



Finding The Balance Between Modern Music and Traditional Music in GCIT

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Abstract

The purpose of this research is to find the balance between traditional music and modern music in GCIT. It is noticed that GCIT focuses more on traditional music than modern music, hence we came up with this research to find a balance. In order to achieve this, the qualitative as well as quantitative research design was adapted. This study includes both students and staff of GCIT. Not only that, we have used a stratified random sampling for the interview, where 5 random students and 5 random staff were selected for the interview. A questionnaire which comprises ten questions has been set up to collect the data from the participant. A question mainly focuses on their preference of the music and how the audience and college thinks about different generations of music. The research questions were analyzed and tested using graphs and pie charts. The research findings showed that the majority of the students feels that there should be a balance between the traditional and modern music in GCIT. The research concluded that for the enjoyment of both the students and elderly people, there should be a balance between traditional and modern music.

Contents

1	Research Overview	1
1.1	Introduction	1
1.2	Objective	2
1.3	Scope and Limitation	2
1.4	Significance	2
2	Literature Review	3
3	Data Analysis and Discussion	5
3.1	Research Methodology	5
3.2	Results and Discussions	7
4	Conclusion and Recommendation	17

Chapter 1

Research Overview

1.1 Introduction

Bhutan is a small country widely known for its unique culture. One such culture is Music. Music in Bhutan is one of the most important cultures as it has been passed down from generations and has been a source of transmitting knowledge, history, nationalism, and spirituality. And over the generations, spiritual and folk music such as “Boedra” and “Zhungdra” has dominated the musical landscape of our country. However, in the 1960s the electronic instruments were introduced into the music of Bhutan. And such music also called “Rigsar” was popular among the youth of the country.

The music of Bhutan can be distinctly divided into traditional and modern music. Traditional music includes folk and religious music where modern music includes music with electronic instruments. Today the modern music also called “Rigsar” has become popular amongst the youth of the country. The “Rigsar” features mostly in films and television which has had a great influence on the younger generations. Because of this, the older generation fears that traditional music will be forgotten. Hence, youths are made to dance and sing in traditional music to preserve the culture. Similarly, in GCIT (Gyalpozhing College of Information Technology) the administration has been focusing more on traditional music in the name of preserving the culture, making the students dance and sing in traditional music in every event. It is seen that in any event, we could see more of traditional music and less of modern music.

Since there is no balance between the two music in GCIT and GCIT has focused only on traditional music. Is it okay to focus only on one generation of music? So, with this research, we are going to find the balance between two kinds of music by finding which generation is more interested in which genre of the music.

1.2 Objective

The purpose of this research is to find the balance between traditional music and modern music in GCIT College.

- To identify the preferences of music based on age group.
- To show the importance of both the music in any events.
- To check / identify how different music affects the audiences

1.3 Scope and Limitation

Scope

The scope of this research is to find the balance between the traditional music and modern music in GCIT college. Our main target are students and staff of GCIT college.

Limitation

For the research, a survey was sent to all the students and staff. But due to time limit we got total of 69 respondents from which 48 were from students and 21 were from staff.

1.4 Significance

This research is significant to students and staff of GCIT College. The research will help to find the balance between traditional music and modern music in the GCIT College which means more opportunity for modern music. The research gives information about music preferences over different age range which will ease the work of college management when deciding the item list so that the audience will enjoy the cultural event. This study will show that for the enjoyment of both students and staff in any program there should be a balance between both traditional music and modern music.

Chapter 2

Literature Review

The Influence of Personal Values on Music Taste: Towards Value-Based Music Recommendations

The research was done in Delft University of Technology by Alan Hanjalic, Cynthia C.S. Liem and Sandy Manolios the faculty members of Delft University of Technology.

Personality has been shown to be a valid construct to describe people. Beyond personality, there are more ways to describe a person's identity. One of these ways is to consider personal values. Personal values have been proposed as another psychological model to describe people. In this paper, music is taken as a use case to show that personal values indeed play a role in people's music preferences by using a marketing interview technique to elicit 22 users' personal values connected to their musical preferences. Till now no concrete value-based recommender systems exist yet.

Here they have employed the laddering technique, which is a well-known and well-proven interview technique in the field of marketing. It is based on the Means-End Theory. According to this theory, people choose to consume certain products instead of others, guided by their personal values. However very little to almost no work has been done to investigate the link between personal values and recommendations. From the qualitative interview data, a hierarchical value map of music preference is built, giving useful first insights into connections to further investigate in future quantitative recommender-oriented studies. The study was conducted using in-depth face-to-face individual interviews. The interviews lasted around an hour, but the duration was often extended to allow the participants to formulate their answers as elaborately as they wanted.

