

Sociological Factors Affecting Change in Music Taste

Student Name: Irma Gasparyan

Student Number: 556179

Supervisor: Dr. Thomas Calkins

Master of Arts, Culture and Society

Erasmus School of History, Culture and Communication

Erasmus University Rotterdam

Master Thesis

June 2021

SOCIOLOGICAL FACTORS AFFECTING CHANGE IN MUSIC TASTE

ABSTRACT

There is a body of well-established research on music taste and demographics, but we do not know enough about how taste changes over time. The study answers the question, “What are the main sociological factors that affect someone’s change in taste of music?” In this study a qualitative research design was used, particularly a phenomenological design. The data collection method that the study employed was semi-structured interviews. The research was conducted in Armenia, with 10 selected participants being English-speaking Armenians. As predicted, the study found that age was linked to changes in music preferences. Further, the study found that culture and family background influenced one’s music preferences as well. The study also found that folk and popular music were common preferences for individuals with poor academic performance and low social status while classical music was highly preferred by the affluent individuals and those with higher academic performance. The study further found that both males and females listen to the same type of music, and depending on their moods, they may prefer certain music genres over others. The findings of this study can be used to assess sociological factors that affect music taste, and these factors may help to throw light on how music affects human behavior for both psychologists and sociologists.

KEYWORDS: *music, taste, change, sociological factors, personality*

Acknowledgements

It was really a very stressful and tough academic year for all the students and especially for me because besides the COVID-19 pandemic there was a war going on in my country. It was way too difficult for me to concentrate on studies. The idea of quitting the university was coming to my mind every single day. However, thanks to the support of my family, instructors, and peers I found the power in me to move forward.

I would like to say huge thanks especially to my Master Thesis supervisor who was always providing me valuable feedback and guidance throughout my research. He has taught me important insights regarding the methodology and writing processes. It was an honor and great pleasure to work with him. I really appreciate his effort and support. I am also very grateful to my family who always believed in me and supported in every situation.

TABLE OF CONTENTS

Abstract and Keywords

Acknowledgement

1. Introduction-----	1
2. Theoretical Framework-----	3
2.1 Family Education-----	3
2.2 Age-----	4
2.3 Social Class and Culture-----	5
2.4 Social Issues-----	8
2.5 Social Perceptions and Social Influence-----	8
2.6 Media-----	9
2.7 Personality Traits-----	10
2.8 Moods and Feelings-----	10
2.9 Seasonal Changes-----	11
3. Research Question, Sub-Question, and Expectation-----	12
4. Methods-----	12
5. Results-----	15
5.1 Theme 1: Life Course-----	16
5.1.1 Teenage-----	16
5.1.2 Current Music Taste-----	17
5.2 Theme 2: Media-----	18
5.3 Theme 3: Individual Attributes-----	20
5.3.1 Personality-----	20
5.3.2 Mood-----	22
5.4 Theme 4: Personality Relationship-----	24
5.4.1 Siblings-----	24
5.4.2 Friends and Classmates-----	25
5.4.3 Parents-----	26
6. Conclusion-----	27
6.1 Limitations-----	32

References-----	34
Appendix A-----	36
Appendix B-----	38
Appendix C-----	39

Introduction

I love music a lot and, in any situation, I listen to music. Over the time I have noticed that my taste in music has changed significantly. I used to listen to more pop music when I was in the secondary school. Then in the high school I tend to listen to more classical music. My taste in music drastically changed when I admitted university. I started listening to metal and hard rock. Now, I listen to more pop-rock genre of music. All these changes triggered in me interest and I wanted to know what were the main factors that influenced in change of my music taste. I wanted to figure out if the change of music taste happened only to me or it has some academic explanation. Therefore, I decided to dig deeper into this topic and by analyzing the existing literature combined with the interviews conducted by me find out the phenomena of change in music taste over time.

