

EMOTIONAL RESPONSE TO MUSIC STIMULI

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Motivation



WHY DOES CERTAIN
MUSIC MAKE US FEEL THE
WAY WE DO?



HOW ARE EMOTIONS
MAPPED IN OUR BRAIN?

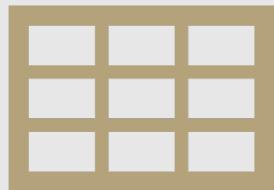


WHAT CHARACTERISTICS
OF MUSIC LEAD TO
CERTAIN EMOTIONS?



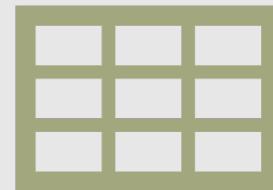
IS IT POSSIBLE TO
TRIGGER EMOTIONS
USING CERTAIN MUSIC?

Data



DATASET - 1 (Design Matrix)

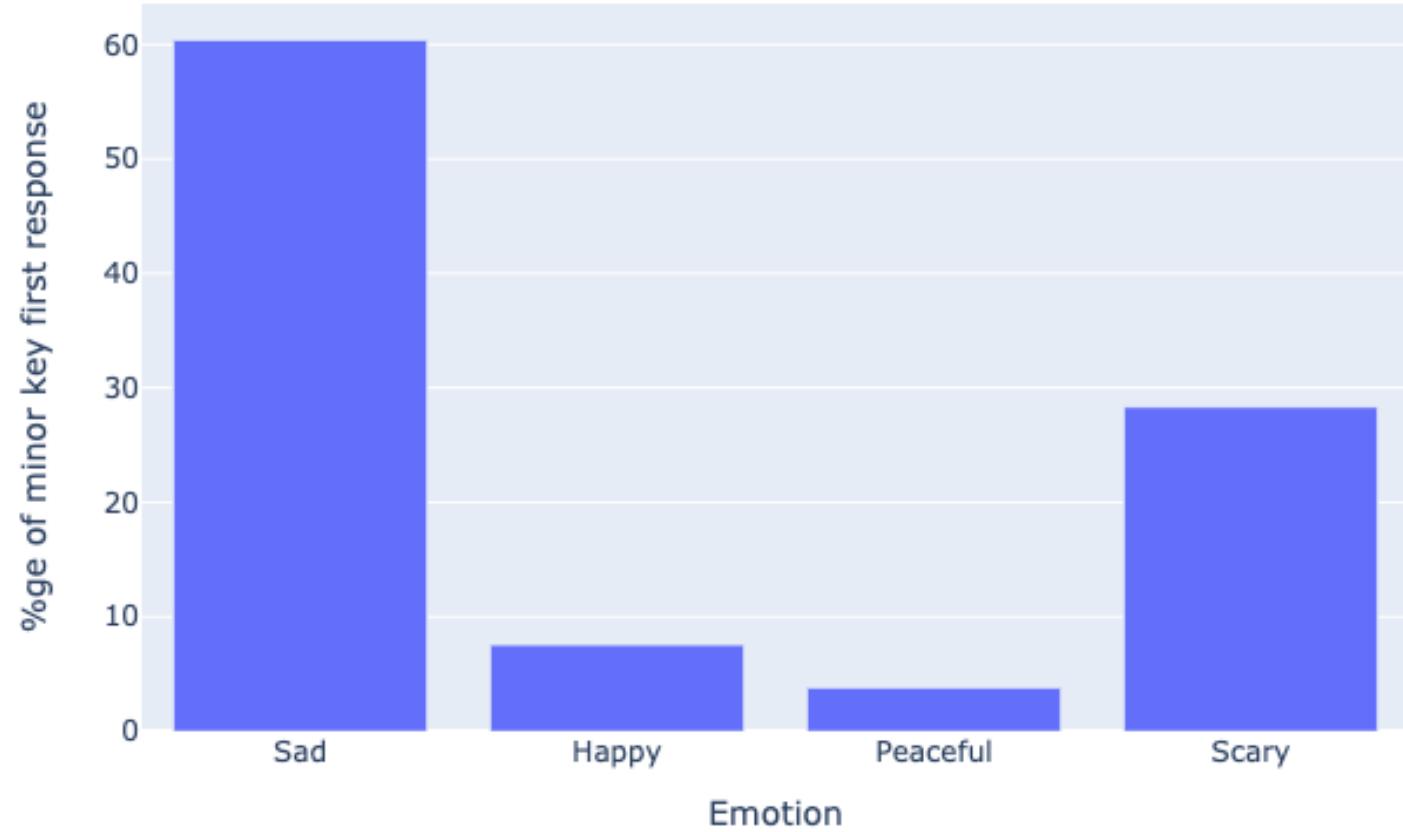
200 music stimuli waves
4 main categories: Sad, Happy, Scary, Peaceful
6 various components of the clip are altered