The questions were kept vague on purpose and emphasized the freedom in formulating the answer. From the 22 participants, the mean age was 30.82 years old, with a standard deviation of 11.29. 50.09% of the participants were Bachelor or Master Students at a university. The rest (36.36 percent) of the participants were at least university graduates. In the population, there were 33 percent female participants. As for the country in which the participants grew up, 54.6% grew up in European countries and 45.5% in Asian countries, thus showing high cultural balance. 81% of the participants declared having at least some experience in the practice of music.

Personal values are not the sole drivers of music but most of the interviewees did express more than one personal value during their interviews. Moving up to personal values, not all personal values were equally influential, 6 personal values emerged as particularly dominant from our interviews. Their findings were, while people could not always relate their music preferences up to the personal value level, multiple concrete connections between preferences and values could be found.

THE ATTRIBUTES AND VALUES OF FOLK AND POPULAR SONGS

The research is done by Dasho Sonam Kinga, senior research officer at the Center for Bhutan Studies.

This paper is divided into three sections. Section I: Attributes of Folk Songs, critically analyses the various attributes of folk songs and draws some comparisons with rigsar songs. Section II: Emerging Changes - The Development of Rigsar Songs, traces the development of rigsar and looks at institutions that promote it. It will also briefly discuss the limitations of institutions concerned with the promotion of folk songs and dances. Section III: Value Analysis of Folk Songs and Rigsar Songs, some of the religious, social, environmental values of folk songs, and those promoted by rigsar will be studied.

The songs are conventionally classified into Zhungdra, Boedra, and Rigsar. These three may be broadly categorized as Traditional Songs and Rigsar. Zhungdra and Boedra are traditional songs but there are many more songs that fall under this category. Popular songs and music, which came to be known as rigsar, began to develop in Bhutan in the late 1960s, and they have gradually become part of new entertainment culture. They are greatly influenced by non-Bhutanese songs and music from the very beginning and are very popular particularly among urban youths. Young boys and girls in rural areas are increasingly learning and singing them.

Two of the most cited reasons for the popularity of rigsar songs are the language which makes them much more understandable and the music which is similar to those used for western popular songs. The BBS, in its occasional listener survey about its English programs, finds that the top ten songs in the US or UK are also among the top ten in popularity among the youth of Thimphu. The number of album traditional songs and music produced were also much fewer than that of rigsar songs. Most of the traditional songs were probably forgotten over the generations since there was no system for documenting songs. Bhutan was an oral society and therefore, the transmission of songs through memory and oral recitation constituted and continues to constitute, an important part of the learning process. This oral tradition was based, however, on a teacher-student relationship. The teacher was a lama, monk, lay monk, or any person who knew a song and taught it to others.

Although traditional folk songs and dances are still a living culture, they are being increasingly overtaken in popularity by rigsar songs, particularly among the youths. The paper concludes by arguing that the popularity of rigsar songs and the specialization of music studios in producing them are gradually challenging the sustainability of the culture of traditional folk songs and music.

After the literature review, we realize that one of the reasons for the difference in people's music preferences could be their personal values. Traditional music indeed needs to be focused on but not allowing to perform modern music at all is not the right answer. More of something is not good. There is a need to understand we cannot control people's preferences. We can hold the water but if we try to grasp it, it drops through our fingers.

Chapter 3

Data Analysis and Discussion

3.1 Research Methodology

Research method

The research design adopted for the study is qualitative as well as a quantitative method.

1. Quantitative method because this design is considered suitable for the researcher to produce data or information through standardized collection procedures based on highly structured research instrument(s) such as surveys and questionnaires.
2. Qualitative method because it is the process of collecting, analyzing, and interpreting non numerical data, such as language.

Sampling method

Stratified random sampling: Stratified sampling is a type of sampling method in which the total population is divided into smaller groups or strata to complete the sampling process. Our scope for this survey is within GCIT. Therefore, the respondents are subdivided or stratified into two categories like GCIT students and staff. Then 5 random sample are selected from each stratum i.e students and staff.

Data Collection

Survey/ Questionnaire

To get the responses for our research we will frame some questions which will be responded by GCIT students and the staff. The question will be in Google form which will be sent through a G-mail account.

Interview

We have set four interview questions and we will conduct interview with the sample selected from stratified random sampling. The interview method will provide the opportunity for the interviewee to share their views and opinions about the music without restriction.

Data analysis techniques and tools

We are going to use Microsoft Excel and Python modules such as matplotlib and numpy to analyze the data collected from the respondents and create the graphs and charts accordingly. With use of python with matplotlib and numpy we will be able to find the center of tendency (mean and mode) of the data received and we can visualize the data in the form of graphs. With the use of Microsoft Excel we can store and it will be useful to plot graphs for data analysis.

3.2 Results and Discussions

In order to get the required data for the research we have conducted a short survey consisting of 10 questions. It was sent to the students and staff of GCIT, the staff consists of both teaching and non teaching staff.