Music taste is often tied to one's preferences regarding this or that genre (jazz, classical, rock, rap, etc.) (Omigie, 2019). However, oftentimes people's preferences in music can change based on their mood, seasonal changes, or other factors, which are known to be temporary or conditional. While music can act as a cathartic tool, one's moods and feelings do not prompt a change in one's music 'taste' per se, that refers to a general preference, unattached to specific periods of time. People may change their musical 'preferences' temporarily according to their mood, but their 'music taste' does not change according to their current moods and feelings. It is mainly because the change in music taste is a relatively slow process, while changes in people's moods and feelings are brief. Therefore, once someone stops feeling sad, they revert back from sad music to the same kind of music they always listen to (Omigie, 2019).

There is a body of well-established research on taste and demographics, but we do not know enough about how taste changes over time. In this thesis I will address the sociological factors that contribute to change in the choice and taste of music with time. These factors have implications for acceptance and prestige in society; thus, they may influence people's preferences when it comes to music. A change in a regular pattern is interesting because change encourages variety and variety gives way to new avenues of choice and action. A changing taste of music will help to know why an individual's taste of music changes and what effects this change might have on that individual.

There is a difference between literature on 'taste in music' as static and literature on taste of music as changing. For examples, authors such as Bourdieu and Peterson do not seem to be

interested in change. Bourdieu (1984) argues that knowledge in music is a representation of a specific pure knowledge because it has little external display and much more inner appreciation while listening to it. The choice of music comes from a taste within, and this taste can be seen by others as an indicator of our tastes and preferences. Changes in music preferences tend to be shaped by personal experiences and upbringing for various individuals. Unlike Bourdieu and Peterson, other authors such as Chan and Goldthorpe, Ball are interested in how taste in music continues to change through socialization.

The study will use a qualitative research design, particularly phenomenological study, since it will help in collecting much information from the participants that will contribute to a better understanding of the topic. Interviews will be the preferred data collection methods since they help in explaining, better understanding, and exploring research participants' opinions and experiences. The study aims at understanding the main sociological factors affecting an individual's change in music preference. Thus, using interviews as the data collection method can lead to collecting the necessary data for attaining the identified objective.

I deeply studied the research topic's hypothesis and question to determine the sociological factors that affect someone's change in taste in music. For that I used a vast literature review that supports factors that contribute to choice of music. The study is expected to establish a connection between the sociological aspects and their influence on a changing choice of music taste. This paper will focus on social factors such as social classes, culture, family background/upbringing, education, age, gender and discuss how they affect the change in music taste for an individual. These factors will help one to focus on the main research question about the factors that contribute to a change in the choice of music. The change can be related to attributes, personality, moods, and feelings and effect of personal relationships such as siblings, friends, parents etc. The change mentioned here can be static or temporary. Changes in music taste due to moods and feelings can be called temporary as the change persists only as long as there is a sudden change in mood or feelings. One reverts back to the original choice of music once the mood or feeling is normal and not escalated. These findings are important to scholars of sociology and psychology to understand and study the role of music in determining sociological and psychological factors that would help in the better understanding of the human environment and hence be able to modify that environment according to an individual's needs.

Theoretical Framework

Many studies were conducted in the past such as those by De Nora, Cvetičanin, Bonneville-Roussy et al. Chan and Goldthorpe etc. which focused on the sociological factors that contribute to choice of music. Some of these factors included family education, age, social class, culture, social issues, social perceptions, societal influence, media, personality traits, moods and feelings, and seasonal changes. This review is aimed at highlighting the importance of these sociological factors in determining the cause of a changing taste of music over time.

According to DeNora (2000), the influence of music during daily life has been widely appreciated by people. This power is witnessed in social theory ranging from Plato to Adorno, which paints music as an influence on character, action, and social structure. DeNora (2000) employs various ethnographic studies, including comprehensive interviews, to highlight that music plays a vital role in constituting human features and personality. What is more under the influence of music aesthetic taste, knowledge of the world and self-awareness is formed, and this is the cognitive role of music. The book draws together concepts of sociology, sociolinguistics, and psychology.

