with each genre
- ▷ Emotions in response to music
- ▷ Impact of nostalgia and familiarity

Codesigners, Participants, Recruiting Process



- ▷ Codesigners: **Gen Z students**
 - ▶ Recruiting was conducted through survey responses, which were put out on social media and sent to friends and family. Then follow up emails were sent to confirm participation.
- ▷ **Pain-points:** Accumulating participants and getting people to complete all parts of workshop.

Preliminary Survey



Favorite Genres

Rock



Pop



Rap



Other Popular Genres:
Alt, R&B, Indie, and EDM

Least Favorite Genres

Country

18/57

Rap

9/57

Average Listening Time Per Day

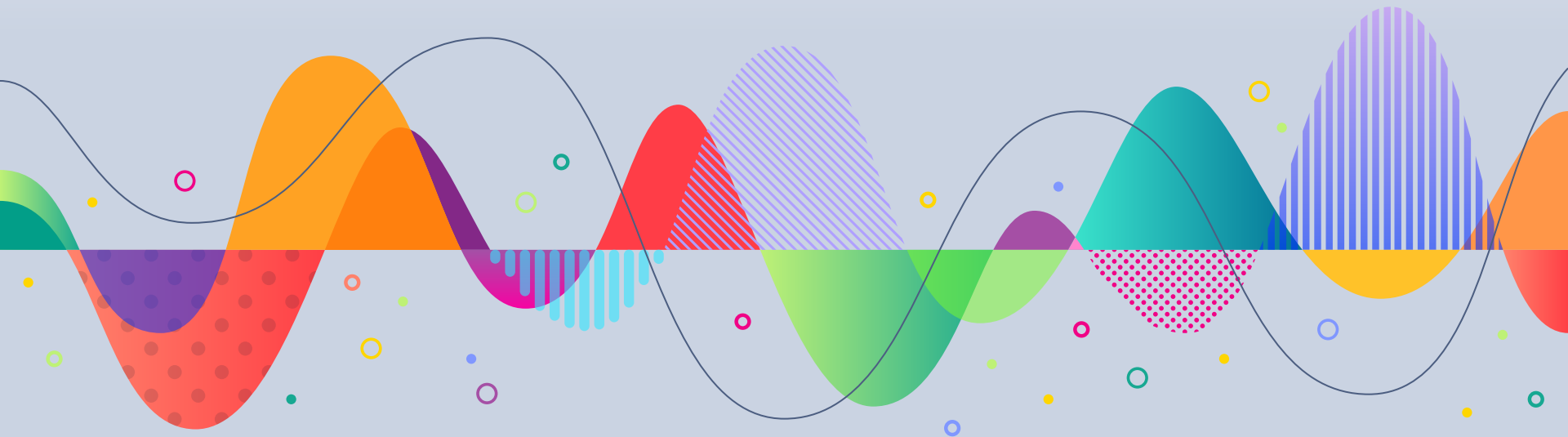
3+ hrs

Why Music?

Found that most of our participants use music to relax, or help them focus and feel comfortable, as well as for general entertainment.

The Research Plan

Homework, Activities, and Workshop



Research Plan Steps

Survey:

Preliminary survey-

A small survey meant to gather preliminary information to understand music preferences and recruit participants.

Homework:

Timeline-

Participants create a timeline of their music taste using album art.

Daily Log-

Participants are given a variety of songs to listen to and reflect on their listening experience each day

Workshop Activities:

Personas-

Having our participants create personas for someone who enjoys a specific genre.

Results and Participation



Survey: 62 responses, 42 fully completed

Timeline: 10 completed timelines

Daily Log: 5 completed logs

Persona: 6 completed personas

Participants Activities Log

Activity	Duration
Complete survey	10 mins.
Read overview email	3 mins.
Write response email	3 mins.
Read timeline email	3 mins.
Make timeline	20 mins.
Read daily log email	5 mins.
Fill out daily log	
Listening	10 mins. per day
Writing	10 mins. per day
Make Persona	15 mins.