Table 3.1 depicts the total number of samples. Total of 69 samples which consists of 48 samples from students and 21 samples from staffs are collected.

Respondent	No. of samples
Students	48
Staff	21
Total	69

Table 3.1: Total respondents from GCIT

For our research question the maximum response that we got was from age range of 22 to 26. The average age of respondent that responded to our questionnaire was 29.

Average age(mean)	29
Age with most respondent(Mode)	22 to 26

Table 3.2: Total respondents based on age range

Age range	No. of samples
17 -21	22
22 -26	27
27 - 31	7
32 - 36	7
37 - 41	6

Table 3.3: Total respondents based on age range

Correlation between age and number of respondent

We have calculated the value of correlation coefficient between the age and preference of music in which it determines how does the number of respondent change with change in age.

Age Range	People choosing modern music(in percent)
17 - 21	63.6
22 - 26	60
27 - 31	46.1
32 - 36	33.3
37 - 41	14.2

Table 3.4 :Respondents who prefer modern music during cultural events

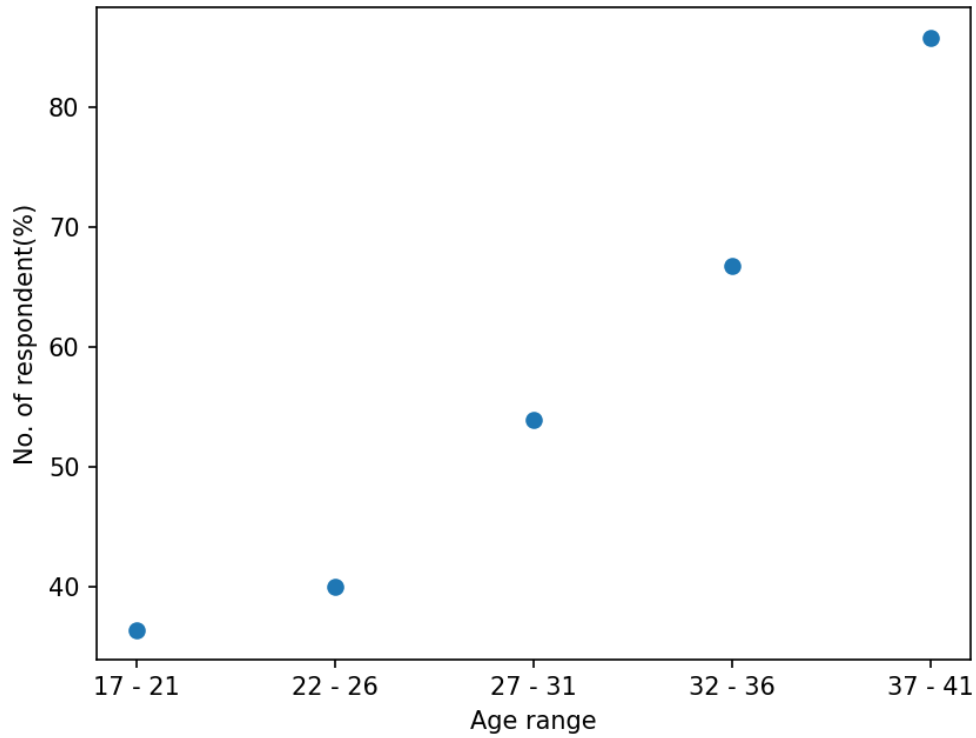


Figure 3.1: Variation of Number of respondent with Age range for Modern music

Table 3.4 shows how many percent of people of different age range prefer modern music. The correlation coefficient was $r = -0.9696$ (Strong Negative correlation), which means when age(independent) increases there is a decrease in percentage of people who prefer modern music.

Age Range	People choosing traditional music(in percent)
17 - 21	36.4
22 - 26	40
27 - 31	53.1
32 - 36	66.7
37 - 41	85.8

