

Sample Analysis Presentation

Michael Shyne

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Attending a Concert Every 2 Weeks Will Add 9 Years to Your Life, Study Finds

from: Digital Music News

(<https://www.digitalmusicnews.com/2018/03/28/music-concert-gigs-nine-years/>)

“O2 and Goldsmith University Associate Lecturer Patrick Fagan published the unexpected results . . . ”

“According to the study, experiencing a gig for just 20 minutes can result in a 21% increase in feelings of well-being. Furthermore, the research found a direct link between high levels of well-being and a lifespan increase of nine years or more.”

and

“Psychometric testing and heart-rate tests were given to the participants of the study. Results showed that the participants increased their feelings of self-worth (25%), closeness to others (25%) and mental stimulation (75%) when they attended gigs.”

- No title of paper published about study given.
- A link in the story went to another news article about the study (“Going to gigs can help you live longer, new study claims”)
- That page has a link to another story on the website “O2 The Blue”
- On the O2 site, we find out that:
 - “O2 commissioned scientific study reveals the power of live music on the human body and mind”
 - “The O2 is the worlds most popular music and entertainment venue” and “O2 customers have access to tickets to over 5,000 shows in over 350 venues across the UK each year via Priority Tickets”

Potential problems

- The study was paid for by a company that would profit from people going to more concerts, indicating a possible source of bias.
- The study does not appear to have undergone any peer-review process.
- The description of study methods used is vague.
- The stats used have unclear meanings (what does “21% more feelings of wellbeing” mean?).
- The logical path of the claim, that going to concerts increases wellbeing → people who have wellbeing live longer (from other research), is tenuous at best.
- There is a confusion between correlation, though the Digital Music News story acknowledges this.