Family Education

Cvetičanin (2020) argues that education is essential in the development of a taste for genres like classical music. That is because respondents who had high levels of education such as MA, BA, and Ph.D. had high chances of going for classical music as compared to those whose level was in elementary school (Cvetičanin, 2020). The level of education for parents also had a direct influence on music tastes, especially the ones whose parents had a university or college education. Formal education has a significant impact on music taste, especially when it comes to preferences and development towards opera and classical music. The results of the study indicate that the choice of music does more than just provide a relaxing and entertaining environment. It plays a vital role in determining and shaping the personality of an individual.

Age

Age is yet another factor that affects the changes in tastes of music for individuals. Research indicates that teenaged groups tend to listen to what is popular at that moment, which slowly fades as they approach the twenties (Bonneville-Roussy & Eerola, 2018). Again, young people prefer listening to mainstream music that has aspects of partying and young love. There is little or no preference when they get to the thirties and forties eventually. As someone gets older, they are unable to keep up with fast music and want to concentrate while listening to soft, low music, which aids in meditation. Again, as time goes, individuals listen to radios or watch televisions rarely, and thus music that was considered popular is no longer popular to them (Bonneville-Roussy & Eerola, 2018).

The study of Bonneville-Roussy et al. (2013), conducted in the UK, discussed that the shift in music tastes occurs as people age and experience key life challenges. For example, the primary musical taste develops in adolescence, which is defined by 'intense' music like metal or punk and 'contemporary music' like pop or rap. It is mainly because teenage years are dominated by one's need to form identity and intense music gives one a sense of autonomy due to its aggressive and rebellious connotations. Intense music taste peaks in adolescence but falloffs in early adulthood, whereas contemporary music taste rises till early middle age. As the person reaches early adulthood, he develops a 'mellow' musical taste like R&B, as he is more inclined towards romantic and emotionally positive experiences. Once individuals overcome their need for autonomy, they focus on the element of love, for which they tend to listen more to mellow music. Moreover, as they reach middle age and experience more mature experiences, they tend to like more 'unpretentious' and 'sophisticated' music like classical, jazz, blues, country, and folk.

Moreover, Bonneville-Roussy & Eerola (2018) highlighted in their study that the role of age in changing one's music taste. They discuss that age is associated with the differences in musical taste. For most individuals, their musical taste is formed during childhood and remains the same because it is simply fun to involve with something that one knows well and can embed in his horizon of experiences. For some people, musical taste changes with their age and social advancement. It can be partially due to the differences through which people process the intrinsic characteristics of music with age. Self-rated attributes linked with timbre and dynamics moderate the associations between musical preferences and age. Therefore, as patterns of music

preferences are emerging, people are increasingly influenced by audio-features of music like tonal clarity, timbre, and dynamics (Bonneville-Roussy & Eerola, 2018).

Social Class and Culture

The social class presents a type of class struggle, as illustrated by Bourdieu (1984). Bourdieu argues that individuals from the dominant classes are of the opinion that tastes are brought by personal characteristics and that they are inborn. They consider taste as a form of legitimizing the social positions that they hold. The refined tastes from high-class people compared to vulgar tastes from low-class individuals assert that the dominant position that the former hold in the society is not an accident that made them powerful and wealthy. It is because of belonging to a particular level of the society and identifying oneself with it. They consider themselves as 'better men' who feel like the position that they are in fits them. Bourdieu (1984) is trying to figure out how social inequality is reproduced in modern French society in the 1960s and why do the middle-class people have children that become middle class. Part of the reason is that because some possess a knowledge and mastery of legitimate culture. This legitimate cultural knowledge is a kind of capital that they exchange within the education system. However, this exchange is so subtle that it appears natural (Bourdieu, 1984).

