

## Nicolas Ruth

### Präsentationen & Poster/presentations & posters

Conference talks     **Ruth, N.** (2021). „Soon may the record deal come“ – Investigating the power of TikTok for music promotion. 12<sup>th</sup> International Music Business Research Days, 03.-05.11.2021, Rotterdam, Netherlands (hybrid).

Eitel, M. J., **Ruth, N.**, Harrison, P., Frieler, K., & Müllensiefen, D. (2021). Perception of chord sequences modelled with Prediction by Partial Matching, Voice-leading distance, and Pitch-Class Spectral Similarity: A new approach for testing individual differences in harmony perception. International Conference on Music Perception and Cognition (ICMPC)/European Society for the Cognitive Sciences of Music (ESCOM), 28.-31.07.2021, online.

Kalustian, K. K. & **Ruth, N.** (2021). “Evacuate the Dancefloor”: Exploring and Classifying Spotify Music Listening Before and During the COVID-19 Pandemic in DACH Countries. International Conference on Music Perception and Cognition (ICMPC)/European Society for the Cognitive Sciences of Music (ESCOM), 28.-31.07.2021, online.

MacGregor, C., **Ruth, N.**, & Müllensiefen, D. (2021). The Musical Emotion Discrimination Task 2: Developing a large set of short musical clips to test the perception of emotions in music. International Conference on Music Perception and Cognition (ICMPC)/European Society for the Cognitive Sciences of Music (ESCOM), 28.-31.07.2021, online.

**Ruth, N.** & Müllensiefen, D. (2021). Survival of musical engagement. Longitudinal investigation of engagement in musical activities in children. International Conference on Music Perception and Cognition (ICMPC)/European Society for the Cognitive Sciences of Music (ESCOM), 28.-31.07.2021, online.

**Ruth, N.**, Hantschel, F., Loepthien, T., Pilyavska, A., Randall, W. M., Spermann, L., Steltzer, F., & Steffens, J. (2021). Soziale Situationen beim Musikhören. Experience Sampling mit der MuPsych App. [Social situations during music listening. Experience sampling with the MuPsych app]. German Society for Music Psychology (DGM), 02.-03.09.2021, online.

Brandon, J. & **Ruth, N.** (2021). Music & Mind: Music and Adolescent Brain Development in the Classroom. Festival of Education, 18.06.2021, online.

**Ruth, N.**, Tsigeman, E., Likhanov, M., Kovas, Y. & Müllensiefen, D. (2020). Associations between musical sophistication and personality: Evidence from three countries. Society for Education, Music and Psychology Research (SEMPRE), 09.-11.09.2020, Leeds, UK (online).

**Ruth, N.** (2019). Meaning of Streaming. Chances and risks of a new music listening technology. International Association for the Study of Popular Music (IASPM), 24.-28.06.2019, Canberra, Australia.

**Ruth, N.** & Schramm, H. (2018). Der Einfluss des emotionalen Ausdrucks von prosozialer Musik auf deren Wirkung. [The impact of an emotional arrangement of a prosocial song on its effect]. German Society for the Study of Popular Music (GfPM), 16.-18.11.2018, Oldenburg, Germany.

**Ruth, N.** (2018). Running Hits. How mobile listeners appraise mood playlists on music streaming services. International Communication Association (ICA), 24.-28.05.2018, Prag, Tschechische Republik.

Schramm, H. & **Ruth, N.** (2017). Buchpräsentation "Musikcastingshows". [Book presentation "Musikcastingshows"]. German Society for the Study of Popular Music (GfPM)/German-speaking Music Theory Association (GMTH), 17.-19.11.2017, Graz, Austria.

**Ruth, N.** (2017). Rezeption und Wirkung populärer Musik mit prosozialen Inhalten. [Perception and effects of popular music with prosocial lyrics]. German Musicology Society (GfM), 27.-30.09.2017, Kassel, Germany.

**Ruth, N.** & Randall, W. (2017). Musikhören to go. Untersuchungsmethoden alltäglicher mobiler Musikknutzung. German Society for Music Psychology (DGM), 15.-17.09.2017, Hamburg, Germany.

Spangardt, B., **Ruth, N.** & Schramm, H. (2016). Development and Validation of a Scale to Measure Flow Experience During Radio Reception. International Communication Association (ICA), 09.-13.06.2016, Fukuoka, Japan.

**Ruth, N.**, Anton, B., Klaric, I. & Sehic, S. (2016). „We Are The World.“ Der Einfluss prosozialer Medieninhalte auf prosoziales Verhalten im Alltag. [„We are The World.“ The influence of prosocial media coverage on everyday prosocial behavior]. Media Reception and Effects division of the German Association of Communication (DGPUK), 28.-30.01.2016, Amsterdam, Netherlands.

Spangardt, B., **Ruth, N.**, Anders, I., Bohn, N., Kaiser, C. & Popp, A. (2016). Effects of the Use of Music in TV Commercials on Children. An Experimental Study with Children of 5th and 6th Grade. Media Reception and Effects division of the German Association of Communication (DGPUK), 28.-30.01.2016, Amsterdam, Netherlands.