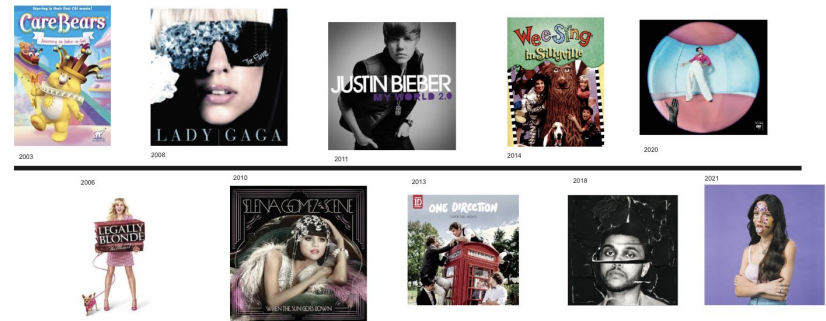
Total amount of time asked of a participant is approximately **199 minutes** over 11 days of action (nonconsecutive).



Timeline

- Participants created a timeline depicting their music taste journey throughout their life using album art
- 10+ images per timeline per participant was our goal.
- These album covers were then collected and used for our persona workshop.

Pilot Test

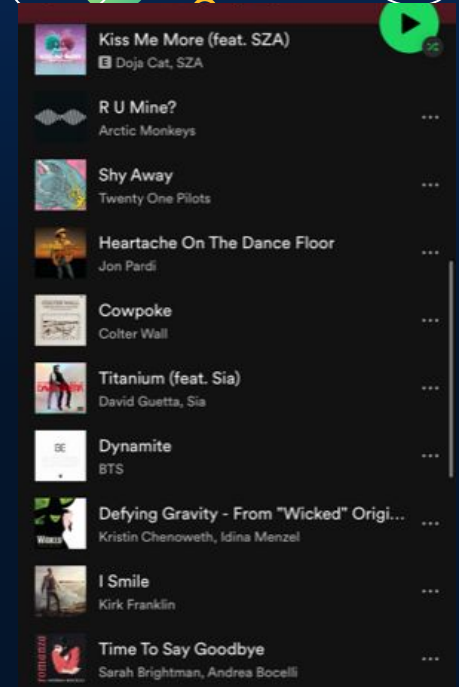
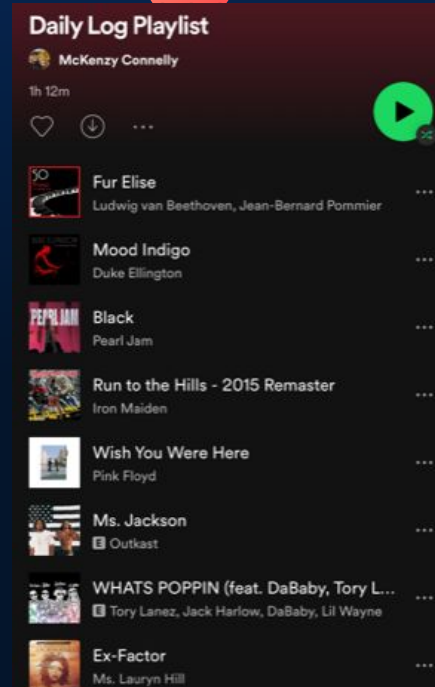


Example Timeline Responses



Daily Log

- Participants chose and listened to 2-3 songs per day from a premade playlist containing a variety of genres over the course of several days, and reflected on how the songs made them feel.



Example Daily Log Response

Day Two: Please choose 3 songs from the playlist to listen to and reflect on below.

Song 1: Run to the hills

Setting: Dorm room bed

Mood: Energetic but tragic

Rating (out of 10): 9/10

Comments:

I had heard this song many times before while watching old MTV videos with my dad, who loves this song. I am a big fan of fast metal music, so this song is similar to a lot of what I typically listen to which is likely why I enjoy it so much and why I rated it so highly. I also appreciate the song's message condemning the atrocities committed against Native Americans by American settlers. Musically, the guitar riff is very catchy, and the opening drums may be my favorite example of drums starting a song.

Song 2: Wish you were here

Setting: Dorm room bed

Mood: Sad, mournful

Rating (out of 10): 10/10

Comments:

Pink Floyd is by far my favorite artist of all time, and Wish You Were Here is both one of my favorite albums and my go to album when I'm sad or had a bad day. While there are better Pink Floyd songs and better songs on the album, this song is still absolutely incredible. The song is enhanced for me because I know the tragic background about Syd Barrett, who the album (and kind of the song) are about. Musically, the opening riff is iconic and the guitar solo shows David Gilmour's talent and does a great job conveying his emotions. Additionally, Gilmour's vocals are very fitting for the song and work well.