Table 3.5: Respondents who prefer traditional music during cultural events

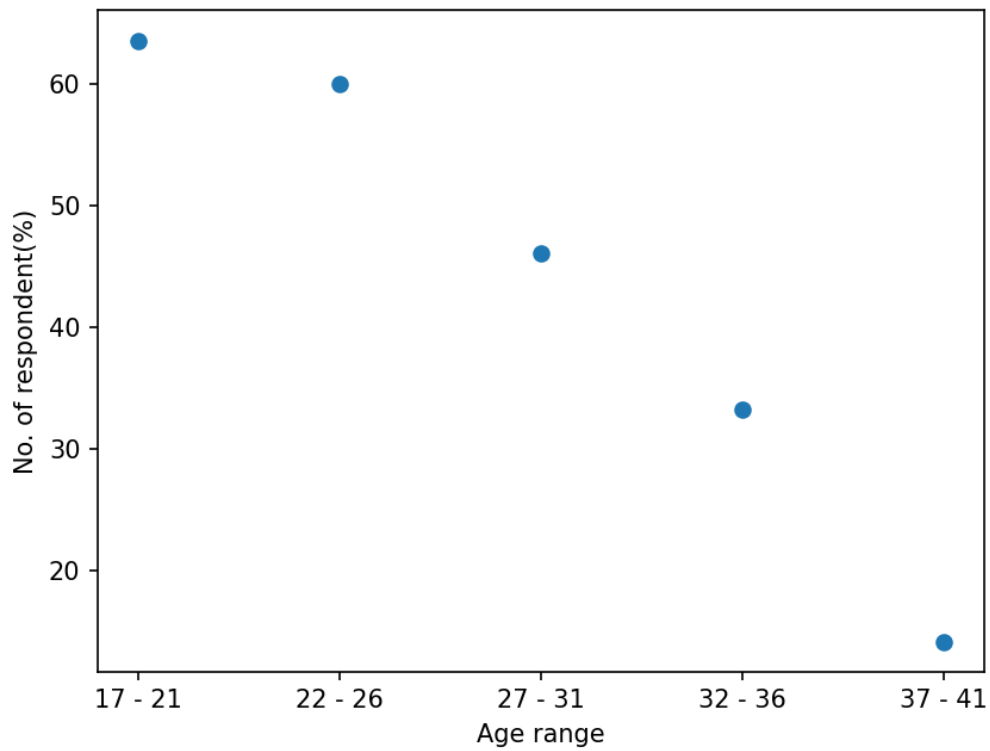


Figure 3.2: Variation of Number of respondent with Age range for Traditional music

Table 3.5 shows how many percent of people of different age range prefer Traditional music. The correlation coefficient was $r = 0.9708$ (Strong Positive correlation), which means when age(independent) increases the percentage of people who prefer traditional music increases.

Comparisons of respondent for music preference with Age vs No. of respondent(in percent)

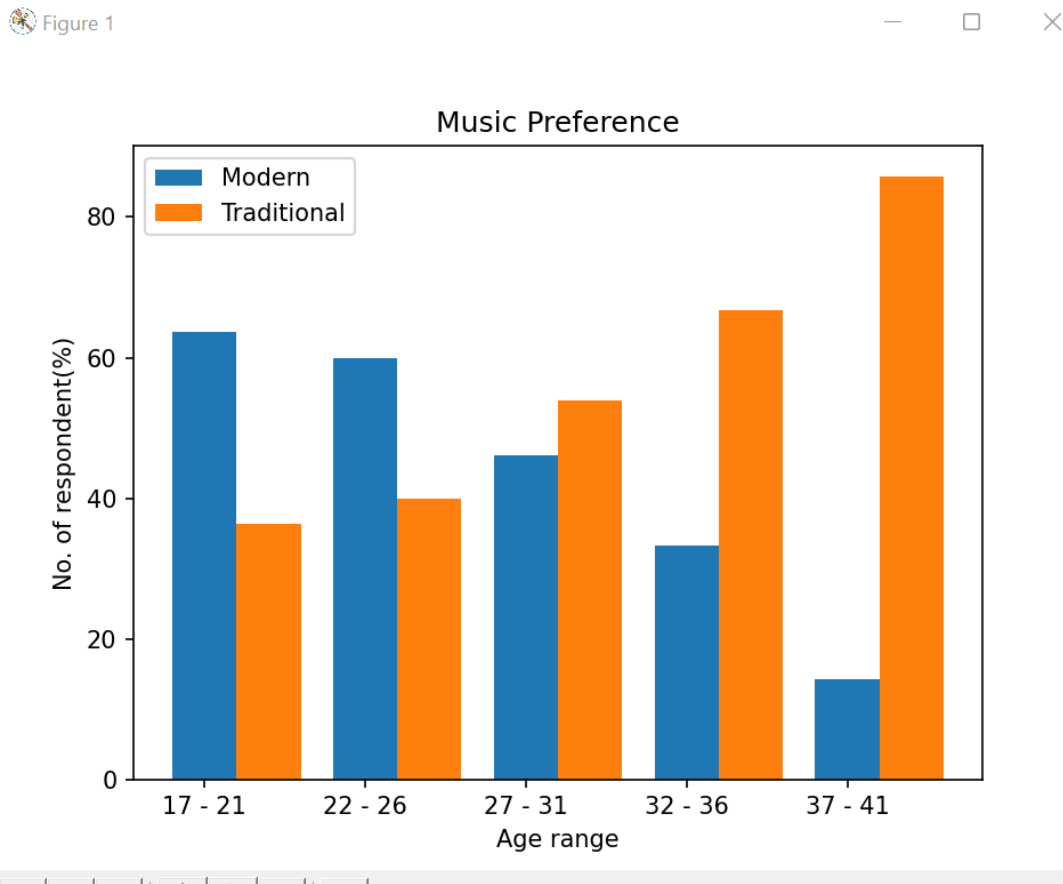


Figure 3.3: Graphical representation of respondent for music preference with Age vs No. of respondent(in percent)

The graph depicts the total number of respondents with their music preferences based on different age range. There are 69 respondents consisting of students and the staff of the GCIT. Those respondents and interviewees who are interested in both the modern music and traditional are counted to the respective music. It tells us that the younger generation are more interested in modern music whereas the older people prefer traditional music. As the age of the people increases, the interest on modern music goes on decreasing and where the interest on traditional music increases with increased age of the people. .