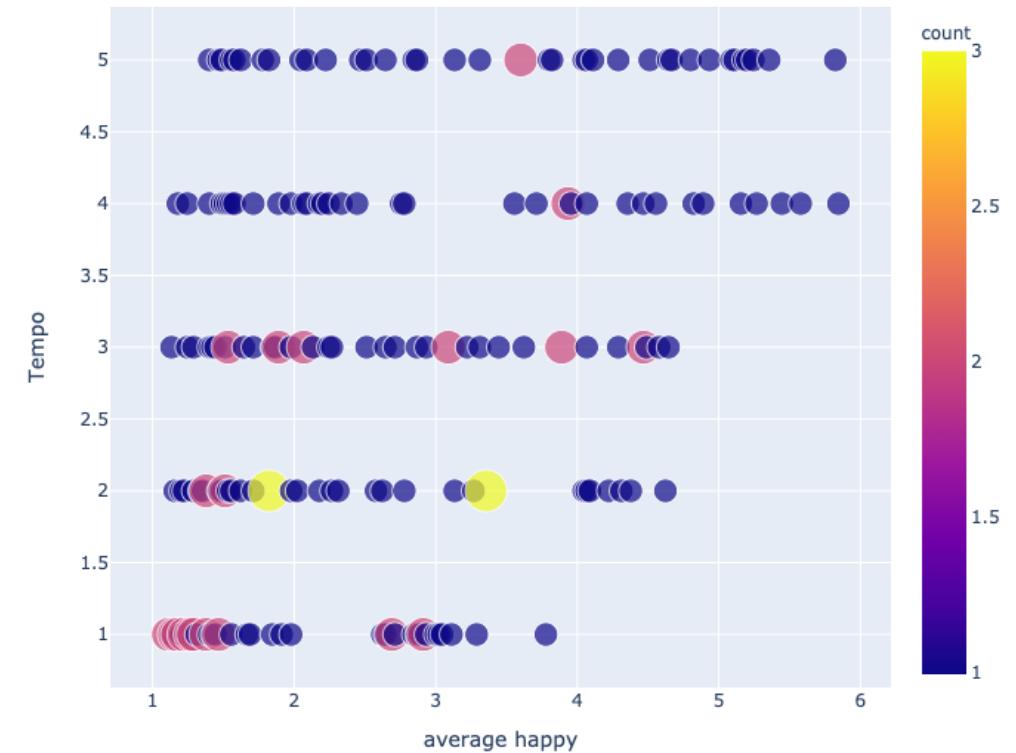
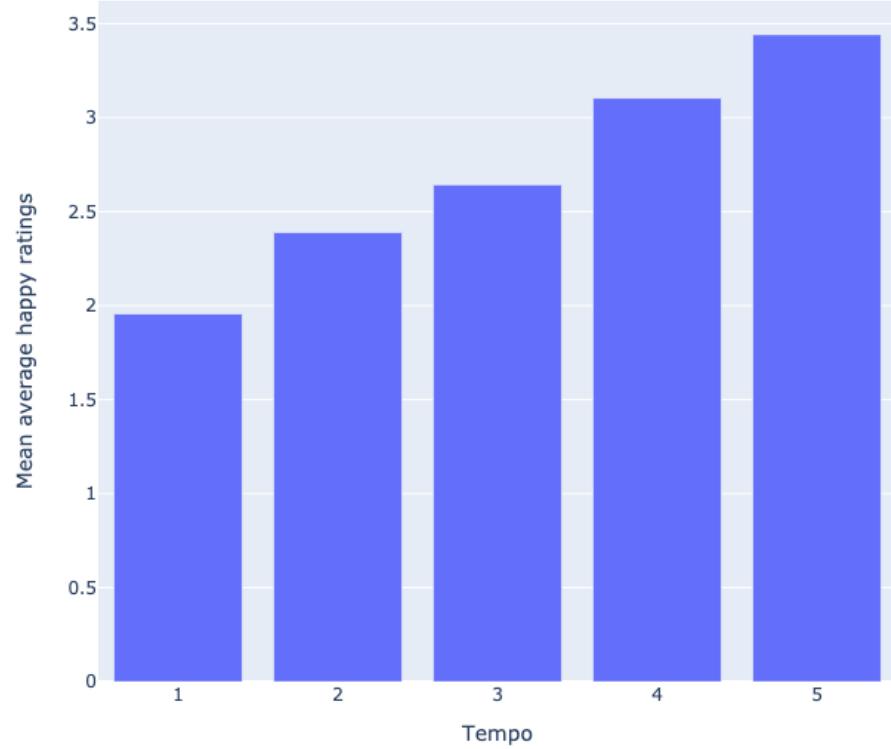
DATASET - 2 (Mean emotional Response)

