



Music Listening Habits

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Music

**We wanted to explore the relationship
between Music and student
success/activities**






The Issue



College students listen to so much music throughout the day that we must consider, is this affecting them positively or negatively?



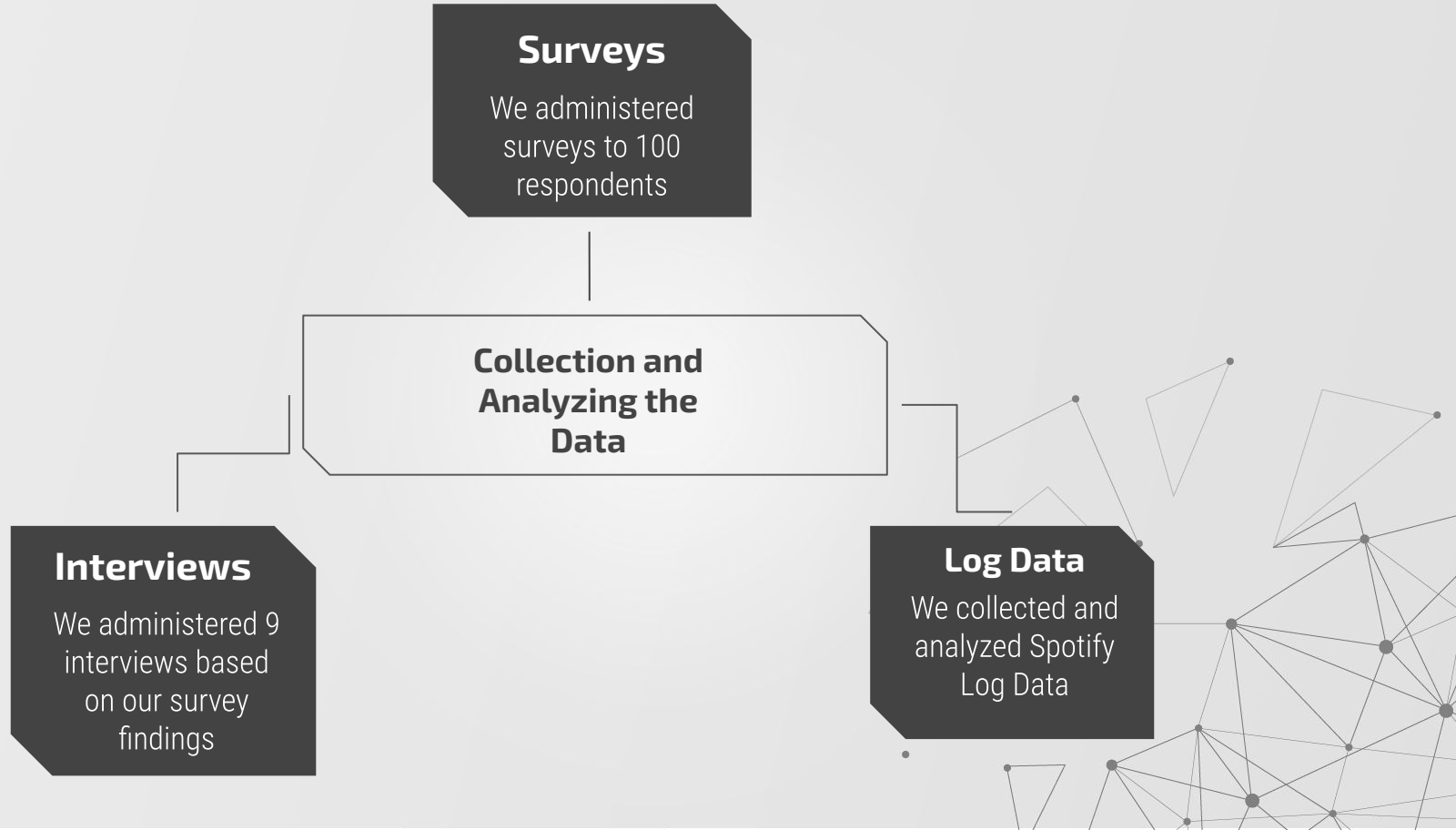
Project Overview



The issue that we have decided to tackle is to explore the relationship between people's music taste/usage and their relationship to life/productivity. We felt that this issue is relevant because music is a very prevalent part of everyone's lives. We are curious about the relationship people's listening habits have to how they operate in their daily lives such as: general outlook, studying habits, exercising habits, productivity levels, etc, as well as any other unanticipated correlations.

Research Question: How does music taste and listening habits affect the daily lives of college students?

