# Investigating User Perceptions Underlying Social Music Behavior Using Q Methodology

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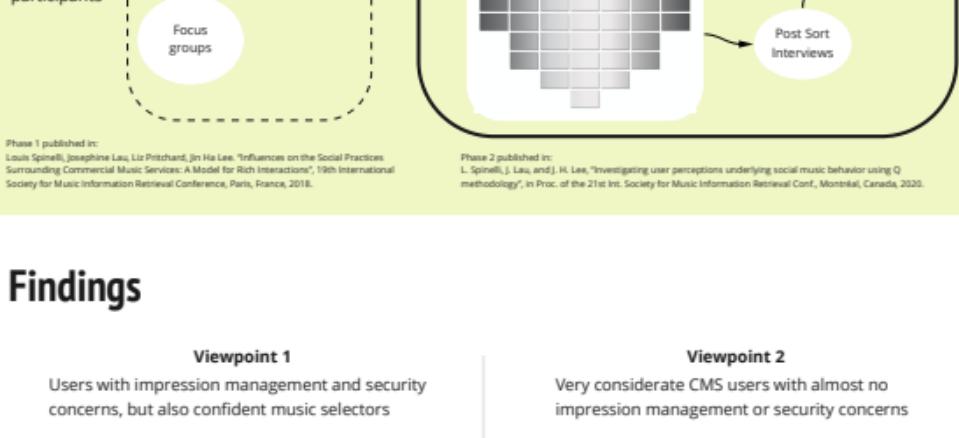
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## Motivation

Prior research helped us understand what users were doing with CMS in social situations, but how important are these behaviors (and CMS features that would afford these behaviors) to these users?

We explore how and why users would prioritize and place value on the different behaviors that they can engage in within these situations.

## Study Design

## Findings

**Viewpoint 1**

Users with impression management and security concerns, but also confident music selectors

Exemplary Q-Sort for Factor 1

| -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|----|----|----|----|----|----|----|
| A.10 | A.7* | A.3 | B.4* | B.6* | A.2 | A.1 |
| C.7 | A.9* | A.6 | A.8 | B.10* | B.1 | C.3 |
|  | C.2 | A.8 | B.5 | B.3 |  |  |
|  | B.2 | C.1 | A.4 | C.4 | C.8 |  |
|  |  | C.6 | B.7 | B.8 |  |  |
|  |  |  | C.8 |  |  |  |

13 Participants shared this viewpoint.

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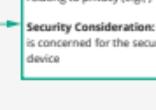
**Viewpoint 2**

Very considerate CMS users with almost no impression management or security concerns

Exemplary Q-Sort for Factor 2

| -3 | -2 | -1 | 0 | +1 | +2 | +3 |
|----|----|----|----|----|----|----|
| A.9* | A.7* | A.4 | B.4* | B.10* | A.1 | B.9 |
| B.2 | B.5 | B.6* | B.7 | B.1 | A.8 | A.2 |
|  | C.4 | B.1 | A.6 | C.2 | C.5 |  |
|  | C.1 | A.3 | A.10 | C.3 |  |  |
|  |  | C.6 | C.8 | C.5 |  |  |

11 Participants shared this viewpoint.

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## Outcomes

- Reinforce strengths of using Q-methodology as a complementary method to focus groups
- Make corrections to an existing model through learnings from this research



Prior Model (2018)

Updated model

**Privacy Consideration:** Considerations relating to privacy (e.g., )
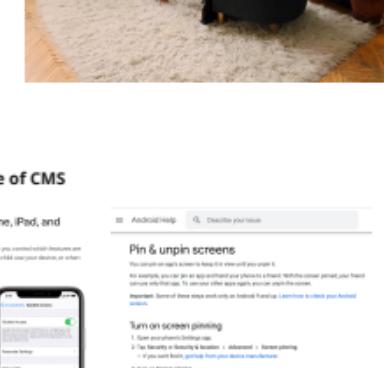
**Security Consideration:** When someone is concerned for the security of their device

## Design Insight #1   Social Playlist for Gatherings

After group members have opted in, the CMS would (1) automatically queue up 'safe' songs that have been played by the majority of the group and (2) suggest additional songs for each user to add to the queue. Suggested songs would either have been played/liked by someone else in the group or have a strong match for other criteria that the group could also select, such as a mood or social situation.

This design insight would address:

- Viewpoint 2's lack of confidence in their ability to suggest songs for the group since the CMS would only suggest songs where evidence of it being liked by others exists.
- For viewpoint 1, this feature would decrease the effort needed to think of songs that the group would like, providing them with more time to connect with others, which they value



## Design Insight #2: Jukebox Mode: Public-friendly Mode of CMS

Jukebox mode would switch the CMS interface to a public-friendly version of the app, hiding the owner's private playlists so that other guests cannot view the owner's music listening history. Essentially the device becomes a jukebox, where guests can only use the device to access the CMS and its library of music.

- Viewpoint 1's hesitation to have their device be used for music selection purposes, assuaging their fear of others snooping and mitigating their need to chaperone their phone
- Viewpoint 2's discomfort with sharing in larger, less intimate groups



While similar to features available on iPhones (left) and Androids (right), where the device can be locked to a single app on the phone, this feature would be part of the CMS.

## Future Work

- Using segments from this research, conduct survey in the US to provide insight into generalizability of these findings
- Conduct research across cultures and geographies to explore differences in perspectives
- Investigate other elicitation methods other than focus groups and other analysis techniques to form Q sets



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