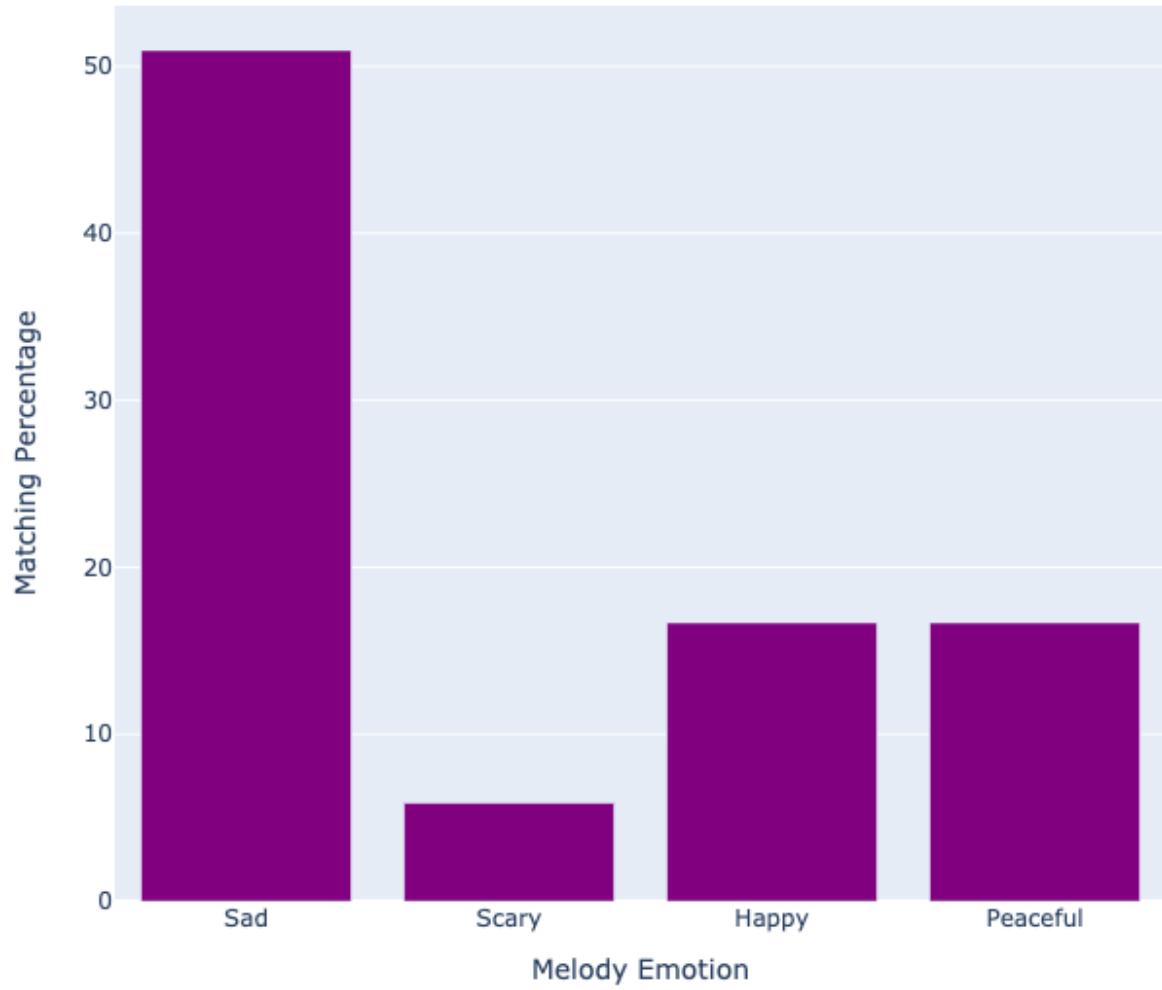
Each stimuli is rated as Sad, Happy, Scary, and Peaceful on a scale of 1 to 7 (4 ratings per person per stimuli)
Mean of 42 responses stored in this table for each stimuli

STIMULI DEMO



Q1: DOES A
MINOR KEY
MELODY
ALWAYS INCUR
A "SCARY"
RESPONSE?