Peterson (2005) explained that there is empirical evidence to prove the existence of an omnivorous lifestyle. An omnivorous lifestyle involves a mixed taste of music of both the new and the old. Individuals belonging to a high class, tend to care increasingly less about the distinctions between popular culture and highbrow, thus affecting the socio-cultural norms of the other occupants of the same social status in the process (Van Eijck, 2000). However, such people tend to have their dislikes and likes. Peterson's prediction attracts some form of support in realizing that jazz music is increasingly becoming the new favorite for society's upper strata (Van Eijck, 2000). The article shows that people of high-status groupings often happen to have omnivorous taste that corroborate the notion that in the society there is tendency to shift more towards omnivorous consumption than a univorous one which is a single, fixed taste of music (Van Eijck, 2000).

Webster (2019) discovered that the elite class plays classical music and attends classical concerts more often as compared to the middle class, who listen more to light classical music. In contrast, the lower social class tends to listen to more pop and folk music. This categorization of music taste derives largely from the study of sociologist Pierre Bourdieu, who studied the musical taste of French people of Paris in 1960s, suggesting that music taste is influenced by one's social class, particularly through family socialization. Most individuals associate a fondness for folk and pop music with low scholastic achievement and lower social strata. On the other hand, classical music listeners have more scholastic achievement and higher social strata. Therefore, when people from lower social class become an elite class, they tend to develop a music taste for classical music than folk and pop (Webster, 2019).

The level of a social class is connected to particular dislikes and likes when it comes to music. Research shows that people from low social classes prefer rap and country music, whereas the high-class individuals have a taste for pop, opera, and classical type of music (Prior, 2013).

When it comes to culture as a sociological factor that affects music's taste, Bourdieu limits his observations to classical music through the fact that it differentiates itself from the real world in contrast to direct satisfaction of popular entertainment (Bourdieu, 1994). Habitus is the process of unconscious dispositions that shape behavioral trajectories together with individuals' life chances. The process is a method that Bourdieu (1994) uses to explain how actions can pursue patterns without automatically or intentionally determined. This means that our actions are often governed by our environment and so is our taste. The course of action is unintentional and unplanned and is natural in its happening. How do music and tastes then fall in Bourdieu's discussion? The example given in the context of developing musical habitus is of a child who has grown up in a background where they are motivated to play instruments like violin or piano. That child is in the process of getting emerging proficiency over the musical culture that is deemed legitimate (Prior, 2013). Such kind of upbringing prepares the child to be part of a world that is polite which as per Bourdieu "Is justified in existing by its perfection, its harmony, and beauty, a world which has produced Beethoven and Mozart and continues to produce people capable of playing and appreciating them" (Bourdieu, 1994, p. 183).

Bourdieu argues that hierarchies in music tastes are not only found in high and low culture but also in popular culture. Culture, therefore, has a considerable influence on the musical tastes

that various individuals have as it can be drawn from the discussion. According to Van Eijck (2001), cultural consumption is related to an individual's social status. Cultural capital means appreciation and knowledge about highbrow culture, including the arts of appropriate manners and good taste (Van Eijck, 2001). Eijck's study was conducted on the Dutch people. There is still a raging debate on the content of musical taste patterns, including the relationship between content and breadth. There are two famous clusters for the better educated. A single cluster shows a preference for classical genres. Simultaneously, the other one is folk music, which is broad but not listened to as often classical music and opera (Van Eijck, 2001).

Studies have also been conducted on the audiences' listening characters and experience through recording music (Shepherd & Devine, 2015). Peterson's knowledge of passing information is usually grounded in Bourdieu's homology thesis (Shepherd & Devine, 2015). The distinctions in the level to which group status could be viewed as omnivorous are only significant as it concerns passing knowledge. The occupational status could still be the single-most-important decisive factor of musical tastes (Shepherd & Devine, 2015).

Chan & Goldthorpe (2007) used previous survey data to evaluate three assertions on the link between cultural consumption and social classification. The article argues that there exists a homology of the various social classes on one hand and cultural consumption on the other hand (Chan & Goldthorpe, 2007). On the other hand, an individual agreement makes an individual opt for choices on his own accord. The article examined how much the contemporary highbrow lifestyles have been structured by class-based membership (Chan & Goldthorpe, 2007). It also examines how highbrow consumption changes based on the degree of a society's modernization and whether social class's explanatory power concerning highbrow consumption reduced in more modern societies (Chan & Goldthorpe, 2007).