Analysis of Research Question

Research Question 1: Preference of music by different individuals.

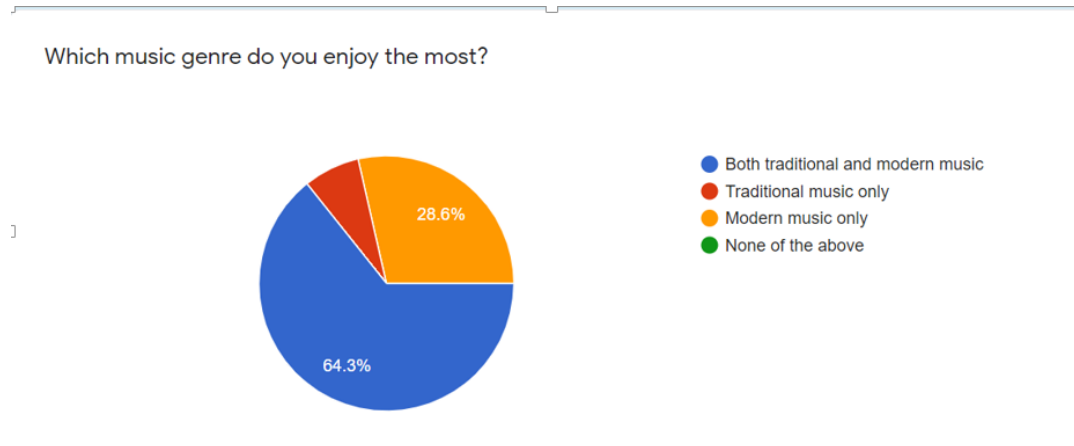


Figure 3.4: Preference of music by different individual

As shown in figure 3.4, maximum of the individual enjoys both traditional and modern music, that is 64.3% out of the total. 28.6% enjoys modern music and 7.1% enjoy traditional music.

Research Question 2: Should there be balance between modern music and traditional music in GCIT.

Do you think that GCIT College focuses more on traditional music?

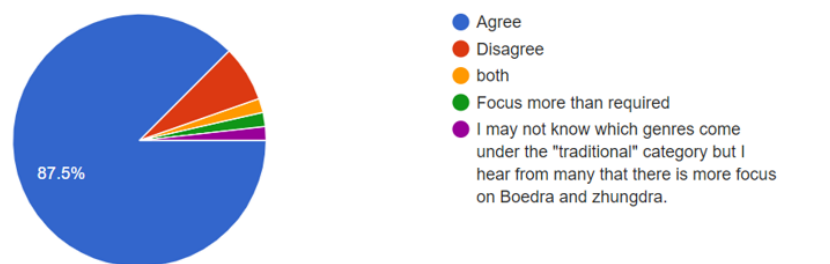


Figure 3.5: Focus of Music in GCIT

From the figure 3.5 , 87.5% agrees that GCIT college focuses more on traditional music whereas 7.1% disagrees with it. We also got other responses from 5.4% of the respondents. From this we can make out that the GCIT focuses more on traditional music than modern music.

