HUMAN MACHINE INTERACTION

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HUMAN INFLUENCES THE MACHINE

CUSTOMISING PLAYLISTS
In this scenario, the user has significant control over the music listening experience. The user actively chooses songs, creates playlists, and curates their listening experience manually.
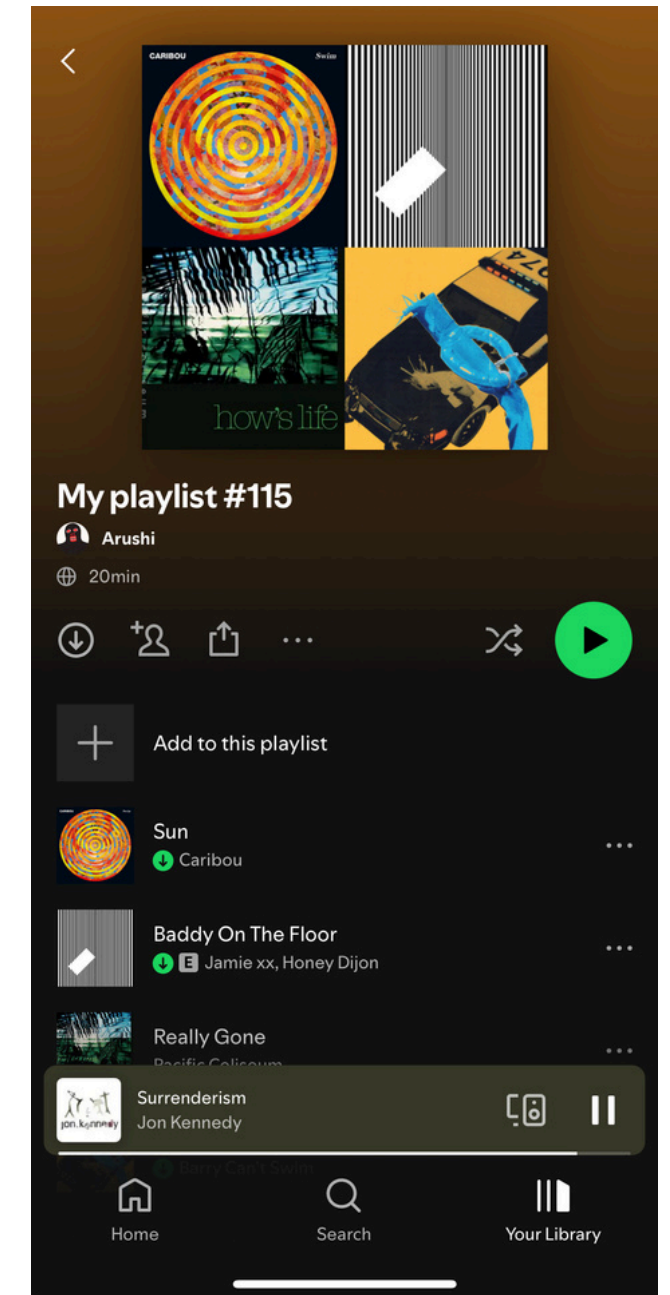
Human Action
User manually selects songs and organises them into a personalised playlist for a specific genre/mood.

