



Research Instrument

Project AppleCore

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Call for Participation



Dear User:

AppleCore is the future of music.

We are proposing an interface that can detect a user's emotions and respond with a playlist tailored to them. This playlist will also be able to guide the user's mood towards a more positive state.

We are looking for those who regularly listen to music or are currently subscribed to a music service such as Spotify or Apple Music. We are particularly looking for three to five participants who listen to music daily or use it to focus on assignments.

We ask that you fill out a short survey before attending a focus group where we will discover how music affects your mood and concentration.

Regards,
Apple Music and Siri Team

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Survey

This survey is designed to gain a preliminary insight about our participants, allowing better preparation of the focus group meeting and data collection. An online version of the survey is [available here](#).

AppleCore Study Survey

1. What is your name?

2. Are you a subscriber of a music service? (Spotify, Apple Music, etc)

- ☐ Yes ☐ No

3. Are you in any musical ensemble? (Band, Orchestra, etc)

- ☐ Yes ☐ No

4. What is your major?

5. Do you have a job or partake in any extracurricular activities?

- ☐ Job/Internship ☐ Clubs
☐ Sports ☐ Other

6. What genre(s) of music do you prefer?

7. Do you listen to music when you need to focus?

- ☐ Often ☐ Rarely

8. If so, what are your top five study songs?

9. Do you listen to music when you are stressed out?

- ☐ Often ☐ Rarely

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Digital Survey Response

Survey Response A

1. What is your name?

I prefer not to tell.

2. Are you a subscriber of a music service? (Spotify, Apple Music, etc)

- ☐ Yes ☒ No

3. Are you in any musical ensemble? (Band, Orchestra, etc)

- ☒ Yes ☐ No

4. What is your major?

Computer Science and Music Technology.

5. Do you have a job or partake in any extracurricular activities?

- ☐ Job/Internship ☒ Clubs
☐ Sports ☐ *Other*

6. What genre(s) of music do you prefer?

Rock; Jazz; Heavy Metal; Classical

7. Do you listen to music when you need to focus?

- ☐ Often ☒ Rarely

8. If so, what are your top five study songs?

- *Another love*
- *I follow rivers*

9. Do you listen to music when you are stressed out?

- ☒ Often ☐ Rarely

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Digital Survey Response

Survey Response B

1. What is your name?

[Redacted]

2. Are you a subscriber of a music service? (Spotify, Apple Music, etc)

- ☐ Yes ☒ No

3. Are you in any musical ensemble? (Band, Orchestra, etc)

- ☒ Yes ☐ No

4. What is your major?

Economics.

5. Do you have a job or partake in any extracurricular activities?

- ☐ Job/Internship ☒ Clubs
☐ Sports ☐ Other

6. What genre(s) of music do you prefer?

Punk, rock, rap, Hamilton, classical

7. Do you listen to music when you need to focus?

- ☒ Often ☐ Rarely

8. If so, what are your top five study songs?

- *Wake me up when September ends*
- *Still breathing*
- *Washington on your side*
- *Jet pack blues*
- *Bloody Sunday*

9. Do you listen to music when you are stressed out?

- ☒ Often ☐ Rarely

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Digital Survey Response

Survey Response C

1. What is your name?

[Redacted]

2. Are you a subscriber of a music service? (Spotify, Apple Music, etc)

- ☐ Yes ☒ No

3. Are you in any musical ensemble? (Band, Orchestra, etc)

- ☐ Yes ☒ No

4. What is your major?

Physics.

5. Do you have a job or partake in any extracurricular activities?

- ☒ Job/Internship ☒ Clubs
☐ Sports ☐ Other

6. What genre(s) of music do you prefer?

Pop Punk, Punk Rock, and Metal

7. Do you listen to music when you need to focus?

- ☒ Often ☐ Rarely

8. If so, what are your top five study songs?

- *Somewhere in Hiding*
- *Melodies*
- *Dance of the Dead*
- *Left Behind*
- *Waste Away*

9. Do you listen to music when you are stressed out?

- ☒ Often ☐ Rarely

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Digital Survey Response

Survey Response D

1. What is your name?

Redacted

2. Are you a subscriber of a music service? (Spotify, Apple Music, etc)

- Yes
- No

3. Are you in any musical ensemble? (Band, Orchestra, etc)

- Yes
- No

4. What is your major?

Undeclared.