Spangardt, B., Schramm, H. & **Ruth, N.** (2016). Entwicklung und Validierung eines Instruments zur Messung des Flow-Erlebens beim Radiohören. [Development and validation of a measurement for flow experience during radio listening]. Media Reception and Effects division of the German Association of Communication (DGPUK), 28.-30.01.2016, Amsterdam, Netherlands.

Heins, J., **Ruth, N.** & Schramm, H. (2015). „We don't need another hero“ – Rezeptionsmotive für Musikcastingshows früher und heute. [„We don't need another hero“ – reasons for watching music talent shows today and in times past]. Tagung zur Kultur, Nutzung, Wirkung und Ökonomie von Musikcastingshows, 03.-05.12.2015, Würzburg, Germany.

Hottinger, J. & **Ruth, N.** (2015). Gute Jury – Schlechte Jury. Der Einfluss parasozialer Interaktion zwischen Juroren und Zuschauern auf den Erfolg von Musikcastingshows. [Good jury, bad jury. The influence of parasocial interaction between jury members and audience on the success of music talent shows]. Tagung zur Kultur, Nutzung, Wirkung und Ökonomie von Musikcastingshows, 03.-05.12.2015, Würzburg, Germany.

Spangardt, B. & **Ruth, N.** (2015). Vocals und Sprache in Werbeliedern. Befunde zur Wirkung zweier musikalischer Parameter auf die Wahrnehmung eines Werbespots sowie auf Markenerinnerung und Kaufabsicht. [Vocals and speech in advertising songs. Findings on the effects of two musical parameters on the reception, recall and purchase intention of a product in an advertising]. Advertising Communication

division of the German Association of Communication (DGPUK), 25.-27.11.2015, Hannover, Germany.

Nagl, J., **Ruth, N.** & Spangardt, B. (2015). „Geht ins Ohr, bleibt im Kopf“? Radiowerbung und der Einfluss des umgebenden Musikprogramms auf Erinnerung, Bewertung und Kaufabsicht. [“Goes into your head and stays”? Radio advertising and the influence of the surrounding music programme on recall, appraisal, and purchase attention]. Advertising Communication division of the German Association of Communication (DGPUK), 25.-27.11.2015, Hannover, Germany.

Spangardt, B., **Ruth, N.** & Schramm, H. (2015). Influence of personal traits and musicality on Flow experience during radio reception. European Society for the Cognitive Sciences of Music (ESCOM), 17.-22.08.2015, Manchester, UK.

**Ruth, N.** (2015). Good music in bad times. A content analysis of norms and values in popular music in times of crisis. International Association for the Study of Popular Music (IASPM), 29.06.-03.07.2015, Campinas, Brasilien.

Schramm, H., Spangardt, B. & **Ruth, N.** (2014). Werbeoptionen und ihre Wirkung in Musikcastingshows: Eine Frage der wahrgenommenen Authentizität? [Marketing options and their effect on music talent shows: A question of received authenticity?]. Advertising Communication division of the German Association of Communication (DGPUK), 20.-22.11.2014, Mainz, Germany.

**Ruth, N.** (2014). „Heal The World.“ Inhaltsanalytische Untersuchung von Normativität in der populären Musik. [Content analysis of normativity in popular music]. German Society for the Study of Popular Music (GfPM), 29.09.-02.10.2014, Osnabrück, Germany.

Spangardt, B., **Ruth, N.** & Schramm, H. (2014). The influence of radio music programming on flow experience during radio reception. International Communication Association (ICA), 22.-25.05.2014, Seattle, USA.

**Ruth, N.** & Schramm, H. (2014). „The Voice of the music industry.“ Alternative Marketing-Optionen bei Musikcastingshows. [Alternative marketing options in music talent shows]. Popular Culture and Media group of the Society for Media Studies (GfM), 30.01-01.02.2014, Karlsruhe, Germany.

Spangardt, B., **Ruth, N.** & Schramm, H. (2014). Der Einfluss der Gestaltung des Musikprogramms auf das Flow-Erleben beim Radiohören. [The influence of music programming on the radio on flow experience in listeners]. Media Reception and Effects division of the German Association of Communication (DGPUK), 23.-25.01.2014, Hannover, Germany.

**Ruth, N.**, Spangardt, B. & Schramm, H. (2013). „Wir ham' gehört, unsere Songs laufen im Radio.“ Zur Programmgestaltung und Auswahl deutsch- und fremdsprachiger Musik im Radio. [On radio music programming using German songs]. German Association for the Study of Popular Music (ASPM), 22.-24.11.2013, Giessen, Germany.

Schramm, H. & **Ruth, N.** (2013). Einfluss von Musikcastingshows auf Jugendliche und junge Erwachsene. [Influence of music talent shows on adolescents and young adults]. German Society for Music Psychology (DGM), 06.-08.09.2013, Frankfurt, Germany.