Our Data Collection Process





Survey Study

Sample size

**We surveyed 100 college students
across multiple locations**

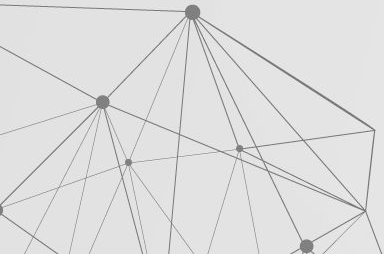
**Boulder,
Colorado**



Clemson, South Carolina



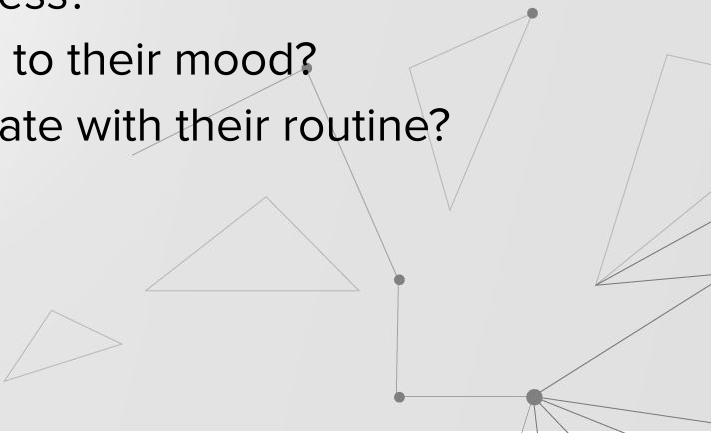
Savannah, Georgia





Data Collection Questions



- Does listening to music while studying improve or detriment productivity?
 - Does listening to certain music correlate with higher grades?
 - What music do students listen to?
 - Does music have any correlation to fitness?
 - Do people like to listen to music similar to their mood?
 - How do people's listening habits correlate with their routine?
 - How often do people listen to music?
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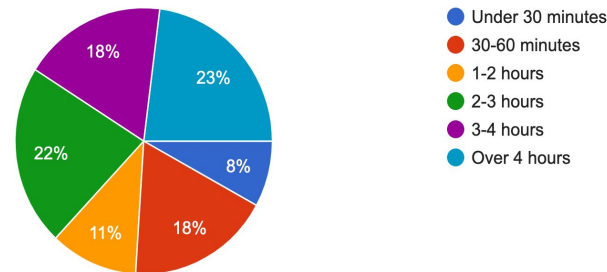
Key Findings

Everyone believes they are a very avid music listener

No matter how long someone listens to music in a given day, the vast majority of people believe that they are an extremely big music fan.

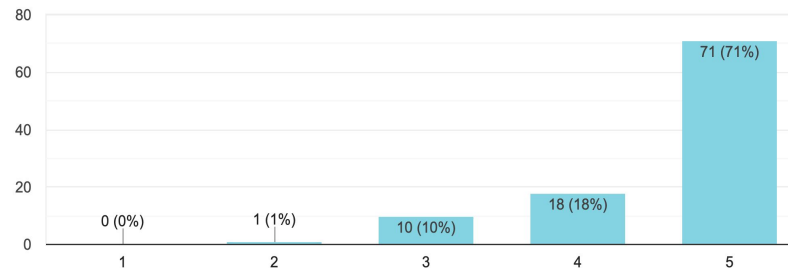
How often do you listen to music in a given day?

100 responses



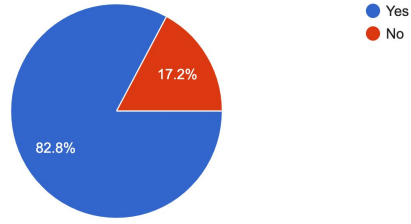
How avid of a music listener are you?

100 responses



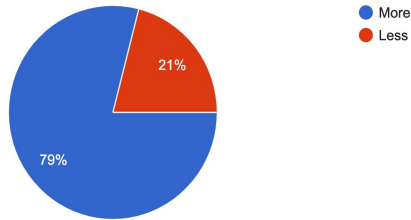
Do you listen to music when walking to class?

99 responses



Do you feel that you are more or less productive when listening to music?

100 responses



Habits

We found that the vast majority of students listen to music when walking to class and that the vast majority feels more productive when listening to music. This means student's days are constantly being filled with music, but they are using it in productive ways.