Machine Response
Spotify plays the selected songs in the order arranged by the user without making any autonomous changes or recommendations.
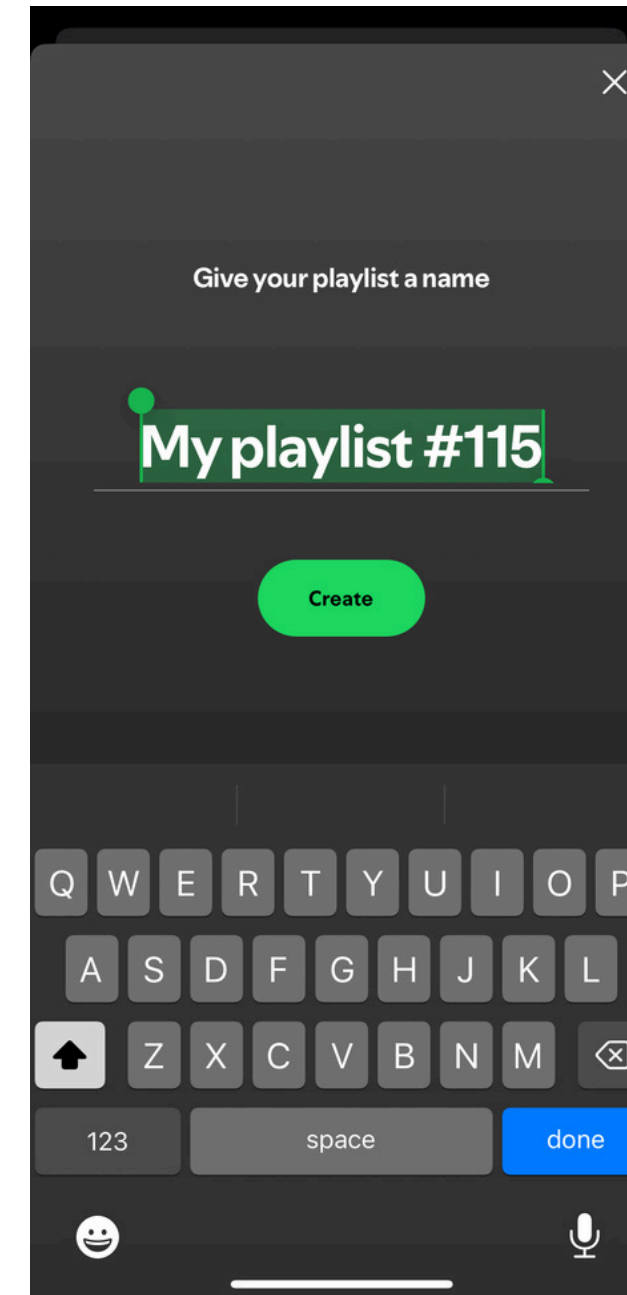
User can make a playlist

