

# Hubert Léveillé Gauvin

School of Music  
The Ohio State University  
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## Education

- 2015-        **A.B.D.** in Music Theory, Ohio State University  
                 Graduation expected May 2018  
                 Dissertation title: "On popular music and media: Analyzing changes in compositional practices and music listening choice behavior using attention economy principles"  
                 Advisor: David Huron
- 2013-2015   **M.A.** Music Theory, McGill  
                 Thesis title: "Three empirical studies on the evolution of musical syntax in popular music from the 1960s"  
                 Advisors: Nicole Biamonte and Jonathan Wild
- 2008-2012   **B.Mus.** Music Theory, McGill

## Publications

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|----------------|---|
| In Preparation | <b>Léveillé Gauvin, H.</b> (In Preparation). Music as advertisement: Capturing and sustaining attention in the attention economy era. In Tan, S-L., Deaville, J. & Rodman, R. (Eds.), <i>The Oxford Handbook of Music and Advertising</i> . New York: Oxford University Press.  |
| 2017           | Duinker, B. & <b>Léveillé Gauvin, H.</b> (2017). Changing content in flagship music theory journals, 1979–2014. <i>Music Theory Online</i> , 23(4).<br><br>Devaney, J., & <b>Léveillé Gauvin, H.</b> (2017). Encoding music performance data in Humdrum and MEI. <i>International Journal on Digital Libraries</i> , Published Online First October 23, 2017, 1–11.<br><br><b>Léveillé Gauvin, H.</b> (2017). Drawing listener attention in popular music: Testing five musical features arising from the theory of attention economy. <i>Musicae Scientiae</i> , Published Online First March 1, 2017, 1–14. |
| 2016           | Devaney, J., & <b>Léveillé Gauvin, H.</b> (2016). Representing and linking music performance data with score information. In Fields, B. & Page, K. (Eds.), <i>Proceedings of the 3rd International Workshop on Digital Libraries for Musicology</i> (pp. 1–8). New York: Association for Computing Machinery.   |

2015

**Léveillé Gauvin, H.**, Huron, D., & Shanahan, D. (2016). On the role of semitone intervals in melodic organization: Yearning vs. baby steps. In *Proceedings of the 14th International Conference on Music Perception and Cognition* (pp. 727–731). San Francisco, CA.

**Léveillé Gauvin, H.** (2016). Changing use of seventh chords: A replication of Mauch et al. (2015). *Empirical Musicology Review*, 11(1), 103–107.

**Léveillé Gauvin, H.** (2016). C'est le début d'un temps nouveau: une recherche empirique sur l'évolution des pratiques musicales dans la musique populaire des années 60. *Musique et pédagogie*, 30(2), 14–15.

**Léveillé Gauvin, H.** (2015). The times they were a-changin': A database-driven approach to the evolution of musical syntax in popular music from the 1960s. *Empirical Musicology Review*, 10(3), 215–238.

## Conference Presentations & Posters

**Léveillé Gauvin, H.** Analyzing Recent Popular Music Using Attention Economy Principles.

- (21) Poster presented at the Music Informatics Interest Group of the Society for Music Theory Annual conference, Arlington, VA, November 2–5, 2016.

Warrenburg, L. & **Léveillé Gauvin, H.**. Assembling a Database of Validated Audio Stimuli: Evaluating Valence in Musical and Non-Music Sounds.

- (20) Poster presented at the Music Informatics Interest Group of the Society for Music Theory Annual conference, Arlington, VA, November 2–5, 2016.

**Léveillé Gauvin, H.** Are Attention-Grabbing Principles in Popular Music Effective?

- (19) Poster presented at the Center for Cognitive and Brain Sciences Fall Retreat, Mt. Sterling, OH, August 25–26, 2017.

**Léveillé Gauvin, H.**, Condit-Schultz, N., & Arthur, C. Supplementing Melody, Lyrics, and Acoustic Information to the McGill Billboard Database.

- (18) Poster presented at the Digital Humanities 2017 conference, Montréal, Canada, August 8–11, 2017.

Huron, D., Amarasinghe, Y., Bishop, S., Brinkman, A., Hansen, Niels Chr., Harris, B., Lee, J., **Léveillé Gauvin, H.**, Nisula, K., Reed, A., Reymore, L., Trevor, C., & Warrenburg, L. Are There Universal Melodic Tendencies? Testing Fifteen Purported Characteristics of Melodies.

- (17) Poster presented at the Society for Music Perception and Cognition 2017 conference, San Diego, CA, July 30–August 3, 2017.

**Léveillé Gauvin, H.** Drawing Listener Attention in Popular Music: Testing Five Musical Features Arising from the Theory of Attention Economy.