Song 3: Ms. Jackson

Setting: Dorm room bed

Mood: Apologetic

Rating (out of 10): 8/10

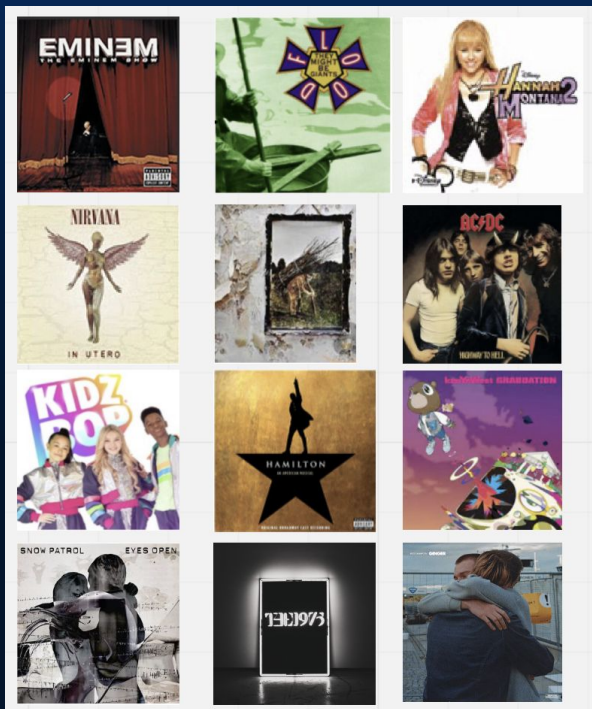
Comments:

I had heard parts of this song before, but I don't think I had ever heard the full song before. While I only know a few of their songs, I really respect OutKast and enjoy all the songs of theirs I have heard, especially the songs off Stankonia. The song is very enjoyable. It's such a fun and upbeat sounding song, even though its subject matter isn't happy and fun, and it's overall just enjoyable to listen to. Both the singing and rap portions of the song are great. I like the sound effects and I appreciate the great baseline. Personally, I am not a fan of the "rewind" sound in the beat which brings my rating down to an 8.

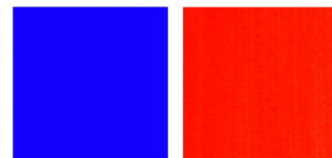
A decorative banner featuring a dark blue background with a white wavy line. Various colorful geometric shapes, including triangles, circles, and polygons, are scattered along the line. Some shapes are filled with patterns like stripes or dots. The colors include red, orange, yellow, green, blue, and purple.

- [illegible]

Example Persona Response

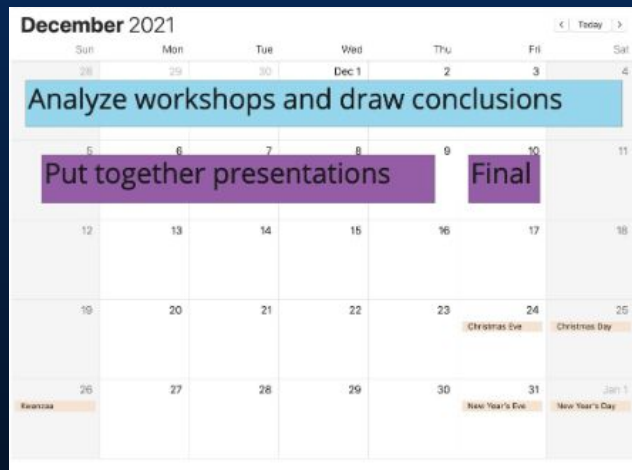
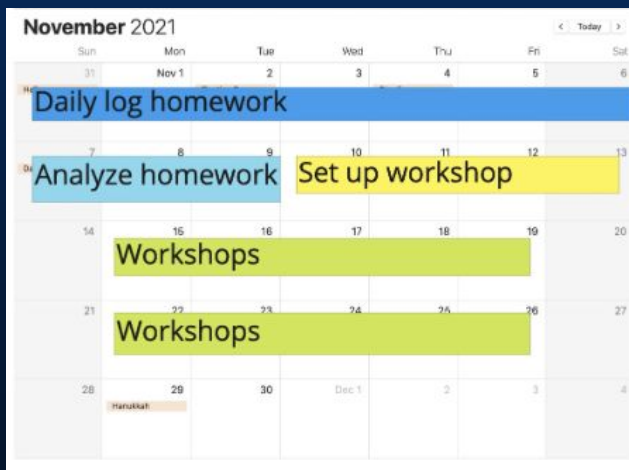
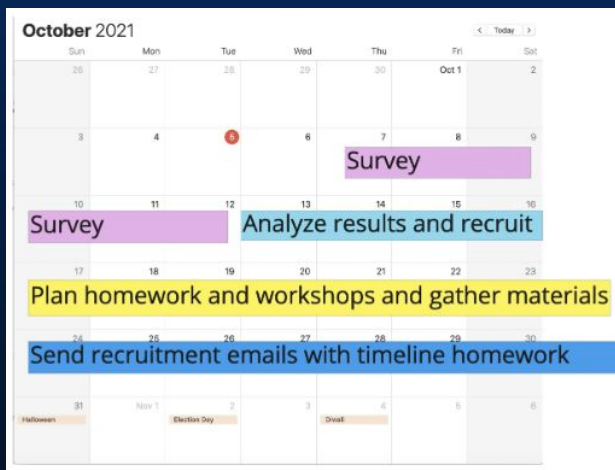