User can listen to a playlist in the order they want to

THE MACHINE INFLUENCES HUMAN
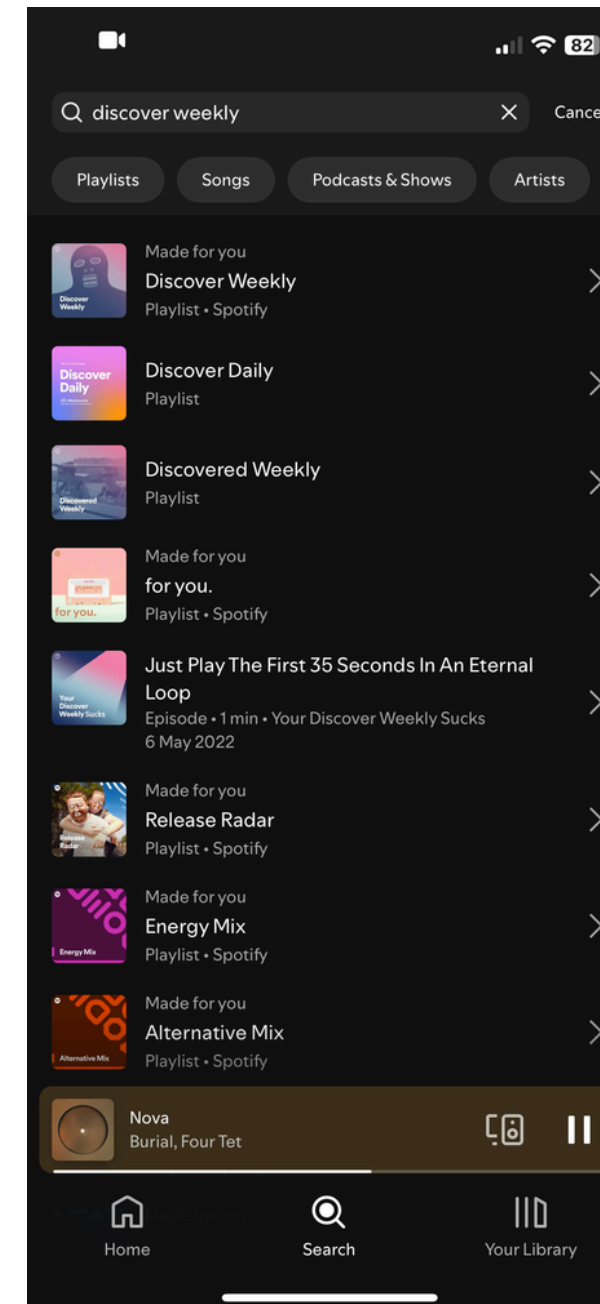
SPOTIFY'S DISCOVER WEEKLY
Here, the machine has a major influence on the listening experience. Spotify uses algorithms to analyse the user's listening history and preferences to suggest new music that the user might enjoy.
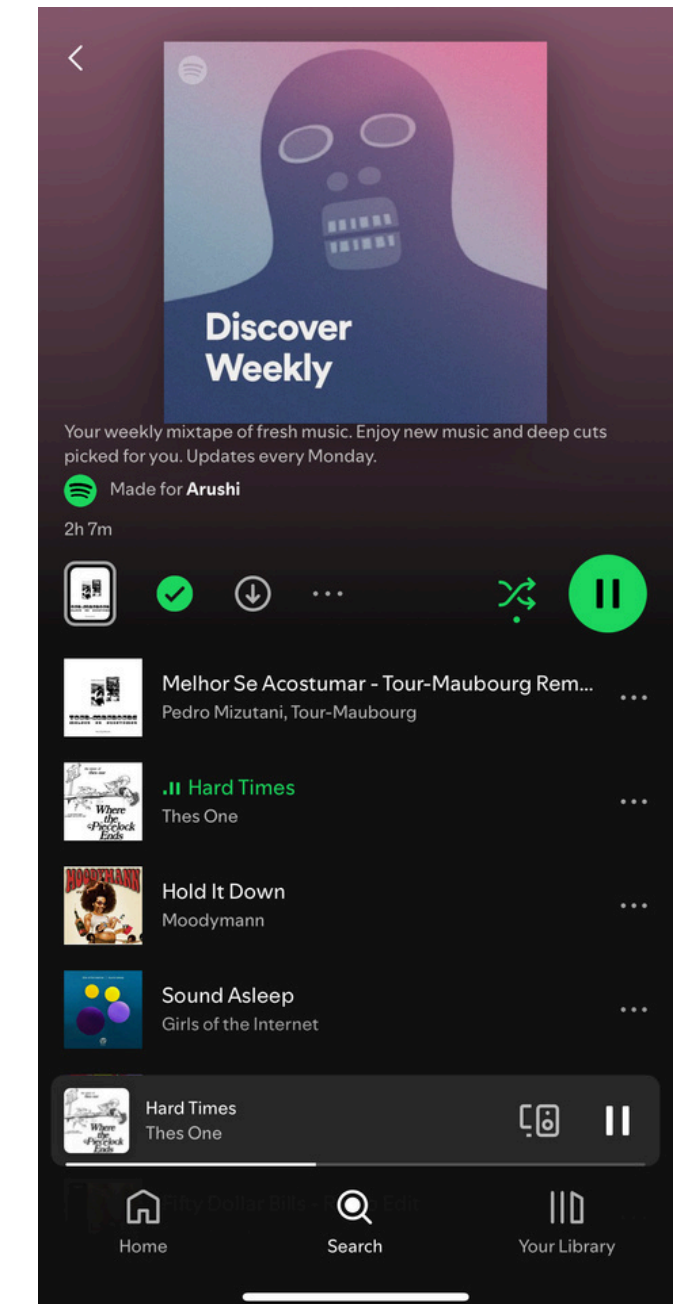
Machine Action
Spotify generates a Discover Weekly playlist based on users previous listening habits and preferences.

Human Response
User listens to the suggested playlist, discovering new songs and artists based on Spotify's recommendations.

Discover weekly makes fresh playlists for users based on their music taste.

Spotify will make a completely new playlist based on the users history and taste

HUMAN AND MACHINE EQUALLY INFLUENCE THE INTERACTION

DAILY MIX PLAYLISTS

In this scenario, both the human and the machine contribute significantly to the listening experience. Spotify creates Daily Mix playlists that blend the user's favorite tracks with new suggestions, based on the user's listening history and preferences.

Human Action

User selects a Daily Mix playlist that includes a combination of their favourite genres and artists.

Machine Response

Spotify curates the playlist by mixing users frequently played tracks with similar songs it thinks they might like.