- (16) Paper presented at the Society for Music Perception and Cognition 2017 conference, San Diego, CA, July 30–August 3, 2017.
- (15) Paper presented at the International Association for the Study of Popular Music-US 2017 conference, Cleveland, OH, February 23–26, 2017.
- (14) Paper presented at the 31st Edward F. Hayes Graduate Research Forum, Columbus, OH, March 3, 2017.

**Léveillé Gauvin, H.**, Reymore, L., Brinkman, A., Hansen, N. Chr., & Karakurt, A. Do Flat-Side Harmonies and Tempo Predict Emotion of Lyrics in Popular Music?

- (13) Paper presented at the Society for Music Perception and Cognition 2017 conference, San Diego, CA, July 30–August 3, 2017.
- (12) Paper presented at the Music Informatics Interest Group of the Society for Music Theory Annual conference, Vancouver, Canada, November 3–6, 2016.

Devaney, J., & **Léveillé Gauvin, H.** Encoding Music Performance Data.

- (11) Paper presented at the 2016 Music Encoding Conference, Montréal, Canada, May 17–20, 2016.

**Léveillé Gauvin, H.**, Huron, D., & Shanahan, D. On the Role of Semitone Intervals in Melodic Organization: Yearning vs. Baby Steps.

- (10) Paper presented at the 14th International Conference on Music Perception and Cognition, San Francisco, CA, July 5–9, 2016.

Devaney, J., & **Léveillé Gauvin, H.** Representing and Linking Music Performance Data with Score Information.

- (9) Paper presented at the 3rd International Digital Libraries for Musicology workshop, New York, NY, August 12, 2016.

Duinker, B. & **Léveillé Gauvin, H.** Trends in Music Theory Scholarship: A Corpus Study.

- (8) Poster presented at the Centre for Interdisciplinary Research in Music Media and Technology Student Conference, Montréal, Canada, June 1, 2016.
- (7) Poster presented at the Music Theory Midwest 27th Annual Conference, Fayetteville, AR, May 6–7, 2016.

**Léveillé Gauvin, H.** Le demi-ton, intervalle instable: utilisation contrastante de la médiate et de la sus-dominante dans les modes majeurs et mineurs.

- (6) Paper presented at the McGill Music Graduate Symposium, Montréal, Canada, March 18–20, 2016.

**Léveillé Gauvin, H.** The Most Modern of the Moderns: Conceptualizing Form through Nested Repetitions in the Third Movement of Sibelius's Fourth Symphony.

- (5) Paper presented at the MUSCAN 2015 Annual Conference, Ottawa, Canada, June 5, 2015.

**Léveillé Gauvin, H.** A Change is Gonna Come: Three Empirical Studies on the Evolution of Harmonic Syntax in Popular Music from the 1960s.

- (4) Paper presented at the International Association for the Study of Popular Music-Canada 32nd Annual Conference, Ottawa, Canada, May 30, 2015.
- (3) Poster presented at the Centre for Interdisciplinary Research in Music Media and Technology Student Conference Student Conference, Montréal, Canada, May 28, 2015.

**Léveillé Gauvin, H.** Keep Calm and Consider a Computational Approach: Creating Bridges Between Computer Science and Musicology

- (2) Paper presented at the Centre for Interdisciplinary Research in Music Media and Technology Student Conference Workshop on Digital Musicology: Revisiting the Collaborative Process between Music Researchers and Computer Programmers, Montréal, Canada, March 20, 2015.

**Léveillé Gauvin, H.** Liederkreis der Beatles: Cyclic Connections Between 'No Reply,' 'I'm Loser,' and 'Baby's in Black.'

- (1) Paper presented at the Graduate Student Conference of University of Toronto, Toronto, Canada, March 30, 2014.

## Teaching Experience

2015-2018 **Ohio State University**, Columbus OH  
Graduate Teaching Assistant  
Music Theory & Aural Skills

### CLASSES TAUGHT

**Music Theory I**, four-semester music theory sequence

**Music Theory II**, four-semester music theory sequence

**Music Theory III**, four-semester music theory sequence

**Music Theory IV**, four-semester music theory sequence

**Aural Skills I**, four-semester music theory sequence

**Aural Skills II**, four-semester music theory sequence

**Aural Skills III**, four-semester music theory sequence

**Aural Skills IV**, four-semester music theory sequence

2013-2015 **McGill University**, Montréal, Canada  
Graduate Teaching Assistant  
Music Theory & Aural Skills

### CLASSES TAUGHT

**Music Theory I**, five-semester music theory sequence

**Music Theory II**, five-semester music theory sequence

**Music Theory III**, five-semester music theory sequence

**Music Theory V**, five-semester music theory sequence

## Service to Profession

Reviewer: *Musicae Scientiae*

## Other Experience

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| 2017      | <b>WireBuzz Video Production &amp; Marketing</b> , Scottsdale AZ<br>Research Consultant<br>Research Team   |
| 2013-2015 | <b>Centre for Interdisciplinary Research in Music Media and Technology</b> , Montréal, Canada<br>Student Coordinator<br>Music Information Retrieval (MIR) axis |

## Certifications

**An Introduction to Consumer Neuroscience & Neuromarketing** by Copenhagen Business School on Coursera. Certificate earned on June 18, 2017.

