

Participant 1:

I: What is your name?

P: I am [redacted]. Nice to meet you.

I: Nice to meet you too. [redacted], do you identify as male or female or neither?

P: **Male.**

I: How old are you?

P: I am **22.**

I: What is your occupation?

P: I am a **student.**

I: Ok. What devices do you mainly use to access music?

P: My **phone.**

I: When you are accessing social media, what devices do you usually use?

P: It depends on the social media. Yeah, so, I um...I have a tab of Twitter open right now and I'll occasionally just, like, go to it. And because I am on my desktop, I can always see the tab. So it is always accessible in that way. My phone, I kind of have to slightly go out of my way to see what I am going to. **I usually watch YouTube from my phone.**

I: I have some questions for you about music consumption.

P: mhm

I: What current music streaming platforms do you use?

P: **I use Pandora pretty exclusively.**

I: If applicable, do you use a free or paid version?

P: A **paid version.**

I: Why is that?

P: So the free version of Pandora has ads and it **doesn't let me play on demand.** I am not sure if it lets you make playlists. It might only let you make radio stations. And also, I think, but I am not sure, but I think you get more granular control over your stations. I haven't had the free version in years.

I: What do you like about Pandora?

P: **I like it a lot. It is really nice.** So, I have my station...um...I guess I will go back to the beginning. So, when I first got a phone in, like, middle school. um, I just had a playlist that I shuffled through and what I did for my favorite songs, I would put them on the playlist multiple times so they would come on more often. With Pandora, it lets me do that, but even more precisely curate and it also allows me to discover music a lot more easily. Because, you know, it lets me...it can play a random song you might like by the same artist. Um, yeah, it also...I can search up artists. I have found a lot of new music that way. And so, I think those are...oh, right. My main station. I don't think I use Pandora traditionally. I think, um, like, it seems like I don't know...the expected use case is to have, like, multiple channels but I only have one

radio channel that I listen to. I just have my one main one with all of my music in it. I just play that. It usually seems to, like, match my mood. If I am not feeling that genre, I can fast forward a few.

I: Is there anything that you dislike about Pandora?

P: Um, yes. So, with the system where you have to hope the genre matches what you are feeling at that moment, um, like I wish that there was a way to better, like, kind of use your data that you already have stored in Pandora to customize your experience. One thing I like about Pandora that is a step in the right direction, um, I want to hug the product designer that came up with this feature, um, in a radio station, you can have different modes. There is "crowd favorites" that plays the most popular songs of the ones that might come on my station regularly. I think another one is deep cuts. So more obscure songs, um... you can do only that songs from the playlist seed, so not any other artists. So that's like a very clear example of them using their metadata about their music to customize the listening experience by paying attention to how obscure or how popular the music is. Because it is definitely something that I have wanted. Like when I am in a more exploratory mood, then I am going to branch out and listen to those things but I don't want to have to pick them out. Pandora lets me do that. Um, now. I think they added that feature in 2019. But they don't really do that for the genre really. So I have my one big station, that if I were to split it up, my songs up, I don't think they'd be preserved in the station that they went to, but it is possible that they would....because it does keep track of the music that you like and the music that you thumbs upped on other channels and music you already have on playlists. I can't really be sure how branching out into other channels would work. Because it isn't really transparent about how it, like, makes those decisions and what it is using from the data it already has. Um, and I don't want to have to like, re-curate each channel for each genre. Or a combination of genres. I have spent....8 years? 7 years? Yeah, 7 years kind of curating it so, um.... I have actually thought a lot about this. This is a good question.

I: How many hours per week would you say you spend listening to music applications.

P: Um, **it depends on how healthy I am being**. Um, like, **music always makes me feel better, but I might not listen to it as much as I need to or should**. So, often it is like....let's just say it's kind of variable. When I am walking to classes or to Salsa's regularly...just kind of moving around, it increases the amount that I listen. I am trying to figure out how much....

I: If you don't have an exact answer, that's OK. Like, estimates or saying that it varies is totally OK.

P: Yeah, so for this week...I didn't listen to music pretty much all week, and then when I was doing dishes or something, I put on my station and then I listened to it for like 2-3 hours. I think that is the only time I have listened to it this week. But, let's say, last week when I was going to the library a lot....I was kind of out and about...then I could pretty safely say like 10 hours per week.

I: How often would you say that you listen to music with other people?

