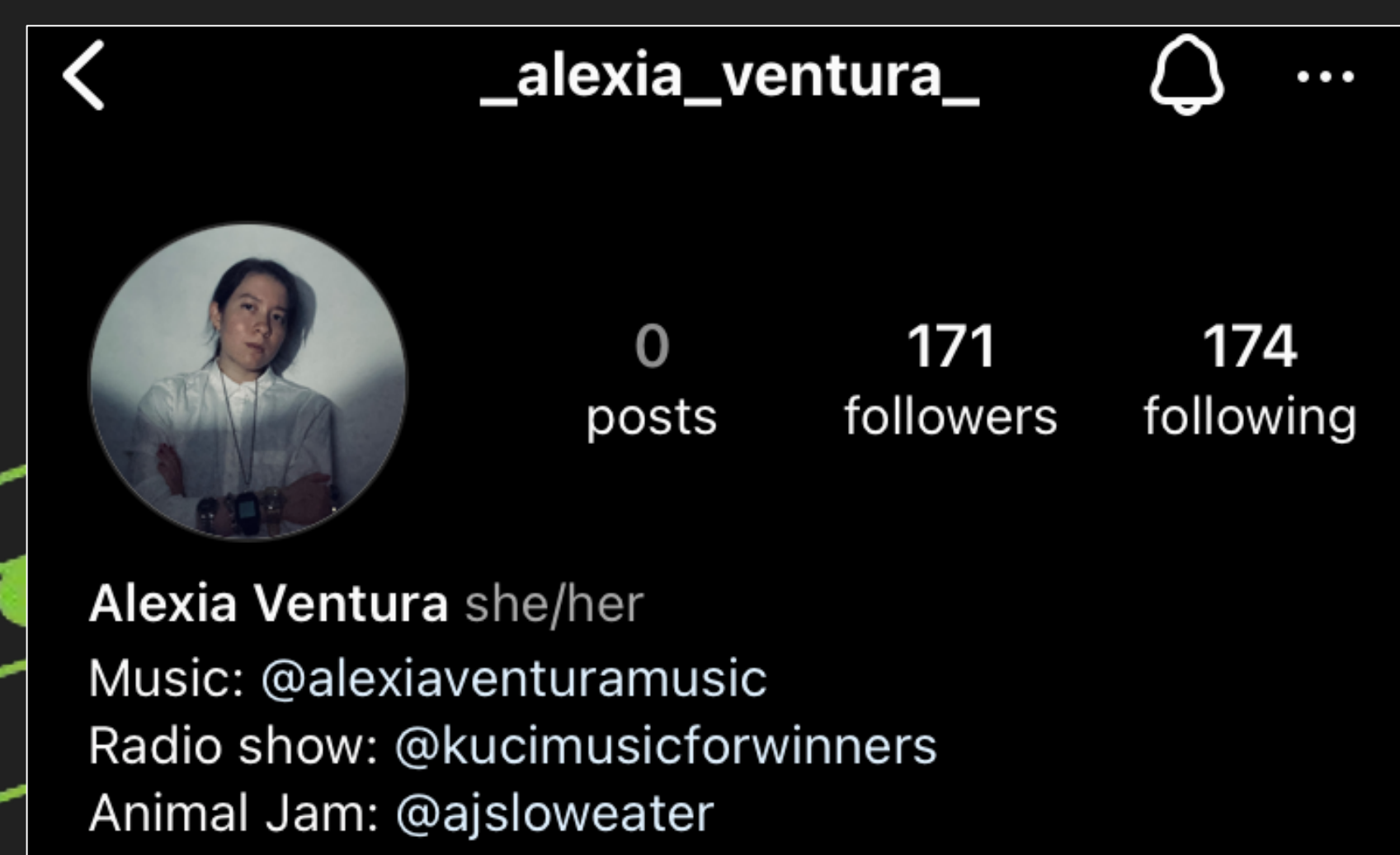# Attitude and Emotional Response to Social Media Among Aspiring Musicians and Music Consumers and Design Approaches to Mitigate Negative Emotional Outcomes