- Male
- White
- Tradesman
- 22-32
- Enjoys beer, cars, and working out
- Sweatpants and cut-off sweatshirt



Tense	Aggressive	Determined
Compulsive	Untidy	Aloof

Original Timeline



Our original timeline had set dates for recruiting, surveys, homework, workshops, and our own analysis. We aimed to have a lot of time for analysis in between and after our activities with extra time at the end to put our presentation together. We knew participants may not complete everything on time, so we built in some cushion time to use if needed.

Revised Timeline

OCTOBER 2021						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
				Survey		
10	11	12	13	14	15	16
Survey			Analyze and Recruit			
17	18	19	20	21	22	23
Plan Homework and Workshops / Gather Material						
24	25	26	27	28	29	30
Send Recruitment Emails with Timeline Homework						
31						
Halloween						

Download & Print Free Calendars From: WWW.Calendar.com

November 2021						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
Send and Collect Daily Log Homework						
7	8	9	10	11	12	13
Collect Daily Log Homework						
14	15	16	17	18	19	20
Collect Daily Log Homework					Set Up Workshops	
21	22	23	24	25	26	27
Conduct Workshops						
28	29	30				

Holidays and Observances: 10: Election Day, 11: Veterans Day, 25: Thanksgiving Day, 26: Black Friday

www.wiki-calendar.com

DECEMBER 2021						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
Conduct and Analyze Workshops				Final Presentation		
5	6	7	8	9	10	11
Revise Final					Final Documentation	
12	13	14	15	16	17	18
19	20	21	22	23	24	25
		Winter Break			Winter Break	Winter Break
26	27	28	29	30	31	
					New Year's Day	

Download & Print Free Calendars From: WWW.Calendar.com

- October had no alterations
- Collecting homework from participants took longer than expected
- Extended the due date for daily logs
- Pushed back workshops
- Started analysis before all workshops were completed

Team Member Roles

Most of our work was collaborative and decided upon together as a group. We utilized workdays in class and spent time outside of class working as well. Separately, we took on a few individual roles which were later checked by the group as a whole.