P: Um, oh, not that often. I would say like it is usually things like campfires when I am DJing. So, um, **my friends Duncan, Carolyn, and I have a Discord chat sometimes and I set up a channel, uh, or server, that has a bot that can play music while we are on a voice call. So, like, it would have been like last Wednesday. I set that up and we just kind of...I don't think we had much experience with the system...we listened to it while we played [name of game I can't understand]**

I: Um, so that kind of answers my next question a little bit, which was "Do you share music with your friends? What does that look like?" Do you want to elaborate more on that process, or do you think that that mostly covered it.

P: There is more. I guess often....historically, back in the day, when we had usual movie nights and Wegman's run. **Whoever is driving would play their music, and I would never drive...because I can't.** So it's like, things like that, where sometimes I could play my music, and then I would have a specific playlist. Like laidback background sort of music. I have a playlist for campfires with more esoteric or music that wouldn't necessarily match the vibe....so things like that where I get to play music to a group.

I: On the flip side of that, do your friends share music with you, and what does that look like?

P: Um, **mostly in the car. It's extremely common in someone's car that we would be listening to music and ask "oh, who's this?" That might happen 3 times or so on a car ride. I, um, listen to their music through that and then also in the Discord channel. Duncan puts in some music and Carolyn put a song in too.**

I: Do you think it is difficult to find people who share the same music tastes as you?

P: Um, not really. I think my tastes are varied enough...and also, you know, they aren't that far from the mainstream or stuff that is tolerable to other people. I am, I guess like, I like a diverse set of things. I don't think there are many people who don't have some overlap with me. R&B, rap, alternative rock, electronica, indie...you know.....someone who is exactly like me, I have never really found, but usually, there is some overlap.

I: Does Pandora facilitate any kind of connection with other people who share similar music tastes, or does it enable sharing in any way?

P: Yeah, **I think? I think I have a profile that is public that people can access.** Um, ooooh, I almost forgot...for DnD...for each of my characters, I have a playlist.

I: Oh, ok.

P: ...of...of songs that I sometimes use to get into that headspace. Um, and...**I post those playlists into our Discord server that we use to play. So that's a way that I share my music. When I add a song I tell people because it may or may not have something to do with a recent thing that happened in the story....an arc that my character is on.**

I: Do you think that the applications that you use facilitate social interaction well?

P: So, Pandora, basically what I do...I just put the playlist in Discord....but **Pandora doesn't work well for sharing like that. It is kind of awkward to listen to because it isn't integrated into nearly as many things as Spotify. Like with Spotify, you could put a link to the playlist and it would have a preview with all the songs on it that you could listen to in Discord. In Discord, there is a thing that says you can connect your Spotify to it and it can say if you're listening to music right now and what you are listening to. Like in real-time. Pandora definitely doesn't have anything like that. So it could be**

a lot better. I have translated one of my playlists into a YouTube playlist because it is easier. You can just drop the link and people can listen.

I: When you are working on finding new music to listen to, I know that you mentioned a couple of methodologies, so like Pandora has the different modes you can use and you also mentioned sharing with **Carolyn** and **Duncan**....which would you say that you use more often? Which is more prominent?

P: I will also say, that if I hear a song while I am just out and about, like in a podcast, **I will just play it and ask Siri "what song is this?"** That's really common too. I think, honestly, what might be...I don't know....that might be tied with just browsing Pandora. Things coming up. **Usually, if I ask someone "oh, who is this?" it is not a guarantee that I will look it up later. Because I am not on my phone or in a music-listening mode right then. I might remember the name and look it up later, but it is not as common for it to happen that way. Usually, it is just like "Oh, I recognize that band or song" again.**

I: I have a few questions about your social media usage, and then I have a few scenarios, so we are coming up towards the end. So, for the social media questions, which social media apps do you use?

P: So, YouTube...I think counts. It is one of my most used by far. And then Twitter. Very sparingly Facebook.

I: Gotcha. How much time would you say you spend each day on social media?

P: ...

I: No judgment.

P: Often I will watch streams...so...like...a good 5-6 hours a day.

I: Do you like when your friends or connections on these platforms share what they are listening to?

P: Uh, yeah. **Yeah. I think the feature of Discord showing what people are playing is really nice. Also, I haven't used Snapchat in a really long time, but I was using it and one of my friends would do something where every day they would post a song that they were listening to. I came across a few new artists through that because....oh, and Snapchat links to Soundcloud. You just click it and it brings you right to the song. When they're posting a video of the song playing and I can hear it and get a taste of it. That's nice and I can immediately go and search the name that is in the video.** What was the question? Oh, yeah, do I like when friends share what they are listening to. Yeah, it is definitely a way to connect with people.