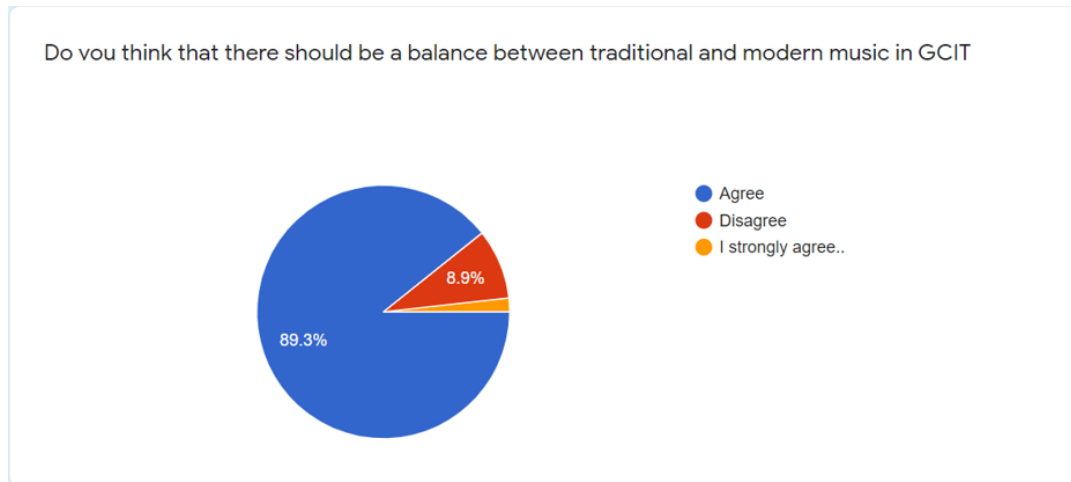


Figure 3.6: Need of balance between traditional music and modern music

From above figure 3.6, we can make out that maximum of the individual thinks that there should be a balance between two music genre in GCIT with 89.3% of the respondents agreeing with it.

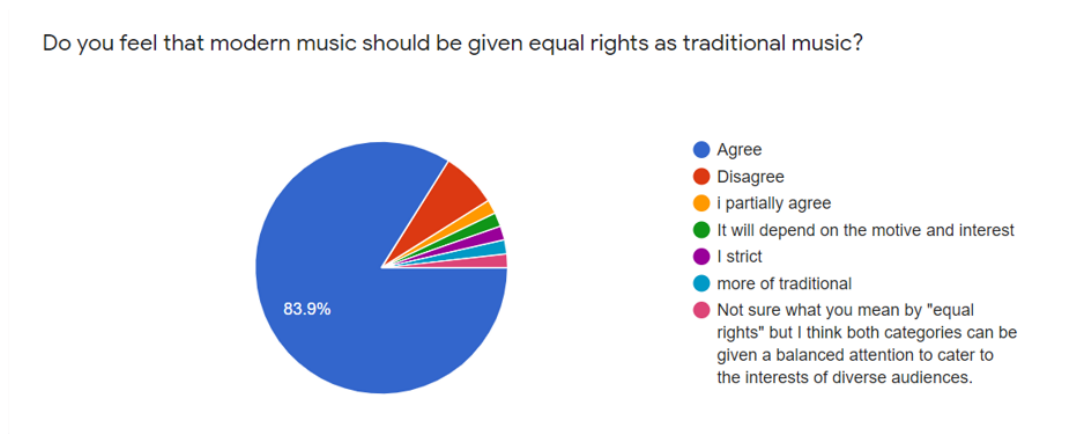


Figure 3.7: Equal need of both traditional and modern music

From the above figure 3.7, we can make out that maximum of the individual feels that there should be equal balance between traditional music and modern music in GCIT college. 83.9% agrees that there should be balance between traditional and modern music. Whereas the rest partially agrees or disagrees with the equality of both the music.

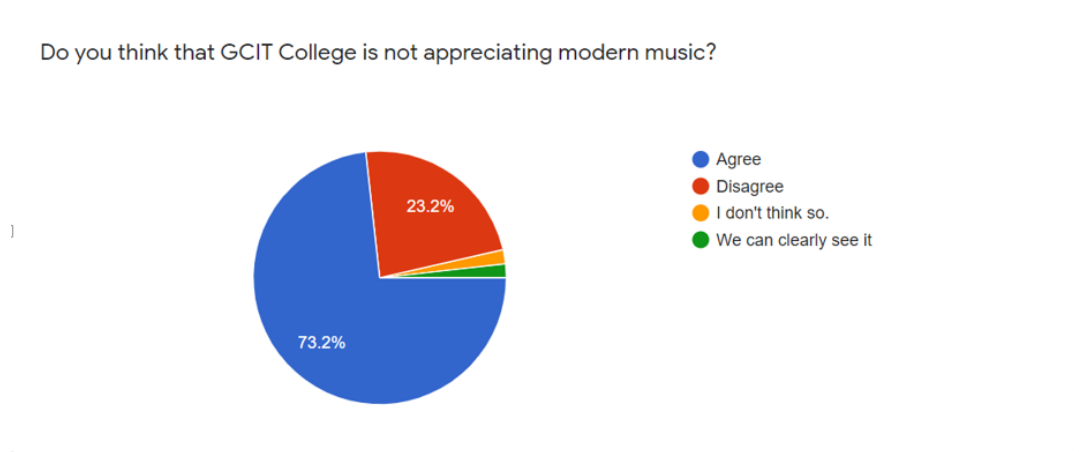


Figure 3.8: Appreciating modern music

From above figure 3.8, we could see that most of individual that is 73.2% out of total respondents agrees that GCIT college does not appreciate modern music. This could be because GCIT focuses more on traditional music than modern music.