Chan and Goldthorpe (2007) showed that when status and class are entered into the analysis together, the class ended up having reasonably small-scale relationship with the musical consumption while the importance of status persisted. Chan and Goldthorpe argued that we need to maintain Weberian distinctions between class and status, using those findings as evidence of this. Musical elites consume higher musical forms due to their membership in the various social groupings and not based on their class (Chan & Goldthorpe, 2007). However, the effect of status on the kind of musical consumption is not significantly strong. Musical consumption reflects mostly on individual tastes and within the broader genres that have been distinguished (Chan &

Goldthorpe, 2007). Consumption of music has still mostly remained a socially stratified phenomenon. There is a need for a radical rethinking of the nature of status relationships and musical consumption in modern societies (Chan & Goldthorpe, 2007).

Social Issues

According to the writings of Jacoby et al. (2020), music is often consumed concerning how it articulates social issues. The study was a cross-cultural music cognition study that aimed to study the effect of music in different cultures. The authors conducted a cross-cultural study in Germany and by using interviews they determined how Western music is linked with social issues in the cultural context of the Western participants. When economic and social conditions imposed a threat (like entailing high murder rate, low disposable income, or high unemployment rate), authors highlighted that the songs which could make one feel relaxed and comfortable were being popular, because they resonated with listeners' inner experiences and helped them cope well with social issues. Authors further stated in their research that same people preferred fast, less serious, and less comforting music in periods when social and economic conditions were relatively stable, demonstrating the impact of social issues on the change of music taste (Jacoby et al., 2020). The study results apply to people belonging from different cultures, since it was a cross-cultural study.

Social Perceptions and Societal Influence

Ball (2011) explained the role of social perceptions, stating that social perceptions play a key role in shifting people's musical tastes. Suppose when somebody is rewarded or liked for listening to a certain type of music, a person tends to imitate this behavior by learning to the same music thinking that it can reap social benefits. If a certain type of music genre seems to be unpopular, people tend to shift their musical taste from that particular genre. Therefore, the author mentions that people tend to change their taste in music if they see other people around them liking a particular music genre (Ball, 2011).

Societal influence also plays a key role in changing one's musical taste. Meyers (2012) discovered that society strongly influences one's change in the taste of music. Exposure to different kinds of music is highly reliant on what kind of music is being "popular" among people in our surrounding. Consequently, people tend to hear that music more often in daily life. People

are commonly exposed to music via mainstream media. A stark instance is the classical music genre and its declining listenership. In the past century, classical music was a “popular” music genre and was liked by many people. However, today, those who once used to like classical music now dislike it due to the advent of more rap, rock, and pop music. Jazz music that was once considered uncivilized is now considered a sophisticated form of art, giving more evidence to our developing musical preferences. The music has not changed, and people still listen to music composed in the 1900’s. However, their preference for this kind of music has changed considerably with time due to social influence (Meyers, 2012).

Media

The role of media was studied by Mesnage et al. (2011). According to the authors, mediators of taste like the entities and individuals with musical influence exert their power on people and change their musical taste. Few music entities concentrate on forming new cultural subgroups. These people discover, influence, and construct these subgroups using social media, giving them an identity. For example, The Bangtan Boys, a Korean band, quickly changed the music taste among teenagers by constructing an ‘insider statuses,’ where its fans call themselves an ‘ARMY’. Media helps bands like this in publicizing as well as sustaining their efforts to change the musical taste of people. This can be considered a socially constructed process, since a lot of music is now readily available on contemporary social media (Mesnage et al., 2011).

Moreover, Cole (2019) highlighted how the rapid growth of applications like Apple Music and Spotify indicated a shift in musical taste among people. Platforms like Apple Music, Spotify, YouTube, Sound Cloud, Tidal, or Pandora are being used heavily by people, where independent artists are testing their luck by uploading their projects, bypassing labels, and speaking to the fans directly. Artists can now change the musical taste of individuals through directly communicating with them and persuading them to like their music. It was estimated that two-thirds of users discover new music and artists through social media platforms, where almost 60% of people visit online streaming platforms to discover and listen to music once they see any tweet, update, or post about a new album (Cole, 2019).