Mackie: Recruiting/Communications

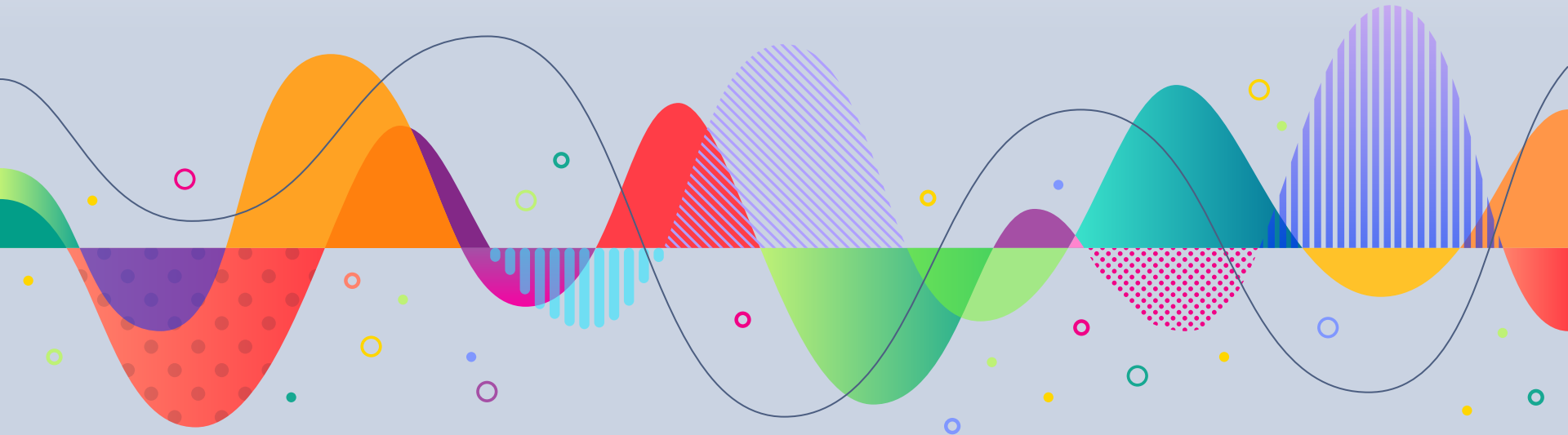
McKenzy: Created homework documents

Meg: Facilitated workshops

Mia: Organized presentation information

Lydia: Led analysis, Survey Analytics

Analysis & Findings



Timeline Analysis

A lot of current music favorites can be seen in social media. Social Media presence has an impact on music taste.

People's music tastes change frequently over their lifetime.

Many overlapping albums in past years (childhood) and less overlap in more recent years - nostalgic albums were popular among the participants.

Peoples' favorites when they were younger were based on their parents taste in music, but they have evolved to their own taste with age.

Timeline Analysis

Allowing the participant to choose how to format led to variation in layout, amount of photos, the length of the timeline, etc.

We assume many participants looked up when these albums came out rather than placed them by memory due to the amount of albums placed at their release year.

Noticeable switch from television or movie influence in the 2000s to social media influence in the late 2010s.

Daily Log

Due to stereotypes, people have preconceived notions of certain genres, yet their rating of similar genres is different than those notions.

- Ex. Many people claimed to dislike the country music and gave it a lower rating, but enjoyed the folk music.

People's personal connection to songs has a big impact on their rating of them:

- Ex. "I loved hearing this song. My dad used to always play Pink Floyd when we were working in the garage."

A setting/moment listening to a song has an impact on rating/comments and feelings of a song.

Daily Log

Some people are way more thorough than others in their comments.

Many participants specified in the comments when they did not like a specific genre.

Many locations in which people listen to music on a daily basis (gym, dorm, in their car, etc.)

Driving is the most common, multitasking

Regardless of people's favorite music genre, people are still willing to listen to new music and enjoy songs outside of their comfort zone.

Emotional ties to certain songs

Persona

01 STEREOTYPES

-Stereotyping plays a big role in how people view a certain genre.

04 NEGATIVE CONNOTATIONS

-Overtly negative words when participants describe a genre they feel indifferent or negatively about.

02 COLOR

-Color association to certain genres of music. Ex. Blue/red associated with rock/punk, Pink/yellow associated with pop.

