

INVESTIGATING USER PERCEPTIONS UNDERLYING SOCIAL MUSIC BEHAVIOR USING Q METHODOLOGY

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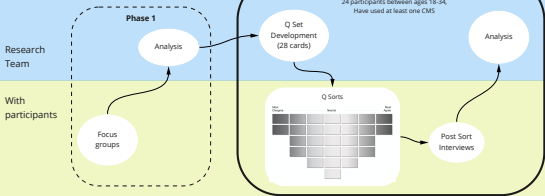
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Motivation

Prior research helped us understand what users were doing with CMS in social situations, but how important are these behaviors (and CMS features that would afford these behaviors) to these users?

We explore how and why users would prioritize and place value on the different behaviors that they can engage in within these situations.

Study Design



Phase 1 published in: Louis Spinelli, Josephine Lau, Liz Pritchard, Jin Ha Lee, "Influences on the Social Practices Surrounding Commercial Music Services: A Model for Rich Interactions," 19th International Society for Music Information Retrieval Conference, Paris, France, 2018.

Phase 2 published in: L. Spinelli, J. Lau, and J. H. Lee, "Investigating user perceptions underlying social music behavior using Q methodology", in Proc. of the 21st Int. Society for Music Information Retrieval Conf., Montreal, Canada, 2020.

Findings

Viewpoint 1

Users with impression management and security concerns, but also confident music selectors

Exemplary Q-Sort for Factor 1

-3	-2	-1	0	+1	+2	+3
A.10	A.7*	A.3	B.4*	B.6*	A.2	A.1
C.7	A.9*	A.5	A.5	B.10*	B.1	C.3
	C.2	A.8	B.5	B.9	B.3	
	B.2	C.1	A.4	C.4	C.8	
		C.5	B.7	B.8		

13 Participants shared this viewpoint.



Viewpoint 2

Very considerate CMS users with almost no impression management or security concerns

Exemplary Q-Sort for Factor 2

-3	-2	-1	0	+1	+2	+3
A.9*	A.7*	A.4	B.4*	B.10*	A.1	B.9
B.2	B.5	A.6	B.6*	B.7	A.3	B.8
	C.1	A.5	B.3	A.2	C.6	
	C.4	B.1	A.8	C.2	C.5	
		C.7	A.10	C.3		
			C.8			

11 Participants shared this viewpoint.



Outcomes

- Reinforce strengths of using Q-methodology as a complementary method to focus groups
- Make corrections to an existing model through learnings from this research

Prior Model (2018)

Table 1. Codebook of Social Practices and Influences.

B.10 Social Playability When someone suggests a song to a group, it is often a social playability. This is a social playability when the song is suggested to a group and is intended for the group to play together.

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Updated model

Privacy Consideration: Considerations relating to privacy (e.g.,)

Security Consideration: When someone is concerned for the security of their device

Design Insight #1 Social Playlist for Gatherings

After group members have opted in, the CMS would (1) automatically queue up 'safe' songs that have been played by the majority of the group and (2) suggest additional songs for each user to add to the queue. Suggested songs would either have been played/liked by someone else in the group or have a strong match for other criteria that the group could also select, such as a mood or social situation.

This design insight would address:

- Viewpoint 2's lack of confidence in their ability to suggest songs for the group since the CMS would only suggest songs where evidence of it being liked by others exists.
- For viewpoint 1, this feature would decrease the effort needed to think of songs that the group would like, providing them with more time to connect with others, which they value



Design Insight #2 Jukebox Mode: Public-friendly Mode of CMS

Jukebox mode would switch the CMS interface to a public-friendly version of the app, hiding the owner's private playlists so that other guests cannot view the owner's music listening history. Essentially the device becomes a jukebox, where guests can only use the device to access the CMS and its library of music.

Use Guided Access with iPhone, iPad, and iPod touch

Guided Access limits your device to a single app and lets you restrict what features are available. You can turn on Guided Access when you have a child using your device or when you want to restrict your own device.

Set up Guided Access

- Go to Settings > Accessibility > Guided Access > Turn On.
- Touch Screen Passcode, then tap the lock icon.
- Touch Screen Passcode, then tap the lock icon.



Pin & unpin screens

You can pin an app so that you can use it more often. You can also unpin an app so that you can use other apps more often.

Turn on screen pinning

- Go to Settings > Accessibility > Screen Pinning > Turn On.
- Tap Screen Pinning > Turn On.
- Tap Screen Pinning > Turn On.

Pin an app

- Open the app you want to pin.
- Tap the app icon in the dock.
- Tap the app icon in the dock.

While similar to features available on iPhones (left) and Androids (right), where the device can be locked to a single app on the phone, this feature would be part of the CMS.

Future Work

- Using segments from this research, conduct survey in the US to provide insight into generalizability of these findings
- Conduct research across cultures and geographies to explore differences in perspectives
- Investigate other elicitation methods other than focus groups and other analysis techniques to form Q sets