Sharakhina et al. (2020) highlighted in their research that those days are gone when people used to depend on traditional album promos like billboards to discover and form their musical tastes. Now, celebrities like Rihanna, Drake, Beyoncé, and Ed Sheeran are turning to

Spotify and Instagram to announce their newest albums. This strategic way of releasing music online combined with the way people consume music demonstrates the impact of technology and social media on changing one's musical tastes. People develop a novel music taste when they start discovering new music online, since playlists account for only 31% of music listening time. Online streaming platforms shift the consumers' music taste by propelling lesser-known artists to mass awareness through branded playlists and personalization (Sharakhina et al., 2020).

Personality Traits

Rentfrow et al. (2011) performed a systematic review by employing four independent studies. The study was conducted in the United States, and is associated with Social Psychology discipline, as it assesses how personality traits are linked with change in one's music taste. By using both qualitative and quantitative methods the author came up with the results that reflected that certain personality traits, for instance 'openness to experience' ramps up throughout teenage years, are linked with the shift in one's musical taste. Openness to experience is a personality trait that denotes a person's sense of curiosity, preference for variety, appreciation of aesthetics, and desire to experience unfamiliar things. People who are more open to experience tend to listen to more than one genre of music for the sake of curiosity, variety, aesthetics, and for discovering more genres. These people tend to experience more forms of music, thus, keep on changing their musical taste. It is possible that a person who once liked pop music experiences classical music and starts liking it. However, this trait declines with age, so it can also enlighten why our music taste becomes more rigid with age (Rentfrow et al., 2011).

Moods and Feelings

Keogh (2013) mentioned in his research that people change their music taste based on their feelings. People can now listen to every kind of music day and night through their smartphones. Our taste in music changes according to our state of mind, moods, and feelings. For example, people mostly choose to listen to sad songs when they feel depressed, whereas when people feel excited and happy, they tend to listen to songs with happy connotations. For example, there could be situations where sophisticated German music listeners may find Schlager music fun and suitable to listen to. Listening to high-energy and upbeat music greatly

helps people reduce their negative effects, improving their mood to a considerable extent (Keogh, 2013).

Seasonal Changes

Lastly, Krause & North (2018) focused on the aspect of seasonal changes with regards to the change of music taste. 402 participants were selected for the study, and the results were obtained by measuring their ratings for 24 adjectival music descriptors linked with their season-based music-playlist. It was found out that participants preferred to listen to blues, folk, jazz, and classical music during winters. They later changed their taste to rap/hip-hop, electronica/dance music, and soul/funk music during summers. Also, people tend to develop a taste for serious and complex music during the harsher seasons of winter and fall, while they develop a taste for more lively, rhythmic, active, and energetic music in the less-burdensome seasons of spring and summers. For example, “ballad music” are usually played during falls and winters, while “dance music” is often played during summer and spring (Krause & North, 2018).

The literature discussed above showed that age influences individual’s music preferences over time. What is more, as individuals age, their preference to music shifts as well. Younger people tend to have a different music taste to that of older people. The studies showed that education influences individual’s music preferences over time. Highly educated individuals tend to have different music preferences to those of less educated individuals. The research showed that gender is influential in individuals’ music preferences. Females are more inclined to music genres that appeal to emotions while men are more inclined to genres that appeal to violence and aggression. Based on literature, people of higher social classes have a different taste in music than individuals from lower social classes. Family backgrounds and culture are other influential factors to an individual’s music preference because the literature showed that an individual may be inclined towards a particular music genre since it was what they grew up listening.