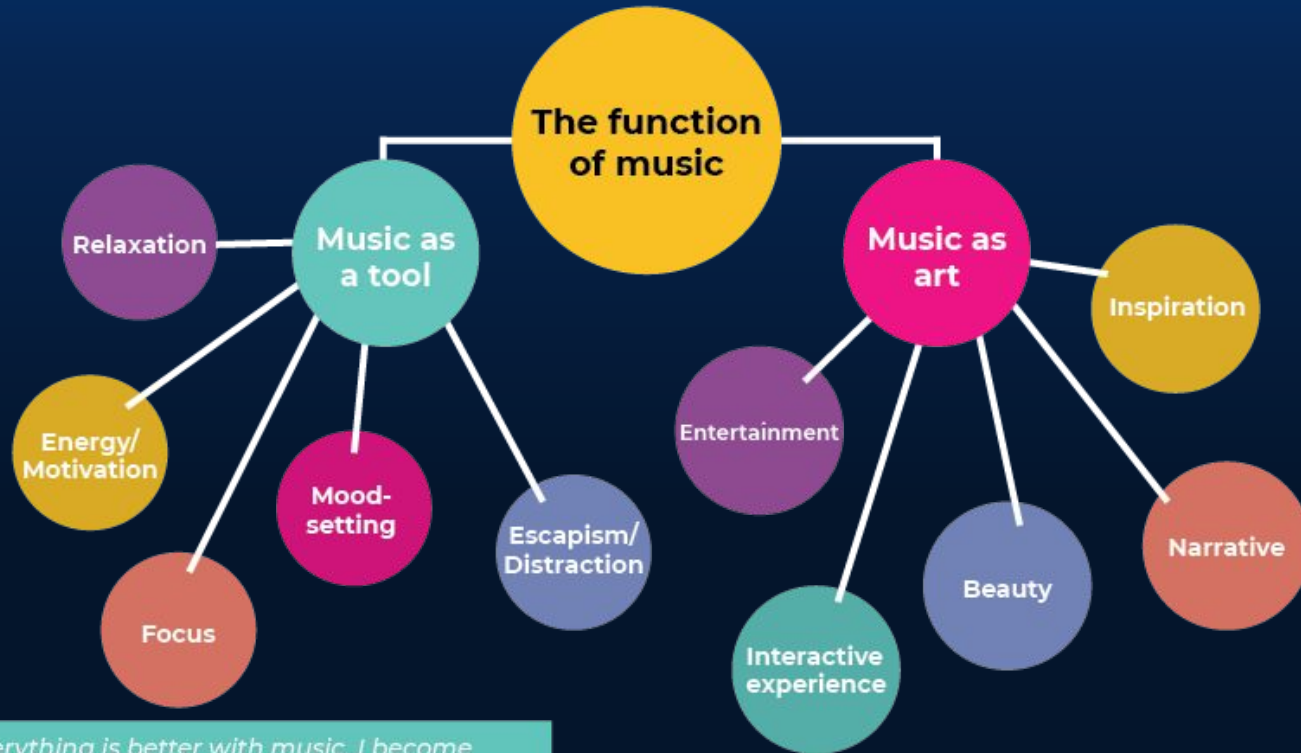
03 WORD/PICTURES

-Word/Picture association with genres/artists.

05 FORMATTING

-Formatting of the personas varies. Half based theirs directly off of the examples and half took their own route.

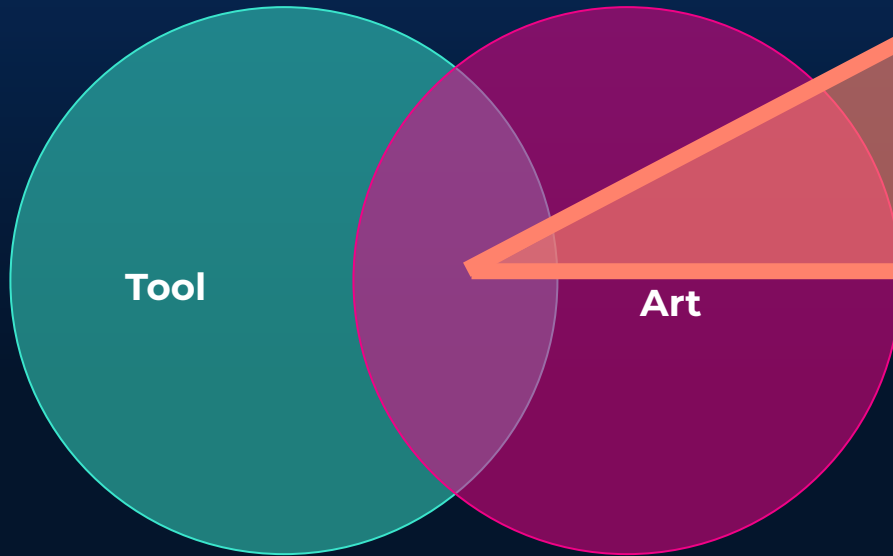
Overall Analysis



"Everything is better with music. I become more focused, things going on around me and what I'm doing become more meaningful or charged with energy." — T.R.

"[I listen to music] for emotional connection, to experience art, or for entertainment." — E.C.

The Overlap



While we found music can be used as a tool or appreciated for its art, the two are not mutually exclusive.