Combined Influence

Users preferences shape the overall direction of the playlist, while Spotify's algorithm introduces new tracks and maintains a fresh listening experience.
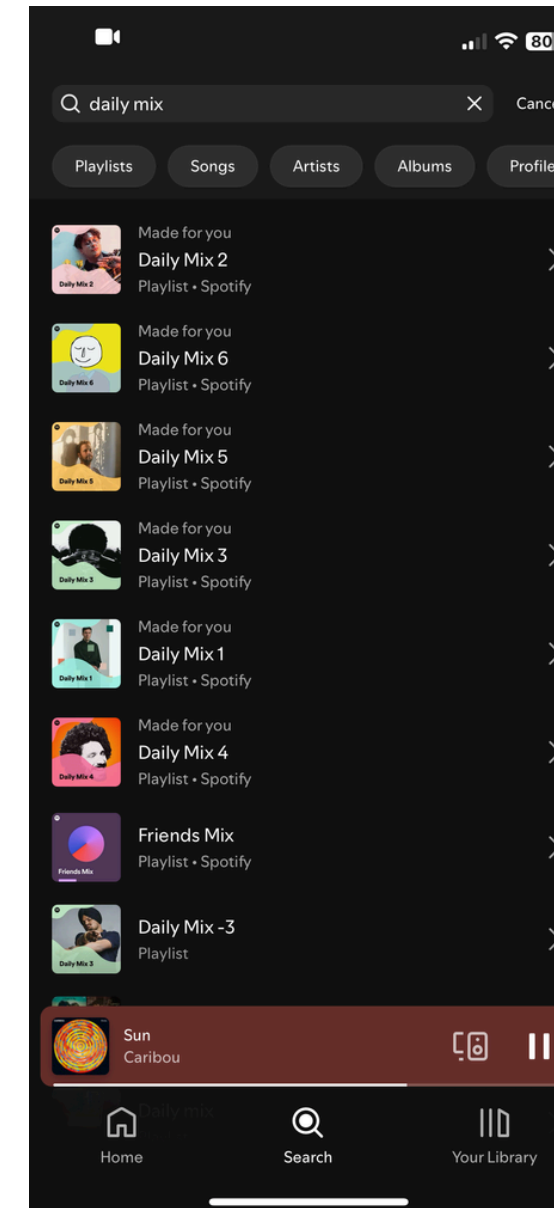
Spotify will make a new playlist based on the users history and taste
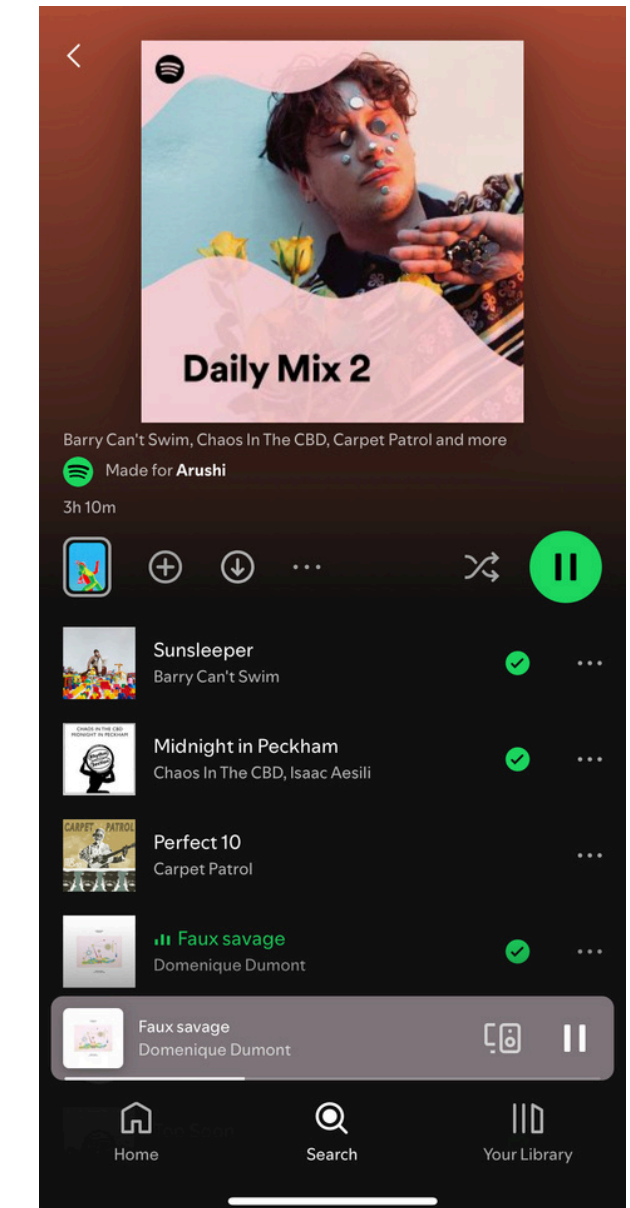
The playlist will have songs the user has already heard and new songs that the user has not heard