Research Question 3: Question based on audience

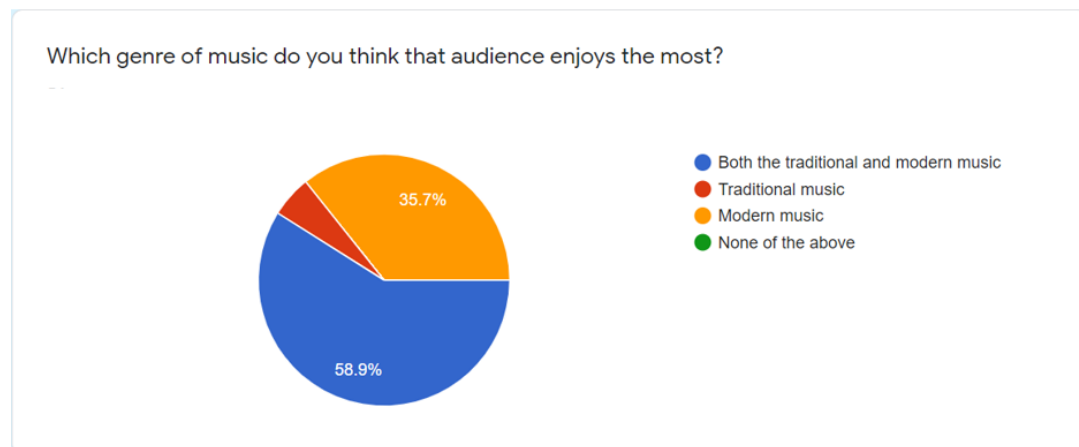


Figure 3.9: Preference of music by audience

From the above figure 3.9, we could see that most of the audience prefers both modern and traditional music. 58.9% prefers both traditional and modern music. Whereas 35.7% prefers modern music, and rest traditional music.

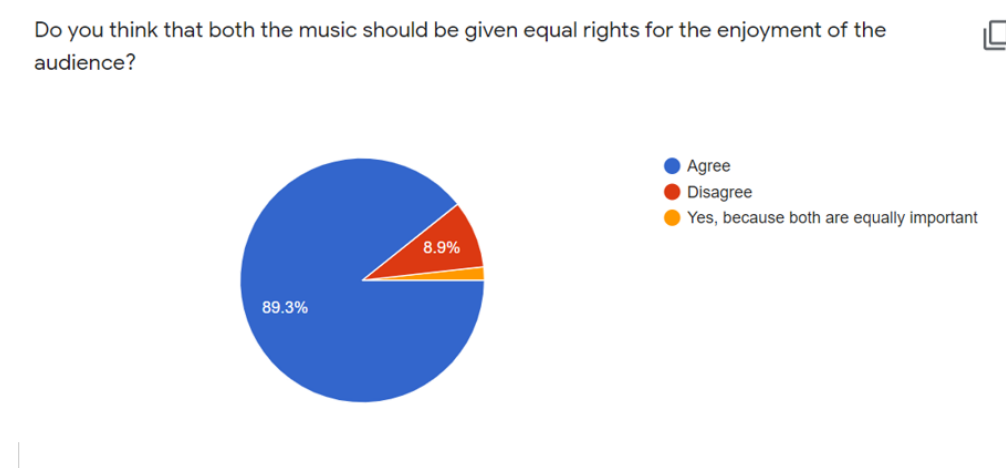


Figure 3.10: Importance of both the music for the enjoyment of audience

From the above figure 3.10, we can make out that both the music plays important role for the enjoyment of the audience. That is out of the total respondents, 89.3% agrees that both traditional and modern music are important for enjoyment of audience.

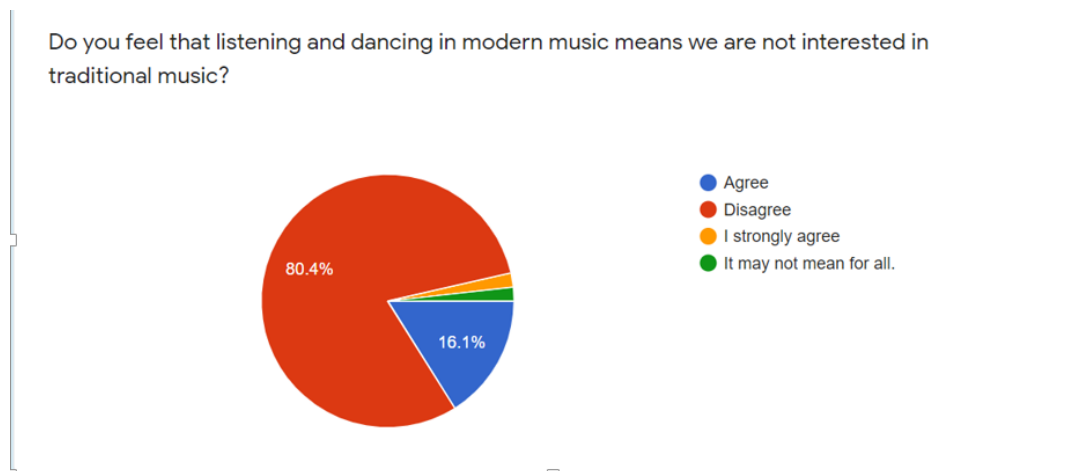


Figure 3.11: Interest of music

From the above figure 3.11, we can conclude that just because students likes dancing and singing in modern music does not they dislike traditional music. We can see that out of 100%, 80.4% has disagree that just because they like listening and dancing in modern music does not mean they are not interested in traditional music.