Researcher: Alexia Ventura   **Mentor:** Dr. Darren Denenberg, Department of Informatics
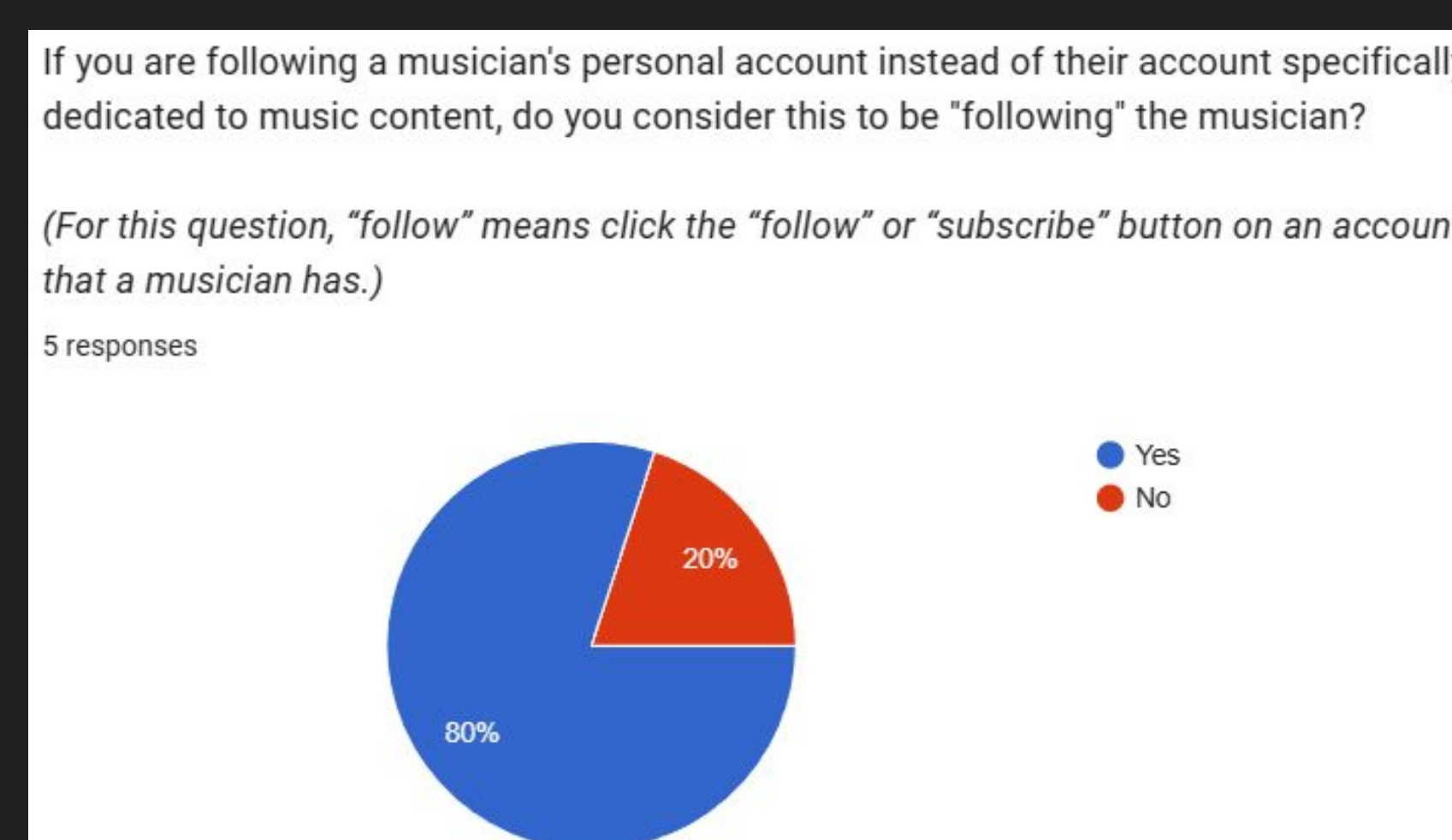
PURPOSE

A musician who is just starting out is in immediate competition with other musicians due to the social media algorithm and hierarchy. This human-computer interaction research project investigates how music consumers, the design of social media, and the musician's usage of social media influence a musician's ability to promote themselves online.