Our Numbers

94%

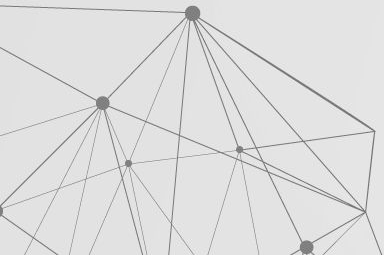
Said their mood is affected by music

81%

Said their mood can be improved by music

79%

Said they are more productive when listening to music





Interviews

We administered 9 interviews to college students to find out their thoughts on music and their relationship with it.

[Interview Protocol](#)

Emotions

"Like if it's like more like upbeat music, it'll like put me in a better mood."

"I feel like when I'm listening to sad music, like if I'm sad that I like think it through and then I like eventually will like be fine. So it's like the sad music will help me work through it even though it's like not helping me feel better immediately. I will like work through it and then I eventually will feel better."

We found that music helps people work through emotions. Although one would think that people would listen to happy music to cheer them up when they're sad, we found that they will listen to sad music to truly process their emotions, rather than ignoring them.

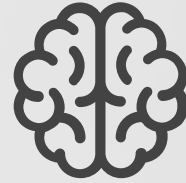
"Um, but I know like a lot of people use music to work through stuff. So like recently, you know, Juice World died. Um, and a lot of people claim that like he helped them and they help people through like their difficult times cause they talk about things that are relatable."

"Sometimes I listen to music as advice. Like sometimes music carries a lot of, um, just hints on life and like what to do. I don't know. It's like all people like coaching each other low key."

A word cloud on a dark blue background. The words are arranged in a circular shape and vary in size and color (yellow, orange, and purple). The words include:

- Distracting
- fixing
- helps
- Mood
- affects
- problem
- antisocial
- feelings
- worse
- compounds
- mood
- Tool
- causing
- productivity
- spurs
- Music
- really
- better
- memory
- Affecting
- habit
- effects
- helpful
- cheer
- tendencies
- current
- positive
- music
- coping
- Angry
- activism
- distraction
- best
- affecting
- process
- creativity
- boost
- emotions
- bitch

Memories



We found that people associate certain songs with certain memories from the past, which brings back old feelings. This means that music can just work as well, or even better than a picture, at bringing back old memories because it reminds you of how you were actually feeling at the time.

Memories



"I think that generally, you listen to music at certain times in your life and like sometimes you listen to certain artists or songs or something when you're going through something and that I think that song becomes attached to that moment in your memory every time you hear it it comes back again."



"So my, when my grandpa died, that was like the first day, the first death I've ever experienced and, there's a song called Superman by Moi and that was like the song I was listening to when I found out that he died. And it's like, it's kind of a sad song. It's not, it could be happy song. It depends on how you interpret it, but like, so if I hear that I'll start crying."



"Cause I feel like if I did put on like a happy song and I was sad, like I don't know, every song to me has like a correlation to like a time period in my life. You know? Like I'll remember, Oh, like I was happy during that time or sad. So if I put it on a happy song during a sad time, it just won't, it won't feel the same. "



Productivity

Not beneficial

- “I get distracted because I want to sing.”
- Cause if it's like music that I'm paying attention to the lyrics, then no. And I get really distracted.
- No, cause I can't focus.

We found a major split in people regarding music and productivity. Some absolutely could not study while listening to music. Whereas, others needed it to make them more productive. This is completely dependent on the person, but it is very important for the college student to figure out which category they belong to, so they can be the most productive.

Beneficial

- Yeah. But I can't put on music with lyrics. Or else I can't multitask like that. It's the same side of your brain.
- “Um, but if I need to grind and I can't focus, um, sometimes I usually, this sounds really dumb, but I listen to EDM music really loud when I'm like doing my homework sometimes because it kinda like, it gives, it's like, it gives my mind something to think about in the background, so I'm not like thinking about other stuff and get distracted.”

"I think maybe like if they are sad, maybe they're listening to music to try to like not be alone. I think that's actually the case. Like people are trying to like distract themselves from being alone."

Social Effects



Considering that college students are listening to music so much throughout the day it is no surprise that we found that many felt this inhibits people's social lives. It is important for the college student to remember to take out their earbuds every now and then and converse with others around them.

"if you have your headphones in just to not talk to people, then that's probably going to affect how you are like socially."

Log Data

The background of the slide features a complex, abstract geometric pattern. It consists of numerous dark grey circular nodes of varying sizes, connected by thin, light grey lines. These connections form a dense network of triangles and other polygons, creating a sense of depth and connectivity. The overall aesthetic is modern and technical, fitting for a data-related presentation.