## Awards, Grants & Fellowships

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| 2017 | <b>Graduate Achievement Award</b> , Ohio State University<br><b>Helmholtz Award for Music Psychology</b> , Ohio State University   |
| 2016 | <b>Bourse de doctorat en recherche</b> , Fonds de recherche du Québec - Société et culture (FRQSC)   |
| 2015 | <b>University Fellowship</b> , Ohio State University   |
| 2014 | <b>Bourse de maîtrise en recherche</b> , Fonds de recherche du Québec - Société et culture (FRQSC)<br><b>CGS Master's</b> , Social Science and Humanities Research Council of Canada (SSHRC) |
| 2013 | <b>Sarah Berlind Memorial Fellowship</b> , McGill University   |
| 2012 | <b>Outstanding Achievement in Music Theory</b> , McGill University   |

## Media Coverage on Research

### RADIO

- "Songintros – Schneller zum Höhepunkt," **Deutschlandradio Kultur**, April 20, 2017
- "Tech Tuesday: Music, The Shadow Brokers, Burger King," **WOSU-NPR**, April 18, 2017
- "Liedintro's Werden 78% Korter..Waarom?," **NPO Radio 2**, April 8, 2017
- "What happened to the pop song intro?," **BBC Radio 4**, April 7, 2017

## ONLINE &amp; PRINT MEDIA

“Schneller, greller - kürzer,” **Wiener Zeitung**, December 20, 2017

“Das Intro ist am Ende,” **Weser Kurier**, November 16, 2017

“The Dying Art of the Great Song Intro,” **BBC News**, October 04, 2017

“Speed of Sound ? How Spotify Killed the Long Intro,” **The Guardian**, October 04, 2017

“Como lo streaming ha cambiado la composizione di una canzone pop,” **Wired Italia**, May 22, 2017

“Streaming-Portale verändern die Musik,” **20 Minuten**, April 18, 2017

“Faster, Pussycat! Play! Play!,” **Telepolis**, April 16, 2017

“So haben Musikstreaming-Dienste die Pop-Musik verändert,” **CNET**, April 12, 2017

“Study: Music Streaming Services Are Killing Instrumental Intros,” **PC Magazine**, May 12, 2017

“Nell’era dello streaming le canzoni si accorciano,” **L’Huffington Post Italia**, April 11, 2017

“Ohio State Researcher Discovers Technology Advancements Shorten Pop Music,” **The Lantern**, April 11, 2017

“Comment le streaming a tué les intros instrumentals,” **Les Échos**, April 9, 2017

“So hat sich Pop-Musik in den letzten 30 Jahren verändert,” **Die Welt**, April 8, 2017

“Pop Music Barely Has Instrumental Intros Anymore Because We Can’t Pay Attention,” **Mashable**, April 6, 2017

“Music Streaming Kills the Long and Winding Intro,” **Scottish Daily Mail**, April 6, 2017

“Music Streaming Has Killed the Classic 80s Ballad: Fickle Millennial Attention Spans Mean Modern-Day Pop Intros Are Four Times Shorter,” **Daily Mail**, April 5, 2017

“As Streaming Booms, Songs Getting Faster: Study,” **Agence France-Presse**, April 5, 2017

“Pop Music Shows that our Attention Spans are Getting Shorter,” **Psychology Today**, April 4, 2017

## Skills

**Computer Programming & Softwares:** UNIX Shell Scripting, R-Statistical Software, IBM SPSS, Open Sesame Graphical Experiment Builder, L<sup>A</sup>T<sub>E</sub>X, MS Office

**Social Sciences:** Experimental Design (including programming and running participants), Data Analysis (including preparing data sets, recoding data), Psychological Statistics (t-test, ANOVA, regression analysis, chi-square)

**Music Training:** Music Cognition and Perception, Computational Musicology, Music Theory, Music History

## Languages

**French:** Native

**English:** Excellent

## Professional Memberships

Society for Music Theory (SMT)

Society for Music Perception and Cognition (Society for Music Perception and Cognition)

International Association for the Study of Popular Music (International Association for the Study of Popular Music-US)

Société québécoise de recherche en musique (SQRM)