Current Instagram design for connecting multiple accounts in one place

DESIGN PROBLEM

In 2024, two surveys were sent to music consumers between the ages of 18-24. These results implied that creators have trouble fully reaching their audience without using multiple accounts or platforms, and consumers have trouble finding their preferred content, when the design lacks more thorough, organized filtering. This especially affects a creator's ability to establish their credibility via a follower count.
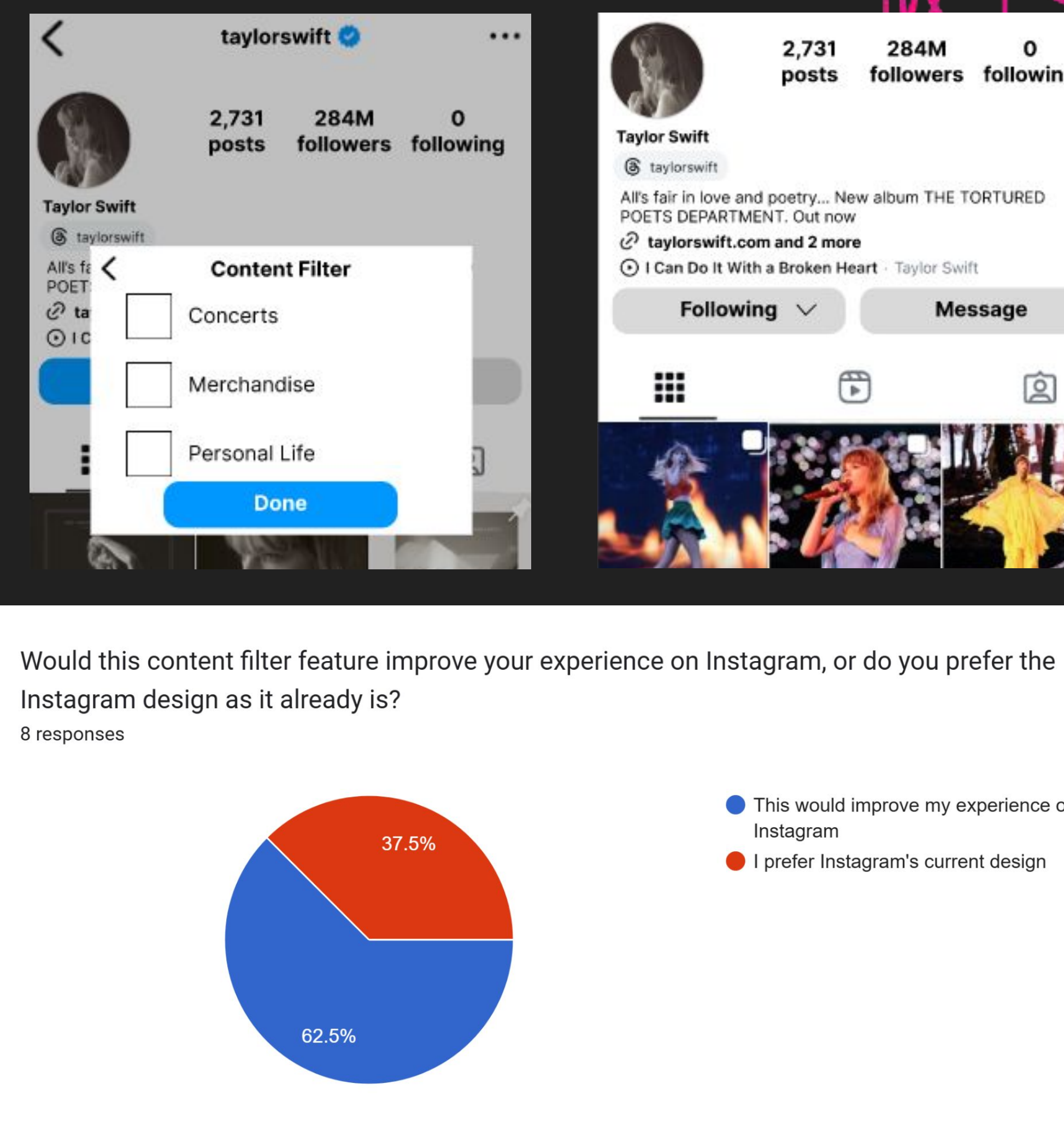