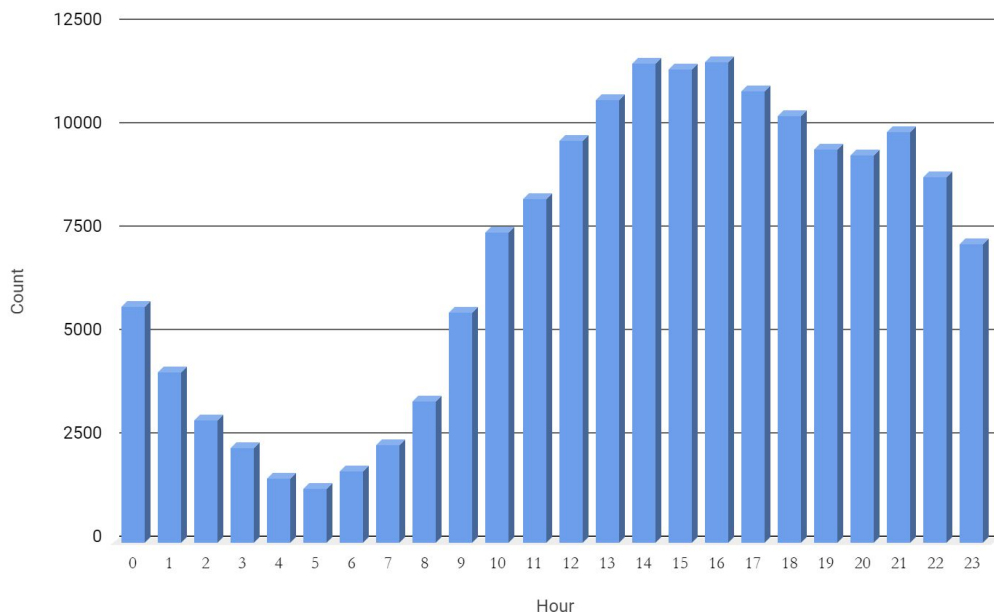
We found and analyzed log data
from Spotify


Key Findings



We surprisingly found that the most popular times when people listen to music is between two and four PM. We had originally predicted it would be later in the evening after people had gotten out of school/off work.

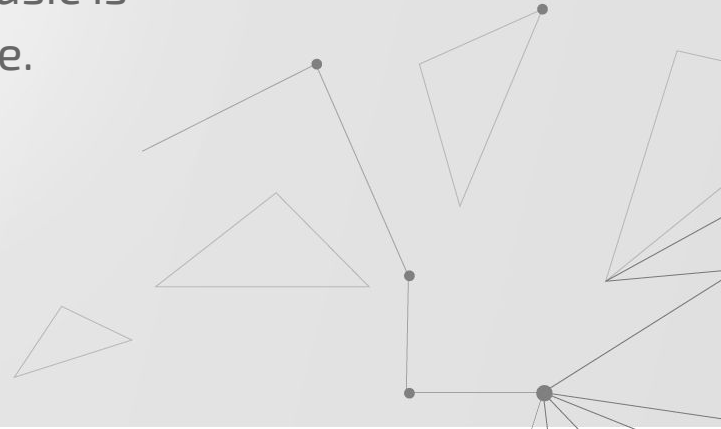
Count of Users at Each Hour of the Day





What might this mean?

This may mean that people are finding times throughout the day at work or during school where they are by themselves and can listen to music. As a result, this may mean that music is making people more productive.



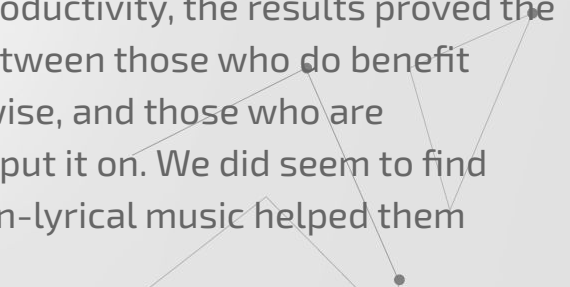
The background features a complex network of dark gray nodes connected by thin lines, creating a web-like structure. The nodes are of varying sizes, with some being significantly larger than others. The overall aesthetic is minimalist and technical, with a light gray background and a vertical line on the left side.

