

# ListenUp: Digitization of Music Devotion

# Passive vs. Active Listening

“Spotify loves “chill” playlists: they’re the purest distillation of its ambition to turn all music into emotional wallpaper. They’re also tied to what its algorithm manipulates best: mood and affect.”

Pelly, L. (2017, December). The problem with Muzak. *The Baffler*, 37.

# Research Questions

How does listening context shape music engagement?

Do access-based models of music consumption encourage  
passive listening?

# Objectives

1. Define and Measure: Music Engagement
2. Define and Categorize: Context Variables
3. Compare: Engagement // Context

# ListenUp Questionnaire

20 Questions

- 3 Demographic
- **12 Music Engagement**
- **4 Context**
- 1 Motivation

246 Respondents

# Music Engagement

## Multidimensional

- Attentional
- Emotional
- Financial
- Time

# Music Engagement

## ...**Music Devotion**...

When I listen to music, it is important for me to pay attention to the music and/or lyrics

Listening to music is an essential part of my life

The music I like is an important part of who I am

I am often moved by music

If music became more expensive, I would spend more to listen as much as I do today

I regularly set aside time to listen to music

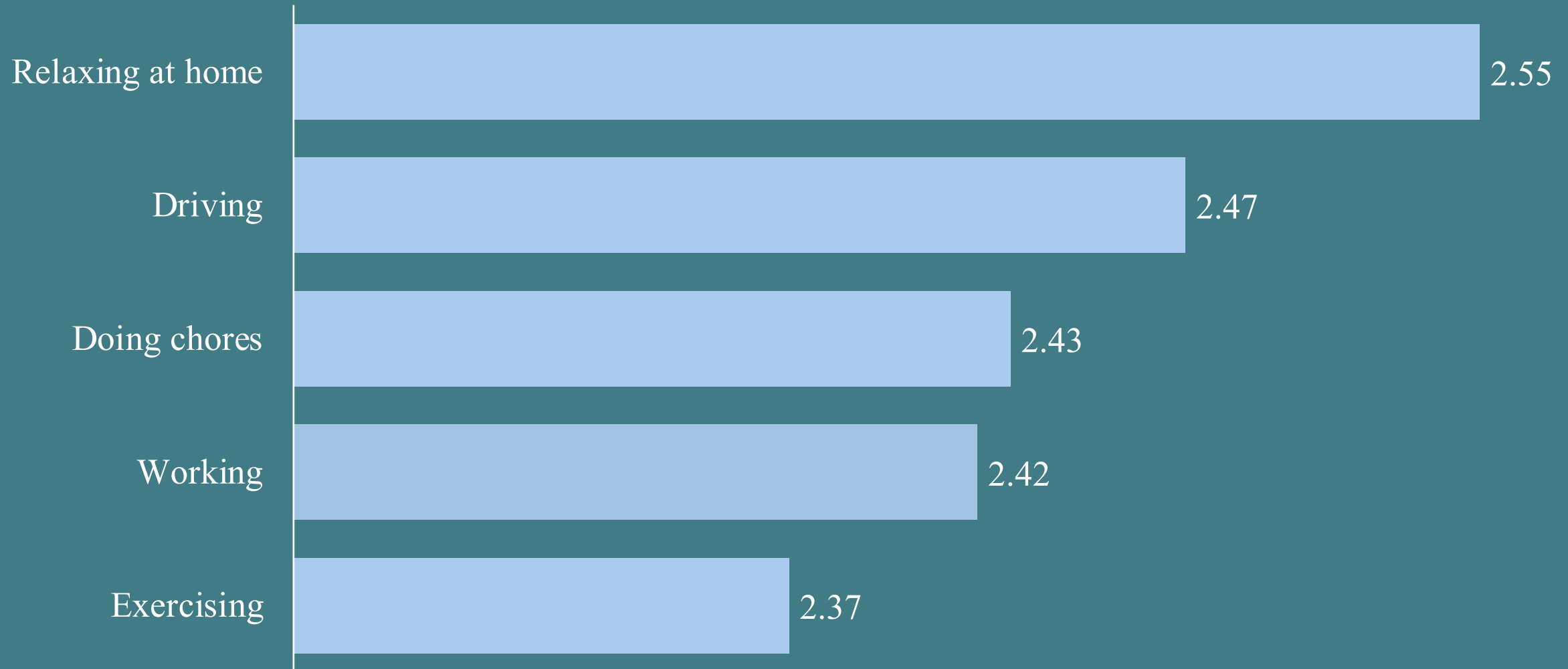
# Context

## Activity

1. Driving
2. Doing chores
3. Exercising
4. Relaxing at home
5. Working



# Devotion // Activity



# Context

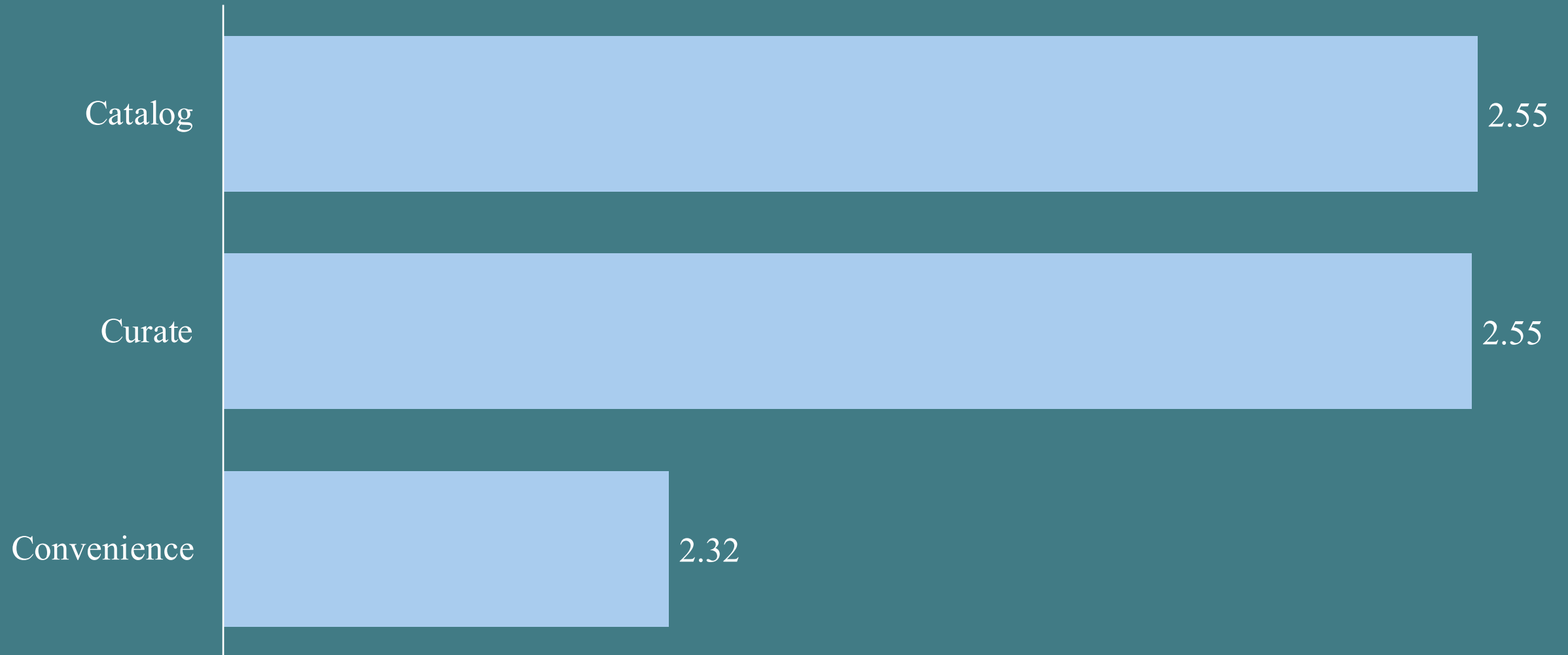
## Medium

1. Spotify
2. YouTube
3. FM radio
4. Physical (Vinyl/CD)

## Function

- **Convenience**
- **Curate**
- **Catalog**

# Devotion // Function



# Context

## Medium Groups

- **Convenience Stream**
- **Curated Stream**
- **Radio**
- **User Upload**
- **Own**

## Function

- **Convenience**
- **Curate**
- **Catalog**

# Devotion // Medium Group



# Conclusions

Do access-based models of music consumption encourage passive listening?

**Not necessarily**

**Spotify is “structured to encourage finding music you’ve never heard before - structured to encourage musical exploration”**

# Future Studies

Alone // Social listening => Music Devotion

Medium => (Mediated by Function) => Music Devotion

Personal // Algorithmic curation => Music Devotion

Music Devotion => **Expanded**