Q3: WHICH MELODY
DESPITE CHANGING
VARIOUS FACTORS
MORE OR LESS
ILLICITED THE SAME
EMOTIONAL
RESPONSE AS THE
BASE TUNE?

WHAT DO THESE RESULTS MEAN



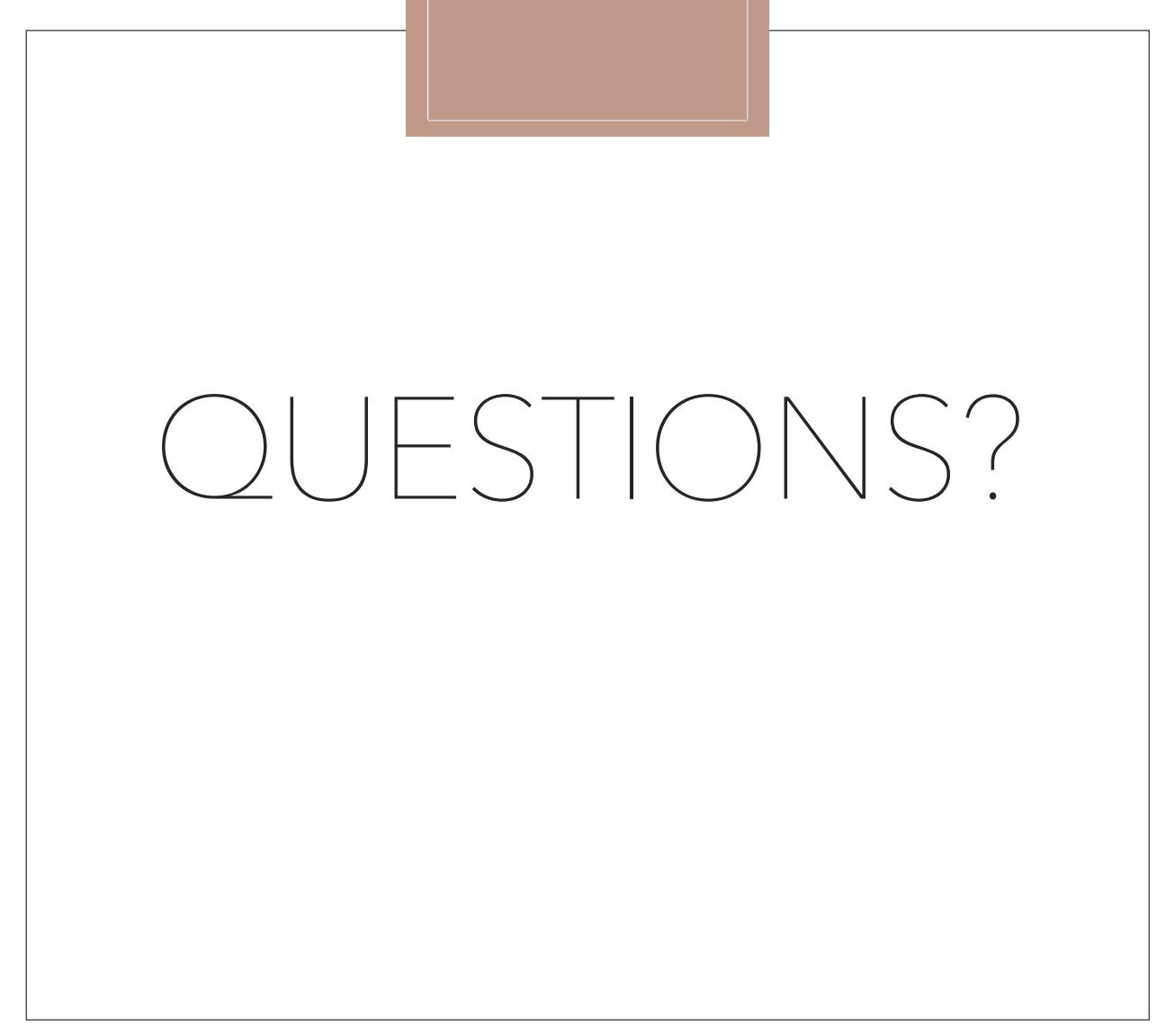
Clearly there is a strong connection between emotional response and various characteristics of music, irrespective of other factors such as lyrics, demographic, background, etc.



A deeper dive into the backgrounds of the subjects, the inherent tastes of the subjects could lead to further understanding of how humans map emotions, and maybe how certain emotions can be tapped



Tempo clearly has a great influence in emotional response, as does key shifts which is intuitive but interesting to map in reality



QUESTIONS?