Conclusion



Intervention

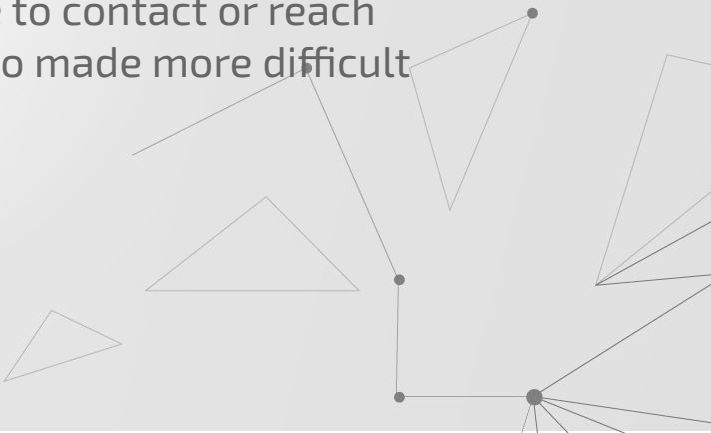
From our findings, we propose that people should be conscious of their music listening habits due to the fact that it appears to have more of an impact on both their emotional wellbeing and productivity than previously understood. Due to this, the ideology of using music to process intense negative emotions might need to be more thoroughly analyzed on an individual level, as our data has found that sad songs can have beneficial or detrimental effects on the listener when listened to during emotional times. We also found that using music to help with focus during times of immense need for productivity, the results proved the question to be very polarizing, as there was a definite split between those who do benefit greatly from having music on and would be distracted otherwise, and those who are distracted inherently by the music itself and cannot afford to put it on. We did seem to find some sort of middle ground by many people agreeing that non-lyrical music helped them focus best, which is something to take into consideration.





Limitations

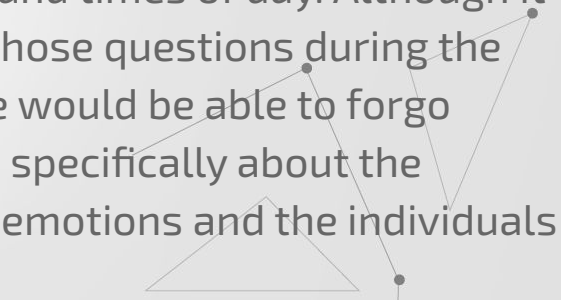
Our biggest limitations were access to log data as Spotify keeps the data under lock and key. We were able to bypass this by applying to be a Spotify developer. We also ran into the limitation of our specified sample size. We limited our pool of interest to college students which made it marginally more difficult to find appropriate subjects both for our survey research and our interviews. We also were limited to english speaking as well as only the people we were able to contact or reach out to during the research process which was also made more difficult by the timing of thanksgiving break and travel.





Future Research Directions

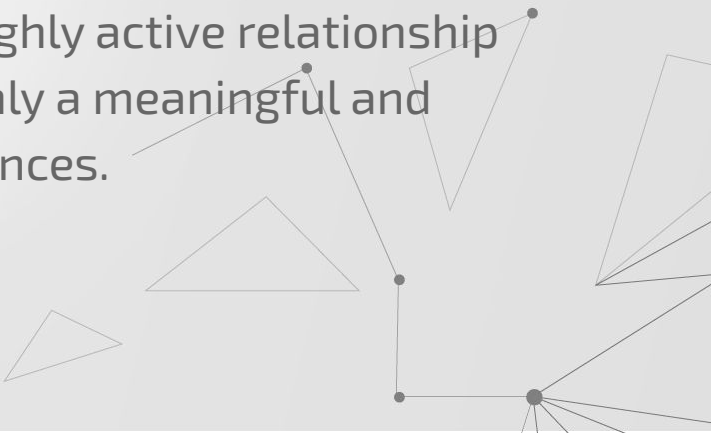
Looking towards the future, we feel that the most important direction to take our studies, would be to narrow the scope of the type of questions we are trying to understand, and more thoroughly study the relationship people have between music and their emotions and music and their productivity. We felt that we were trying to glean this from the data, but got sidetracked by asking other intriguing but irrelevant questions such as genre specific ideas, and times of day. Although it may have been necessary to uncover the answers to those questions during the first round of research, knowing what we do know, we would be able to forgo those directions and instead focus more on questions specifically about the individuals use of music when they are feeling strong emotions and the individuals use of music when they are trying to be productive.





Reflections

Through this research study, we came to find that people's relationships with music is much more varied and diverse than we ever could have anticipated. With many of the facets of study that we divulged into, we found that music's presence, as a tool and as a mechanism of use was a deeply polarizing force. We did come to understand that almost every individual does feel like they have a deep and highly active relationship with music, which goes to show that it is certainly a meaningful and intrinsic part of the individuals daily life experiences.



The background of the slide features a complex, abstract geometric pattern. It consists of numerous thin, light gray lines that intersect to form a network of triangles and other polygons. At the vertices of these shapes, there are small, solid dark gray dots. The pattern is more dense on the left side of the slide and becomes sparser towards the right. The overall color scheme is a light gray background with dark gray lines and dots.

THANKS

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