In today's day and age, with a constant accessibility to music on our phones and technology, music can be simultaneously used as an art form and tool on the go.

Overall Analysis Continued

Setting/motivation has a lot to do with how people rate the music

*“If I had listened [to this song] in a different setting,
I believe it would've been rated higher” - A.S.*

Music that sounds like a typically negative emotion does not necessarily lead to lower ratings or a less enjoyable listening experience

- Lyrics provide a narrative that a listener can embody and feel vicariously. For example, someone who has never experienced heartbreak can sympathize and appreciate the music and artist.

Participants pull emotion away from a certain type of music (happy, sad, etc.)

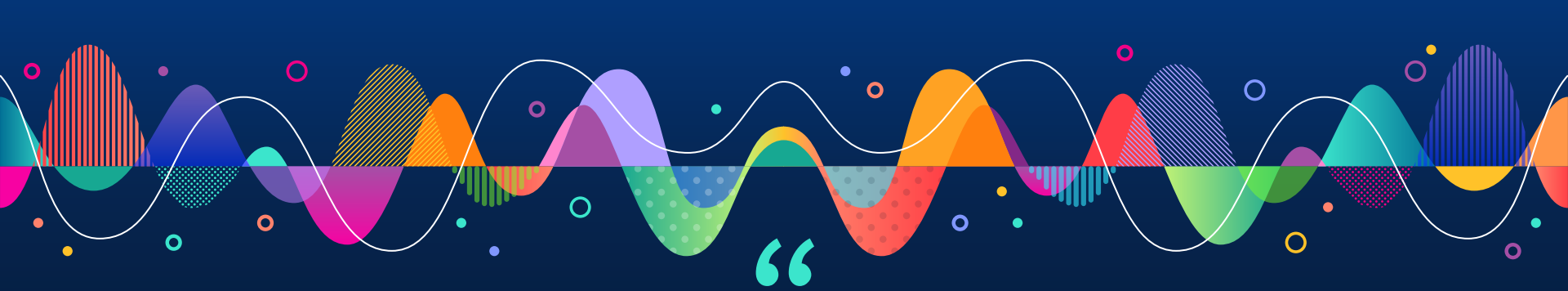
Insights for the Future

What Can Be Changed

- ▷ When recruiting make expectations for participation more clear
- ▷ Provide incentives
- ▷ Shorten participant timeline
- ▷ Only show toolkit, too much material is distracting
- ▷ Complete at least 2 personas per album for comparison
- ▷ Ask for an explanation behind persona activity

What Should Be Kept

- ▷ Multiple platforms to increase accessibility
- ▷ Large demographic to use as participants
- ▷ Examples made available to visually explain what to do
- ▷ Include many images and words in the persona kit to aid creative thought process and expand options



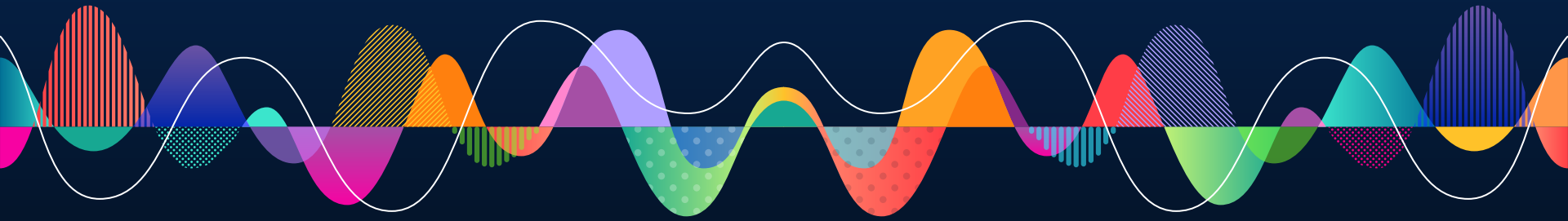
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Reflection on Co-Design Process

Co-design acted as an interesting tool for our project, as the demographic that aided our research was one we all could be included in: Gen-Z. Nevertheless, by expanding our reach to non-design students, it gave a wider lens to understanding the music experience.

Working with student participants proved to be harder than we imagined. We struggled with retaining participants throughout the entirety of the research process, and we wish that we could've had more responses in order to perform more in-depth comparison and analysis.

THANKS!



Any questions?