

Musical chills

Effects of stimulus properties,
stylistic preference and familiarity



Background

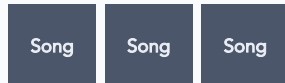
- Musical chills
 - Convenient indicator of musical pleasure
 - Linked to acoustic and structural changes
 - Interaction of top-down/bottom-up processes
- Present study
 - Longitudinal study using naturalistic music
 - Causal influence of stimulus-driven properties, stylistic preference and familiarity on chills

Methods

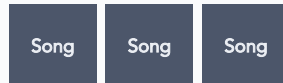
Stimuli

Survey set

Liked genre

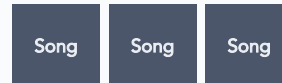


Disliked genre

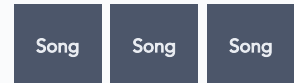


Matched set

Liked genre



Disliked genre



Procedure

Online

80 x 15s excerpts
Familiarity and stylistic preference ratings
Set of 12 unfamiliar songs for each participant

Lab 1

12 songs
Self-reported **chills**, **pleasurable moments** and **liking**
Objective **piloerection**

Longitudinal

12 songs x 8 repetitions to increase **familiarity**
Self-reported **chills** and **liking**

Lab 2

Similar to Lab 1
Qualitative feedback on causes of chills