Guest

**Ruth, N.** (2020). Music was my first love? The influence of musical abilities on the

- talks      development of personality. University of York, 12.05.2020, online.
- Ruth, N.** (2014). Medienkommunikation und Event-Management. Justus-Liebig-Universität Giessen, 10.06.2013, Giessen, Germany.
- Posters      **Ruth, N.**, Abdulkadir, A., Anjum, T., Kelly, L., Miah, M., Rahman, M. Y., Sunderland, D., & Müllensiefen, D. (2021). STOMP vs MUSIC: Where and why musical preferences for music clips and genre labels do not match. German Society for Music Psychology (DGM), 02.-03.09.2021, online.
- Ruth, N.**, MacGregor, C. & Müllensiefen, D. (2020). Associations between personality and musical emotion discrimination in secondary school students. Brain Cognition Emotion Music Conference, 20.-21.05. 2020, Canterbury, UK (online).
- Ruth, N.** & Schramm, H. (2019). Wechselwirkung emotionaler Musik und prosozialer Songtexte auf Kognitionen, Emotionen und Verhalten. [Interaction effect of emotional music and prosocial lyrics on cognition, emotion and behaviour]. German Society for Music Psychology (DGM), 06.-08.09.2019, Eichstätt, Germany.
- Ruth, N.** & Metcalfe, T. (2018). "Pass the Courvoisier." Produktplatzierungen im Hip Hop zwischen 1990 und 2017. ['Pass the Courvoisier.' Mentions of products in hip hop music between 1990 and 2017]. German Society for Music Psychology (DGM), 07.-09.09.2018, Gießen.
- Ruth, N.** (2018). Only Good Vibes. Investigation of the production and reception of mood playlists on music streaming services. International Conference on Music Perception and Cognition (ICMPC)/European Society for the Cognitive Sciences of Music (ESCOM), 23.-27.07. 2018, Graz, Austria.
- Metcalfe, T. & **Ruth, N.** (2018). "Beamer, Benz, or Bentley": Mentions of products in hip hop music. International Conference on Music Perception and Cognition (ICMPC)/European Society for the Cognitive Sciences of Music (ESCOM), 23.-27.07. 2018, Graz, Austria.
- Spangardt, B. & **Ruth, N.** (2017). Effects of vocals in advertising songs. European Society for the Cognitive Sciences of Music (ESCOM), 31.07.-04.08.2017, Gent, Belgium.
- Ruth, N.** & Spangardt, B. (2017). Product Placements in Popular Music. European Society for the Cognitive Sciences of Music (ESCOM), 31.07.-04.08.2017, Gent, Belgium.
- Ruth, N.** (2016). "Gonna make a difference" – Effects of prosocial engagement of musicians on music appraisal of recipients. International Conference on Music Perception and Cognition (ICMPC), 05.-09.07.2016, San Francisco, USA.
- Ruth, N.** (2016). "Let's start giving" – Effects of prosocial music and corresponding media coverage on prosocial behavior. International Conference on Music Perception and Cognition (ICMPC), 05.-09.07.2016, San Francisco, USA.
- Ruth, N.** & Poltorak, G. (2015). Heal The World. Eine experimentelle Untersuchung zum Einfluss prosozialer Musik auf Empathie und altruistische Handlungsabsichten. [An experimental investigation on the influence of prosocial music on empathy and altruistic behavioral intention]. German Society for Music Psychology (DGM), 11.-13.09.2015, Oldenburg, Germany.

**Ruth, N.** & Thomamüller, C. (2015). Wie viel Gewalt steckt in populärer Musik? Ein inhaltsanalytischer Genrevergleich zur Gewaltdarstellung. [How much violence is in popular music? A content analysis of violence compared across genres]. German Society for Music Psychology (DGM), 11.-13.09.2015, Oldenburg.

**Ruth, N.**, Spangardt, B. & Schramm, H. (2015). "TV's Got Talent". On reception and economic aspects of German music talent shows. European Society for the Cognitive Sciences of Music (ESCOM), 17.-22.08.2015, Manchester, UK.

Böhm, T. & **Ruth, N.** (2015). "You Can Count on Me" – Effects of prosocial music on the affective and cognitive aggression level. European Society for the Cognitive Sciences of Music (ESCOM), 17.-22.08.2015, Manchester, UK.

**Ruth, N.** & Schramm, H. (2014). Unsere Superstars. Untersuchung zur Wahrnehmung von Musikcastingshows mittels Online-Befragung. [Our superstars. Online investigation on the reception of music talent shows]. International Association for the Study of Popular Music D-A-CH (IASPM), 24.-26.10.2014, Siegen, Germany.

**Ruth, N.**, von Georgi, R., Vuong Le, Q., Schatz, J., Wolf, M. & Bullerjahn, C. (2010). Hat das eigentlich noch irgendetwas etwas mit Musik zu tun? – Eine Untersuchung zur Bedeutung der Musik auf die Spielleistung beim Musikspiel Guitar Hero. [Is this related to the music? An investigation of the importance of music on scoring in the video game Guitar Hero]. German Society for Music Psychology (DGM), 08.-10.10.2012, Wuerzburg, Germany.