

Analysing the Implications of Music Videos on Youths' Listening Experience

Johanna N. Wilson

University of Jyväskylä, Finland
jonawils@student.jyu.fi

ABSTRACT

Introduction

Previous research has analysed the psychological functions of music listening during adolescence and young adulthood, particularly in respect to its use for affect regulation (Laiho, 2004; Saarikallio & Erkkilä, 2007). However, little research exists that analyses the effect of music videos (MV) in respect to these functions of listening. MVs require the subject to pay attention to both audio and visual materials, and as a result, some emotional responses may arise from MV watching that do not occur in music listening alone.

Aims

This is an exploratory study which aims to provide new insights into youths' experiences with MVs. The study will examine how they divide their attention between the music and the video. To what extent this affects their emotional engagement with the music when no video is present is considered, as well as whether individual differences such as personality type and music listening habits effect these outcomes.

Method

The study consists of open-ended questions and survey measures. The questionnaire asks participants about their experience with MVs, the contexts they watch them in, and whether or how the video affects their perception or interpretation of the music. Whether the video enhances or weakens their emotional outcomes in subsequent listenings is also of interest. Individual differences concerning personality and music listening habits are explored using three surveys: B-MMR, HUMS and a ten-item Big Five personality scale. Participants are Canadian high school students, university students, and young adults between the ages of 14 to 24.

Results

Data are currently being collected.

Conclusions

It is expected that MVs may affect the listener's emotional engagement and perception of the music in subsequent listens, however this will depend on whether the video is in line with their subjective interpretation of the music's meaning. Furthermore, individual differences such as personality type, age, and reasons for listening may determine whether these outcomes have positive or negative implications on the individual.

Keywords

Music video, youth, perception, interpretation, emotion

REFERENCES

- Laiho, S. (2004). The psychological functions of music in adolescence. *Nordic Journal of Music Therapy*, 13(1), 47-63.
- Saarikallio, S., & Erkkilä, J. (2007). The role of music in adolescents' mood regulation. *Psychology of Music*, 35(1), 88-109.