Conclusion on research question analysis

So from the above responses of students and staff in survey questions, we can conclude that most individuals agree that there should be a balance between modern music and traditional music in GCIT. We can also conclude that till now GCIT has been giving more focus on traditional music.

Analysis on Interview Question

For the interview we have used stratified random sample, where we have choose five random students and staff.

Which music genre do you enjoy most? Why?

Here, most of the students stated that they enjoy modern music, where few stated that they like both modern and traditional music. The reasons they gave where:

1. Modern music are simple and easy to understand.
2. Different use of instruments.
3. Most of the traditional music are long and are difficult to understand.

Whereas the responses we got from staff were closely even where some said they enjoy modern music and other enjoyed traditional music.

What do you feel when students performs modern music?

The responses we got from students were that they enjoy and wish to see more performances of students in modern music. Some stated that students need more exposure to different music, especially when it comes to modern music.

The responses we got from staff were mixed, some stated that they enjoyed when students performed in modern music and some stated that they feel embarrassed and do not really enjoy it.

If a person likes modern music,does that mean they dislike traditional music?

Here, we got the same responses from both students and staff, that is they both disagree with the statement. They stated that a person can sing and dance in modern music but it does not mean they dislike traditional music. Some of a reason they gave are:

1. Traditional music are also enjoyable and fun as modern music.
2. We can dance and sing in traditional music as well.

Do you think that modern music should be given equal opportunity as traditional music?

Here most of the students strongly agreed that there should be a balance between traditional and modern music. They stated that being an IT college, our college is focusing more into traditional music and that there is no exposure.

Moreover some staff agreed that there should be a balance of both traditional and modern music in our College. They also said that for the enjoyment of both staff and students, there must be a balance of both traditional and modern music. Whereas some staff stated that there is already a balance between traditional and modern music, that is that they could see a performance of both modern and traditional music.

Conclusion of interview question analysis

From the interview, we can conclude that both the student and staff feel that there should be a balance between traditional and modern music for the enjoyment of the student and staff.

Chapter 4

Conclusion and Recommendation

Conclusion

It is clear from the above data analysis that there is a need for a balance between modern music and traditional music in GCIT college. Music is an important part of cultures as it has been passed down from generations and has been a source of transmitting knowledge, history, nationalism, and spirituality. But with change in time and introduction of different instruments has led to formation of a new genre of music which became popular among the youth. Today both the generations of music are equally important. Traditional music for the preservation of culture, as it has been passed down from many generations and has been a source of knowledge and history of our country. Modern music shows the evolution of our country and it is important for students to get exposure to a different kind of music. So, with this research we conclude that both the music plays an important role and should be given equal opportunity. We found out that different age groups of people prefer different genres of music, so it is important to have a balance of both the genres of music in an event for the enjoyment of all the audience.

Recommendations

Based on our research, we have found out that for the enjoyment of both the Student and staff there should be an equality of both the music. Hence the college management should provide an equal opportunity for both the music in any cultural events.

Bibliography

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- [2] Manolios, S., Hanjalic, A., Liem, C. C. (2019). The influence of personal values on music taste:towards value-based music recommendations. *In Proceedings of the 13th acm conference on recommender systems*(pp. 501–505).

Appendix

Questionnaires that were asked for staff and students

1. Are you :

- Student
- Staff

2. How old are you?

- 17 - 21
- 22 -26
- 27 - 31
- 32 - 36
- Above 36

3. Which music genre do you enjoy the most?

- Both Traditional and Modern music
- Traditional Music only
- Modern Music only
- None of the above

4. Do you think that GCIT College focuses more on traditional music?

- Agree
- Disagree
- Others

5. Do you think that there should be a balance between traditional and modern music in GCIT College?

- Agree

- Disagree
- Others

6. Do you feel that modern music should be given equal rights as traditional music?

- Agree
- Disagree
- Others

7. Do you feel that listening and dancing in modern music means we are not interested in traditional music?

- Agree
- Disagree
- Others

8. Do you think that GCIT College is not appreciating modern music?

- Agree
- Disagree
- Others

9. Which genre of music do you think that audience enjoys the most?

- Both Traditional and modern music
- Traditional music
- Modern music
- None of above

10. Do you think that both the music should be given equal rights for the enjoyment of the audience?

- Agree
- Disagree
- Others