

# INVESTIGATING USER PERCEPTIONS UNDERLYING SOCIAL MUSIC BEHAVIOR USING Q METHODOLOGY

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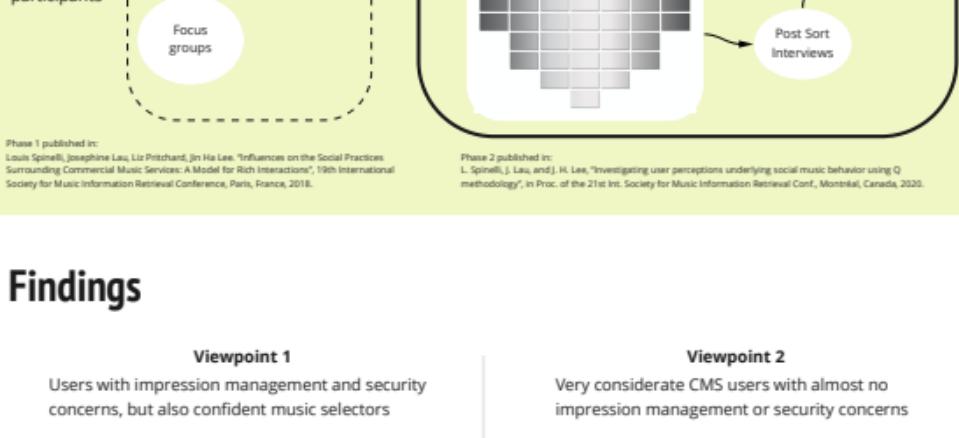
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## Motivation

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
C.7	A.7*	A.3	B.4*	B.6*	A.2	A.1
		A.5	A.8	B.10*	B.1	C.3
C.2	A.8	B.5	B.9	B.3		
B.2	C.1	A.4	C.4	G.8		
	C.6	B.7	B.8			
		C.5				

13 Participants shared this viewpoint.

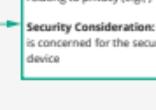


### Viewpoint 2

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

-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	A.6	B.6*	B.7	A.3	B.8
	C.1	A.5	B.3	A.2	C.6	
C.4	B.1	A.8	C.2	C.5		
	C.7	A.10	C.3			
		C.8				

11 Participants shared this viewpoint.



## 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)	
B.2 Express Knowledge of Music: Rating an individual's knowledge of music, such as musical terms, or lack thereof.	
B.4 Privacy and Security Considerations: When others perceive thoughts of music choices, knowledge, or privacy as threatening, an individual's actions in a social music practice.	
B.7 Openness: Willingness to explore new music, or to share their musical interests with others in a social music practice.	
B.8 Privacy and Security Considerations: Considerations about privacy and security when sharing music in a social music practice.	
B.9 Knowledge: Knowledge/consideration of music, knowledge and consideration, or lack thereof, of someone else's music choice, or a music practice, personal attachment to music.	
B.10 Sociality: Willingness to interact with other individuals in a social music practice.	
B.11 Trust/Wisdom: When group members have varying degrees of confidence in another member's musical taste, knowledge, or personal attachment to music, or when one member has varying degrees of confidence in another member's musical taste, knowledge, or personal attachment to music.	
B.12 Privacy Consideration: When group members have varying degrees of confidence in another member's musical taste, knowledge, or personal attachment to music, or when one member has varying degrees of confidence in another member's musical taste, knowledge, or personal attachment to music.	
B.13 Group Size: When a social situation affects the size of a group.	
B.14 Group Influence: Influence of a group on an individual's music choice or music practice.	
B.15 Group Dynamics: How group dynamics affect an individual's music choice or music practice.	
B.16 Group Size: When a social situation affects the size of a group.	
B.17 Group Influence: Influence of a group on an individual's music choice or music practice.	
B.18 Group Dynamics: How group dynamics affect an individual's music choice or music practice.	
B.19 Group Size: When a social situation affects the size of a group.	
B.20 Group Influence: Influence of a group on an individual's music choice or music practice.	
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B.26 Group Influence: Influence of a group on an individual's music choice or music practice.	
B.27 Group Dynamics: How group dynamics affect an individual's music choice or music practice.	
B.28 Group Size: When a social situation affects the size of a group.	

split into 2 codes:

Updated model

**Privacy Consideration:** Considerations relating to privacy (e.g., )

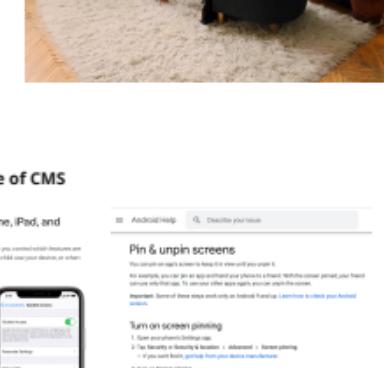
**Security Consideration:** When someone is concerned for the security of their device

## 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

Use Guided Access with iPhone, iPad, and iPod touch

Control your device in a single app and/or a combination of apps. You can turn on Guided Access when you let a child use your device, or when someone gestures right-to-left.

Set up Guided Access

1. Select Settings > Accessibility > Guided Access.

2. Tap the switch next to "Turn on Guided Access" to turn it on.

3. Tap the gear icon to choose the app you want to use.

4. Tap the lock icon to lock the screen.

Turn on screen pinning

1. Turn on screen pinning. On iOS devices, go to Settings > Screen Pinning.

2. Tap the lock icon to lock the screen.

3. If you're using iOS 13 or later, tap the lock icon to lock the screen.

4. Tap the lock icon to lock the screen.

Pin & unpin screens

You can pin or unpin screens on your device to make them easier to access.

1. Tap the lock icon to lock the screen.

2. Tap the gear icon to choose the app you want to use.

3. Tap the lock icon to lock the screen.

4. Tap the lock icon to lock the screen.

## 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

