

Does Time Really Fly When You're Having Fun?

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Research has shown that tempo and modularity of music affects behavior of listeners, although there is no consensus on the direction of the effect. Previous research has been limited by primarily focusing on consumers in a retail setting and has not studied how music affects time perception. The present study investigated how tempo and genre of music affects time perception and enjoyment of a task. One hundred twelve students were randomly assigned to one of five conditions: fast pop, slow pop, fast classical, slow classical, or no music, which served as the control condition. Music was played for a fixed period of time while students completed a Rebus puzzle task. At the conclusion of the task, participants were asked to estimate the amount of time elapsed and rate their enjoyment on the task assigned. Contrary to previous research, it was found that fast paced music led to a longer perceived duration of time, but had no effect on enjoyment. Genre also had no effect on either time perception or enjoyment. These findings contradicted previous studies and shows more research must be done investigating how music affects people's behavior.