The 2024 survey result that implied the design problem the most
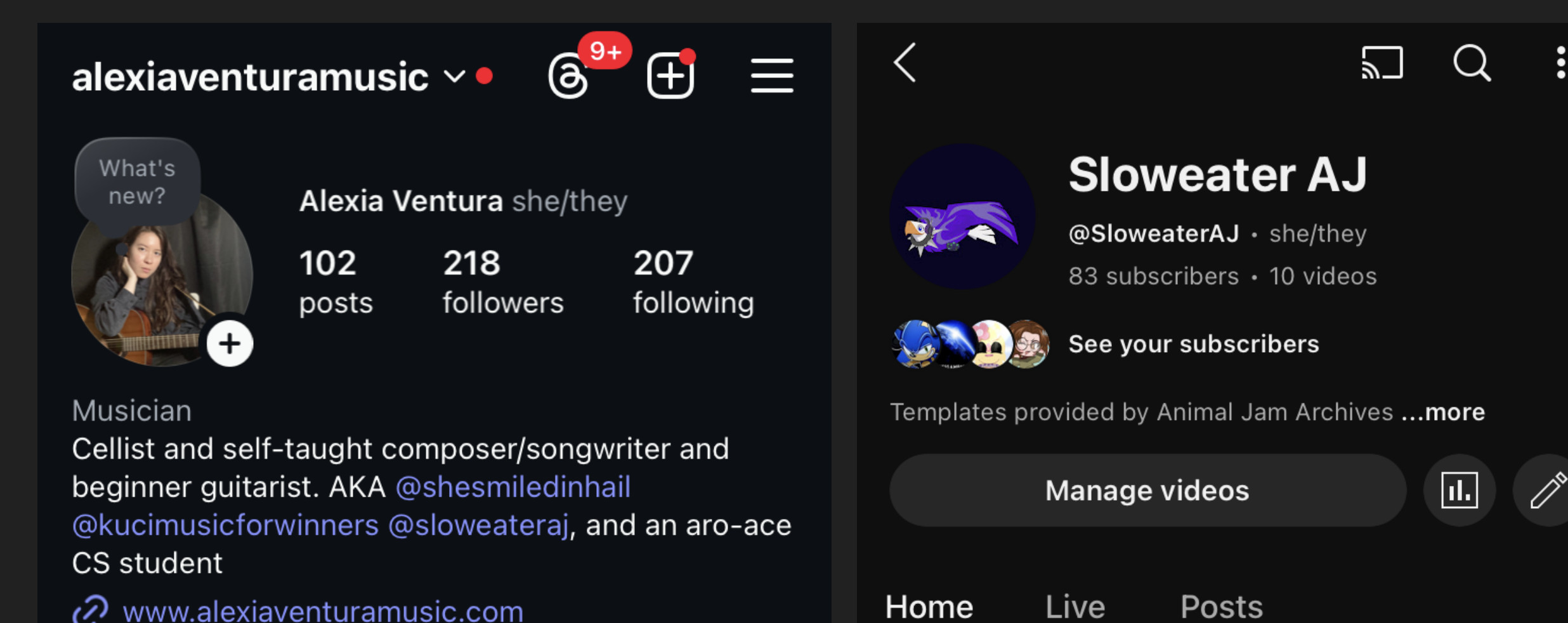
INNOVATIONS

To determine more design improvements for making an original social media design, the following studies with results have been or will be conducted in 2025.

One survey asked respondents to review a prototype of a filter design for following creators on Instagram.