5. Do you have a job or partake in any extracurricular activities?

- Job/Internship
- Clubs
- Sports
- *Other*

6. What genre(s) of music do you prefer?

Chill rap, acoustic songs, jazz, classical, anything but country really

7. Do you listen to music when you need to focus?

- Often
- Rarely

8. If so, what are your top five study songs?

- *Juke Jam (Chance)*
- *Turning Out(AJR)*
- *Blower's Daughter(Damian Rice)*
- *Whiplash (Hank Levy)*
- *Better Together(Us the duo)*

9. Do you listen to music when you are stressed out?

- Often
- Rarely

Research Instrument

Digital Survey Response

Survey Response E

1. What is your name?

Redacted

2. Are you a subscriber of a music service? (Spotify, Apple Music, etc)

- Yes
- No

3. Are you in any musical ensemble? (Band, Orchestra, etc)

- Yes
- No

4. What is your major?

Business.

5. Do you have a job or partake in any extracurricular activities?

- Job/Internship
- Clubs
- Sports
- *Other*

6. What genre(s) of music do you prefer?

Countryside.

7. Do you listen to music when you need to focus?

- Often
- Rarely

8. If so, what are your top five study songs?

- *You are beautiful*
- *A thousand Years*
- *Say Hello*
- *Let her go*
- *Bad day*

9. Do you listen to music when you are stressed out?

- Often
- Rarely

Research Instrument

Focus Group Interview Questions

A curated set of music will be played to our participants during the focus group interview. We allow both in-person interview sessions and virtual interview sessions to cope with scheduling conflicts. The feedback form for virtual sessions is [available here](#).

AppleCore Study Interview

Introduction

How often do you listen to music?

How would you describe your mood right now?

Listening Sessions

A series of curated songs are played in the following order:

Say Something by A Great Big World

Closer by The Chainsmokers

Titanium by David Guetta (Featuring Sia)

After each song is played, the following question is asked:

How would you describe your mood right now?

Reflection

How would you describe your mood after the session?

Follow-Up Questions

Why do you usually listen to music?

Do you think you would use this interface?

If not, which aspects of the interface can be improved?

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Written Record of Focus Group Interview

Response from Participant A

Introduction

I often listen to music. Right now, my mood is a little bit overwhelmed, but I still feel quite hopeful.

Listening Sessions & Reflection

After listening to "Say Something", I feel mellow and calm. After listening to "Closer", I feel turned and hyped. After listening to "Titanium" and the entire session, I feel carefree and tranquil.

Follow-Up

I usually listen to music in order to to escape reality and keep calm. I think I would use this interface and there's not a lot of room for improvements.

Response from Participant B

Introduction

I listen to music regularly. At the moment, the best word to describe my mood would be confused.

Listening Sessions & Reflection

After listening to "Say Something", I still feel confused, but a tad sadder. After listening to "Closer", I definitely feel happier and a lot more pumped up. After listening to "Titanium" and the whole session, I'm a lot more optimistic - and very much more energetic.

Follow-Up

Music not only sounds acoustically pleasing, but also calms me and helps me focus. I think I would definitely enjoy using this interface.

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Written Record of Focus Group Interview (Continued)

Response from Participant C

Introduction

I am a big fan of music. Right now, I feel sad, stressed and tired all at once.

Listening Sessions & Reflection

After listening to "Say Something", I still feel sad. After listening to "Closer", I feel tired. After listening to "Titanium" and the entire session, I feel tired but relaxed.

Follow-Up

I listen to music all the time because they are very pleasant and calming. I think I would use this interface.

Response from Participant D

Introduction

I am a big time consumer of music. At this point in time, I feel optimistic.

Listening Sessions & Reflection

After listening to "Say Something", I feel somber. After listening to "Closer", I feel more upbeat. After listening to "Titanium" and the whole session, I feel very optimistic, just like before the session.

Follow-Up

Music helps me relieve stress. I think I would use this interface in the future.

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Written Record of Focus Group Interview (Continued)

Response from Participant E

Introduction

I listen to a lot of music. Right now, I feel sad, stressed and tired all at once.

Listening Sessions & Reflection

After listening to "Say Something", I feel reflective and sad. After listening to "Closer", I feel happier, more eager and more hopeful. After listening to "Titanium" and the entire session, I feel very determined.

Follow-Up

I listen to music to focus, or to distract myself sometimes. I would use this interface.

This concludes a comprehensive transcription of both in-person interview sessions and virtual interview sessions. Responses are not associated with participants' names to protect participants' privacy.

Some answers are truncated due to space constraints.