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Survey Draft — Spotify Search Strategies

**[Informed Consent Language]**

**Section 1: Demographics & Listening Habits**

*This section will ask about your academic and professional relationship to music and your Spotify classical music listening habits.*

Please select your age range:

* 18-24
* 25-34
* 35-49
* 50 or older

Have you completed —or are you currently completing—any of the following degrees? Please select all that apply.

* Undergraduate music major (B.A.)
* Undergraduate performance or music education degree (B.M.)
* Graduate-level music degree (M.A. in musicology, Ph.D., etc.)
* Graduate-level performance degree (M.M., D.M.A., A.D., etc.)

Do you have a professional relationship to music? Please select all that apply.

* I currently work as a performing musician.
* I have worked as a performing musician in the past.
* I currently have a music-related (non-performance) job.
* I have had a music-related (non-performance) job in the past.
* I have never worked in a performance or music-related job.

What kind of Spotify account do you use?

* I do not use Spotify. [prompts error message]
* Spotify free (ad-supported, no cost)
* Spotify Premium (usually $9.99/mo for an individual)
* Spotify Student (Premium with student email address, usually $4.99/mo)
* Other paid Spotify account (Spotify Duo, Family, etc.)

How often do you listen to classical music on Spotify? For the purposes of this study, classical music is defined as Western art music composed from approximately 1100 to the present.

* Never or Rarely (less than once per week) [prompts error message]
* Occasionally (at least one day per week)
* Frequently (at least once per day)
* Very Frequently (more than once per day)

When do you listen to classical music on Spotify? Please select all that apply.

* As a primary activity (I am focused entirely on listening)
* While I am doing other work on a computer (background or study music)
* While I am out in the world (walking, running, commuting, running errands)
* As a component of music research (e.g. score study, learning music)
* To fall asleep or relax
* Other: [text entry]

In addition to Spotify, what other services/media do you use to listen to recorded classical music? Please check all that apply.

* Apple Music
* Another music streaming service: [text entry]
* YouTube
* CDs
* Records
* Other [text entry]

In addition to classical music, what genres of music do you listen to on Spotify? [multiple select]

* Hip Hop
* Pop
* Country
* Rock
* Latin
* R&B
* Dance/Electronic
* Indie
* Folk
* Alternative
* Jazz
* Other: [text entry]

How frequently do you listen to the following periods of classical music on Spotify?

[scale for each genre: very frequently – frequently – occasionally – rarely – never]

* Medieval & Renaissance (1100-1600)
* Baroque & Classical (1600-1800)
* Romantic (1800-1910)
* 20th Century (1910-present)

How frequently do you listen to the following kinds of classical music on Spotify?

[scale for each kind: very frequently – frequently – occasionally – rarely – never]

* Orchestral music
* Opera
* Choral music
* Art song/ vocal music
* Chamber music
* Solo instrumental music (excluding piano)
* Piano music

Do you have any thoughts or comments to add about your classical music listening habits? [text entry]

**Section 2: Search Strategies**

*This section will ask about various search strategies that you may use to locate classical music on Spotify.*

*Since many search strategies become second nature through frequent use, please consider having your Spotify account available during this section. If you find it helpful, perform sample searches or look at your recent searches as you answer the following questions.*

*Many questions will be followed by an open-response opportunity to provide additional thoughts or comments. Please answer these as honestly and casually as you feel comfortable—they do not have to be full sentences or justifications of your search strategy. Specific examples, personal preferences, and any reactions that you have are all very helpful and welcome.*

How often do you use the following approaches to selecting recordings?

[scale for each: very frequently – frequently – occasionally – rarely – never]

* I have in mind a specific recording of a specific piece, and I search until I locate it.
* I have in mind a specific piece, but not a specific recording; I browse results and select a recording.
* I have in mind a composer, but not a specific piece. I browse results and select an album, piece, or playlist.
* I have in mind a certain subgenre, style, or mood (e.g. Renaissance choral, solo piano) but not a specific composer or piece.
* I open Spotify with nothing particular in mind and browse (e.g. “Recently played” or “Jump back in”)

[if ‘specific piece but not specific recording’ is not never]

When you have a specific piece in mind, but not a specific recording, how do you assess the results to select a recording? Please select all that apply.

* I listen to a sample of the recording
* I assess the album art for semantic content (recognize the record label logo or an image of a conductor or performer)
* I assess the album art more generally or aesthetically ("This looks legitimate or high-quality")
* I choose a result based on the general reputation of the artists/performers that I see listed (e.g. "Marin Alsop is a well-regarded conductor")
* I choose a result with artists/performers that I personally prefer for this repertoire (e.g. "Peter Mattei is my favorite interpreter of Wagner")
* Other: [text entry]

[if ‘specific piece but not specific recording’ is not never]

Do you have any thoughts or comments about how you assess the results of a search when you are looking for a specific piece, but not for a specific recording?

[if ‘composer but not specific piece’ is not never]

When you have a specific composer in mind, but not a specific piece, how do you assess the results? Please select all that apply.

* I select the top result, or one of the top results.
* I select the Artist Profile of the composer, and then select an album.
* I select an album, playlist, or song from the results page based on my recognition of a piece.
* I select an album, playlist, or song from the results page based on my recognition of an artist.
* Other: [text entry]

[if ‘composer but not specific piece’ is not never]

Do you have any thoughts or comments about how you assess the results of a search when you are looking for a specific composer, but not a specific piece? [text entry]

Do you use any of the search-limiting terms available in Spotify's search bar? These include **album:xxx** (searches for "xxx" in the album field), **artist:Mozart** (searches "Mozart" in the artist field), and **year:1985** (searches for music released in 1985), for example.

