



Music Immersion, Emotion and Communication

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Overview

- Introduction
- Theoretical framework
- Promising insights
- Future directions



Introduction

- Debatably, there are around sixteen genres of music.
 - Classical, Jazz, Rock, Pop, Hip Hop / Rap, Electronic, Blues, R&B / Soul, Country, Reggae, Folk, World Music (Silver et al., 2016).
- There is six widely accepted basic emotions.
 - Sadness, happiness, fear, anger, surprise, disgust (Cabanac, 2002).
- Music is a global and cultural phenomenon
- Music, emotions, memory and immersions: A space to explore.



Theoretical Framework

Cognitive Appraisal Theory (CAT)

- Offers insight into the processes of interpreting and responding to stimuli (e.g., stress, etc.)
- Popularized by Richard Lazarus in the 1960's
- Contributed the role of cognition in appraising stressful events

(Lazarus, 1991)



Defining terms

- Emotion
- Sound
- Genre
- Immersion
- Cognitive Appraisal Theory (CAT)



Insights from a class project

Likert survey with a curated playlist and demographic questions

- **Instrument** – Adopted from the *Immersive Music Experience Inventory (IMEI)*, (Wycisk et al., 2022)
- **Curated playlist** – Selections from classical, R&B, pop, rock, and jazz genres.



Established strong internal consistency for two dimensions:

- Emotional Impact
 - Cultural Connectivity
- (Cronbach's Alpha = 0.811)



Preliminary findings:

- Opportunities to further examine demographic trends.
- Trends may exist for specific genres.

Next steps, future directions and implications

Next Steps

- Expand the literature review on emotions, sound, music immersions and culture
- Narrow the selection of genres
- Narrow the emotions to explore
- Refine the survey items

Future Directions

- Explore music listening experiences by modality (e.g., stream, CD, vinyl, etc.), background noise music, etc.

Implications

- Expand on the processes involved with emotional responses from music
- Shape how music artists and composers create music
- Inform researchers and clinicians on beneficial music selections for clinical settings

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