The literature showed how different sociological factors, such as family education, age, social class and culture, social issues, social perception and social influence, etc. are linked with the change of music taste. However, none of the study given above integrated different sociological factors in a single study. Thus, based on the research discussed above, I collected primary data using interviews to find out how different sociological factors may prompt the change of music taste. My study contributes to the fields of psychology and sociology since it

will offer firsthand knowledge about different factors that prompt change of one's music taste and this information can be used to drive choice of music to suit one's environment and tastes.

Research Question, Sub Questions, and Expectations

The research question of my study is: What are the main sociological factors that affect someone's change in taste of music? The main purpose of my research is to investigate how sociological factors, such as age, social class, gender, education, etc. can influence people's change in music taste. I was curious to know in which age the change in music taste occur, also what influence media or other trendy apps such TikTok, Spotify or YouTube can have in change of music taste. It was also interesting to understand whether there is a difference in changes of music between introverts and extroverts. Another sub-question was whether or not society or some kind of social issues can affect change in music taste. In order to address all the above-mentioned questions and sub-questions I conducted interviews and observed existed literature about taste, music, sociological factors and their link to the change of music taste.

Methods

The study's participants will be recruited through the simple random sampling technique to minimize selection bias and the interviews will be carried out online because of the existing COVID-19 guidelines that discourage group gatherings. Zoom and Microsoft Teams were the preferred platforms for conducting the interviews since they allowed for face-to-face virtual interactions that will help study the participants' non-verbal cues that are important while collecting data through interviews. Regarding the analysis of the data, thematic analysis was the method selected since it allows for flexibility in the data interpretation and also assists in sorting out large datasets in broad themes that eases the interpretation of the collected data. Besides, considering that the study uses a qualitative research design, thematic analysis is the appropriate data analysis method for the qualitative data that the study will collect.

The study used qualitative research design, particularly phenomenological design. The study utilizes structured interview sessions to gain information on the choice of people's taste in music and how it changes with time. The strength of this design is that it focuses on "why" and "how" something is happening, which is important for this study because it will help to gain

knowledge and insight into the way people change their taste of music with time (Rahi, 2017). The study examines how sociological factors such as social classes, culture, family background or upbringing, education, age, and gender affect individuals' change in music taste. A phenomenological research design helped the study focus on the interested group's commonality of lived experiences. Further, using the phenomenological approach assisted the study attain an effective description why people shift their taste in music over time and the influence sociological factors have on those changes.

The data collection method that the study employed was semi-structured interviews. For my study interviews are expected to retrieve data in a comfortable period of time and are also cost-effective. They help in better explaining, understanding, and exploring the participants' opinions, experiences, phenomenon, and behaviors (Rahi, 2017). The literature review looked at music tastes and showed how sociological factors can influence on the choice of music taste. However, they were missing the element of change of music taste over time. Therefore, for my study, using interviews helped me to better understand what factors led to the participants' change in music preferences over time.

My interview approach used open-ended questions because it allowed me to gather in-depth information about the phenomenon studied. Unlike in questionnaires where the questions are usually closed-ended and the responses restrictive, the interview allowed the participants to provide more information besides the questions asked. Thus, helping the study to gather more information to provide a richer understanding of how individual taste changes over time. Gathering an in-depth response to the research question was useful in understanding the changes highlighted by the interviewees regarding their music taste and what triggered those changes.

Thus, in this study, using interviews helped me to identify the participants' non-verbal cues and use to make decisions such as avoiding certain questions to make the participants comfortable and maintain their interest in completing the study.

I had an interview protocol. I collected base-level information of my respondents, such as age, gender and profession. The response rate is better when compared to mailed questions, which also gives an opportunity to them that cannot write or read. Random sampling was used for the data collection since it would be difficult for me to interview the whole population. The kind of sampling in mention was best because it ensured that what is obtained from the sample approximates what would have been achieved if the whole population participated.

For recruiting the interviewees, I first of all created a Google form, which included the following sections:

- The short description of my project
- Name/ Surname of the participant
- Contact information for reaching them (email, phone number)
- Comments

I shared the Google form link on different social media platforms, more specifically, on different Facebook groups, on LinkedIn, Instagram, and Twitter. In order to receive valid results, in short amount of time I interviewed 10 participants, 5 female and 5 male, aged from 22 to 60. All the participants were Armenians. Since all of them spoke English, the interviews were conducted in the same language.