* I was not aware that Spotify search had these functions.
* I was aware that Spotify search had these functions, but I do not use them.
* I sometimes use some or all of these functions.
* I often use some or all of these functions.

Do you have any thoughts or comments about the search-limiting terms available in Spotify's search bar? [text entry]

How often do you use the following kinds of terms to search for classical music?

[scale for each: very frequently – frequently – occasionally – rarely – never]

* Composer (e.g. Mahler, Clara Schumann)
* Name of work (e.g. Aida, Symphony No. 2)
* Opus number (e.g. Op. 33, No. 4)
* Catalogue number (e.g. HWV 56, K. 22)
* Conductor or music director
* Ensemble (orchestra, chorus, quartet, etc.)
* Soloist
* Named album (not including terms above, e.g. "The Baroque Lute in Vienna")
* Named playlist (not including terms above, e.g. "Morning Classical")
* Name of subgenre or kind of music (e.g. "string quartets," "organum," "modern piano")

Do you have any thoughts or comments about the different search terms that you use to search for classical music? [text entry]

How often does your search have the following outcomes?

[scale for each: very frequently – frequently – occasionally – rarely – never]

* I find exactly what I'm looking for right away.
* I find exactly what I'm looking for within a few searches.
* I find a result that is "close enough."
* I am not able to find what I was looking for.

Do you have any thoughts or comments about your search outcomes? [text entry]

If you don't find what you are looking for with your initial search, what do you do? Please select all that apply.

* I assess the results of my initial search and select the best option.
* I modify my search once or twice, then if I can't find exactly what I was looking for, I select the best option.
* I modify my search once or twice, then if I can't find exactly what I was looking for, I abandon my search.
* I continue to modify my search until I find exactly what I was looking for.
* If I can't find exactly what I was looking for, I abandon my search.
* Other: [text entry]

Do you have any thoughts or comments about your strategies for unsuccessful searches? [text entry]

Do you use any of the following Spotify features? [multiple select]

* Personal playlists of classical music
* Other Spotify users' playlists of classical music
* Spotify-curated composer playlists ("This is Handel," "Mozart Piano")
* Spotify-curated genre playlists ("Feel Good Classical," "Baroque 50: Spotify Picks")
* Related Albums listed underneath current album
* Spotify Radio playing results after current playlist/album ends
* Artist page (by clicking on artist's name, browsing other recordings)

How would you rate your satisfaction with Spotify's collection of classical music? (Please note that this question concerns whether Spotify *has* the music, not whether you are able to find it quickly.)

* Very satisfied, Spotify has almost all the classical music that I want to listen to.
* Somewhat satisfied, Spotify has most of the classical music that I want to listen to.
* Somewhat dissatisfied, Spotify is missing some of the classical music that I want to listen to.
* Very dissatisfied, Spotify is missing a lot of the classical music that I want to listen to.

Do you have any thoughts or comments about Spotify’s collection of classical music? [text entry]

How would you rate your satisfaction with Spotify's search capabilities for classical music?

* Very satisfied, I almost always find what I am looking for.
* Somewhat satisfied, I usually find what I am looking for, or a suitable alternative.
* Somewhat dissatisfied, I sometimes cannot find what I am looking for.
* Very dissatisfied, I often cannot find what I am looking for.

How would you rate your satisfaction with Spotify's display of classical music information? This includes album art; composer, performer, and other artist listings; composition and release dates; and other metadata.

* Very satisfied, I can find all the information that I need about a track or album.
* Somewhat satisfied, I can find most of the information that I need about a track or album.
* Somewhat dissatisfied, I cannot find some of the information that I need about a track or album.
* Very dissatisfied, I cannot find a lot of the information that I need about a track or album.

Do you have any thoughts or comments about the information that Spotify displays—or does not display—for classical music albums or tracks? [text entry]

Which of the following search or display features would improve your experience if they were added to Spotify?

* In addition to a simple search box, an "Advanced Search" option with separate fields for "track title," "album," and "artist" (the existing metadata fields)
* In addition to a simple search box, "Advanced Search" option with separate fields for "composer," "ensemble," "soloist," or other search terms that are not currently separate metadata fields.
* Ability to refine results from the results page (e.g., click a box to limit results to a certain composer, performer, or time period)
* Separate fields for "composer," "ensemble," and other performers (that is, additional columns in the results view)
* An "Advanced Search" option to limit results by genre or subgenre
* Other: [text entry]

Do you have any thoughts or comments about additional search or display features for classical music in Spotify? [text entry]

Please rate your familiarity with the following streaming services that specialize in classical music.

[scale: I have never heard of it – I have heard of it, but I have never used it – I have tried it, but I don’t currently use it. – I currently use it.]

* Naxos Music Library
* Primephonic
* Idagio

Do you have any thoughts or comments about streaming services that specialize in classical music? Please include any reasons why you would or would not consider using one of these services. [text entry]

**Section 3: Test Searches**

*This section asks you to conduct a few sample searches in Spotify and report your search terms and success. If you are unable to access your Spotify account at this time, please skip this section and submit the survey now.*

Specific test searches TBD