The filter prototype and its feedback

Further data was collected from growing a social media audience based on advice. The following growth happened on Alexia Ventura's music Instagram account and gaming YouTube channel, after a month.
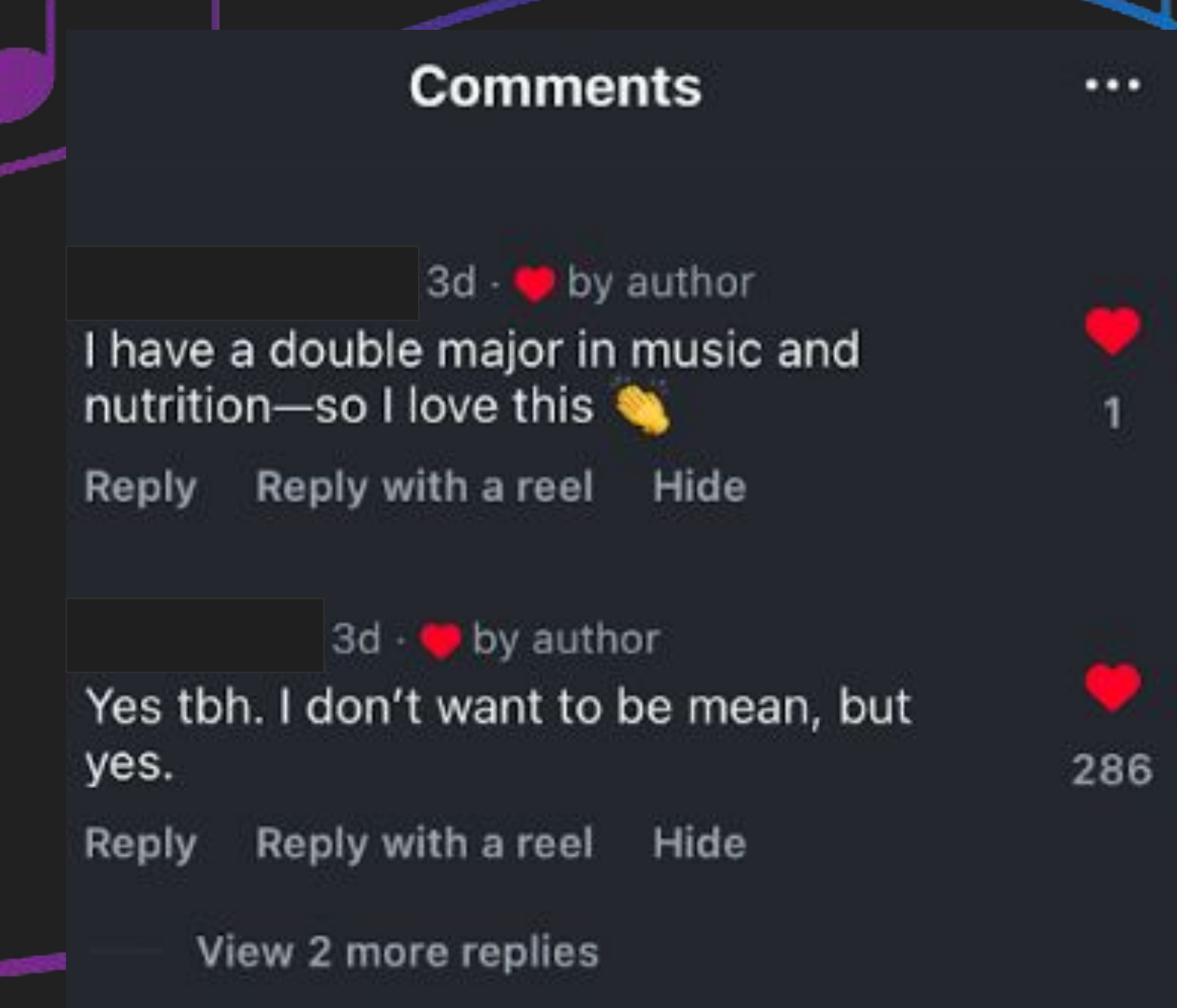

From 60-70 followers   From 2 subscribers

FURTHER DESIGNING

More data will be collected about using Spotify and humanizing social media, including by borrowing elements from gaming.

The next step of this project is to draw sketches that incorporate a few key findings from the data already collected. Some of the innovations that will be explored include:

- an improved comment moderation system to minimize notification spam and algorithmic favoring of negative comments based on likes

- a real time game or virtual reality experience along with an interface tailored to encourage networking, anti-bullying, goal achieving, and inclusivity (including for music experience)