I: On a more generic, high-level...when you think of social media, how do you feel about the interactions that take place there? I realize this may be different from platform to platform. You had mentioned that you rarely go on Facebook, um, but how do you feel in general about the interactions that take place?

P: It depends on....**if I am in YouTube comment sections, I am usually talking about political things and sometimes it is with people who disagree with me a lot. So sometimes it is contentious.** Sometimes it's like a conversation, sometimes it is sharing a perspective. It is kind of the same way on Twitter. **There was actually a really nice interaction I had on Twitter... a guy talked about how he**

lost a family member and, I don't think anybody had replied to his post and I didn't want to leave him hanging, I posted a song that I listened to that I associate with coping with sadness and grief. I shared that song with him. It can be anything from that to debating borderline Nazis. That is kind of the range of it, I guess.

I: Would you say that overall, you would associate it with more positive or more negative emotions? I know you mentioned both a positive and a negative scenario--

P: Negative. Negative, probably. I tend to watch things that stress myself out. So lots of politics and news. Things that are my hobbies tend to have more of a positive conversation. I think, overall, the ones that stick with me the most and characterize it are the negative ones because those are the ones that get me into debate mode, which makes me kind of high-strung.

I: I am going to read you a few scenarios about potential features for a music-sharing app, ok? *Reads Scenario 2* Would this feature interest you or those you know?

P: Yes, I do.

I: Why?

P: Like I talked about with the Discord channel, it is nice just having music in the background to kind of fill the dead air. Otherwise, it might be a cold pause like on Zoom. It is not the most intimate thing. So that kind of adds to the atmosphere of those interactions. I think if it were something, like if it were an app on my phone, I could invite other people when I am starting a room to listen to something, that would be a draw. Because it is hard for those things to happen spontaneously. They usually have to be scheduled or part of an event. Yeah, like, and also if you are listening to music, there is less pressure to always have something to say. You can just kind of be in the same space. It gives you proximity, but it is easier to maintain.

I: *Reads Scenario 3* Would this feature interest you or those you know?

P: Yeah, this is something that I do...so I guess I am thinking especially about with my brother. If there is an artist that or a song...it's like "have you heard this? I really like it." That's happened quite a few times with him. Usually, it is over text, but if it were in an app for that purpose, it could fulfill that function and perhaps better.

I: I have one more scenario for you. This is the last one. *Reads Scenario 1* Would you or any of your friends enjoy sharing music in this way?

P: I would always have it on. Those kinds of spontaneous interactions are often the most genuine. Like the thing with the guy on Twitter. It was really nice. It was really wholesome and heartfelt. I don't know if the scenario you described would happen very often, but the possibility of it happening is a nice one that I would like and I think pretty much everyone would like. Like, I can't think of a reason why I wouldn't. I am remembering now that there was a phase when I was on Tinder, and music is a huge part of people's profiles there. That is where I discovered a lot of music, through that, that I still listen to today. Even if I never actually talked to the person.

Honestly, music tastes...if I liked more than half of the songs that they had on their profile, it was a guaranteed swipe right. That's also how I kind of expressed my personality through there. You could have a song that you chose as your anthem. Also, your most listened to songs would be...the top ten would be under that. In terms of that, music is a really, really good ice breaker. If I match with someone, usually there would be shared music taste and, usually, that is what I would open with. Like an "I love this band too. What is your favorite song of theirs?". That reminds me a lot of the scenario you described and that was one of my favorite parts about being on Tinder. Having that experience in real-time would be really cool.

I: As far as that scenario is concerned, you could also apply it to an aromatic scenario. It doesn't have to be that flirtatious interaction. It's even...it could just be someone in the same vicinity as you for any reason.

P: No, I think...Mmm...okay, so, I have had a thought about those shirts that have lights in them that can display patterns. **I have thought before about how cool it could be if those technologies were sophisticated enough to display the album cover of the song I am listening to while I am walking to class or something. And then someone recognizes it and they're like "Oh, that's cool! I like them too".** Otherwise, I'd be listening with my headphones on and I would be jamming and having the time of my life, but nobody else would know what I was listening to. It's hard not to feel like you look strange when that's happening. **So anytime that interaction happened, even if it's just like a nod of the head...it's nice to feel seen like that.** I feel like in an aromatic scenario too.