Table 1: Demographics of Participants

Respondent Number	Gender	Age	Occupation
1	Female	49	Teacher
2	Female	28	QA Engineer
3	Male	27	Web developer
4	Male	41	Instructor
5	Female	32	Project Manager
6	Male	36	Ballet Dancer
7	Female	23	Videographer
8	Male	54	Farmer
9	Male	33	Dentist
10	Female	39	Musician

Because of the COVID-19 situation, all the interviews were conducted online via Zoom and Teams platforms. All the interviewees received the information about the date, time, and

duration of the meeting beforehand. Additionally, they received consent forms that was signed and sent me back. The average amount of interview time was approximately 45 minutes. All the interviews were recorded, and the respondents were aware of it.

I used thematic analyses as a qualitative method to analyze the interviews. After the interviews all the answers were transcribed (Morgan, 2017). I used Otter.ai for transcribing the interviews; however, it did not work very well and showed a lot of errors. Therefore, most of the interviews were transcribed manually. After having the transcripts of the interviews, I coded the data and highlighted the similar sentences or phrases to see how it intersects with issues such as age, education, social class, and gender. After all those steps I identified patterns among them and came up with themes (Morgan, 2017). At first, I was thinking to use Atlas.ai for coding the interviews. However, since I interviewed only 10 people, with this number of interviews it was manageable for me to analyze the data manually without using any online software.

Results

By analyzing the collected data from the interviews, four key themes that affected the participants' change of music taste were observed: life course, media, individual attributes, and personal relationships.

Theme 1: Life Course: Teenage, current music taste, rap music, country music, Armenian folk music, jazz music, pop music, and rock music.

Theme 2: Media: Tik Tok, You Tube, Sound Cloud, films, and TV shows.

Theme 3: Individual attributes: Personality, mood, favorite genre, relatively stable taste, and association with songs.

Theme 4: Personal relationships: Siblings, gender preference, friends, classmates, workplace preference, parents, and education level.

Theme 1: Life Course

Teenage

When asked what genre of music the participants used to listen to when they were teenagers, many participants stated that they listened to pop, rock, alternative rock, and country music. Most participants stated that they preferred to listen to all kinds of music and did not limit themselves to only one genre. One of the participants stated, “I had a few phases. So, at first, I was listening to pop music. And then I got into rock music. And then I got into country music. Now I listen to almost everything” (Anna, personal communication, April 5, 2021).

Many of them also listened to Armenian folk music during their teenage, since their parents used to listen to it when they were teenagers. One of the participants stated, “My parents use to listen to Armenian folk music, which was very much close to the music taste that I had when I was a teenager” (Inessa, personal communication, April 1, 2021). She mentioned that in 60s and 70s in Armenia there was Soviet authority and the access to the European music was very much limited. There was a huge propaganda of Armenian folk music because Soviet state promoted this local folk music. Therefore, most of the participants related their music taste in their teenage to what their parents exposed them to. Armenian folk music was prevalent in most homes, and parents used to play it whenever any guest arrived, prompting the development of the music taste of their children towards Armenian folk music.

Many participants also preferred listening to rap music since it was very popular during their teenage years, and most of the people in high school were listening to rap. One of the participants stated:

When I was a teenager, like 12 or 13 years old, I liked to listen to rap music. And it was a kind of trendy genre at that time. And especially boys liked to listen to rap music because they felt themselves stronger (Tigran, personal communication, April 3, 2021)

It is also confirmed by the literature, as Bonneville-Roussy et al. (2013) also affirmed that teenage years are dominated by one's need to form an identity, where intense music like rap music gives one a sense of autonomy due to its aggressive implications. Thus, most boys preferred to listen to both Armenian and foreign rap music since during their teenage years,

because they were pursuing to form a strong-willed and rebellious identity. They also prompted their friends to listen to rap since it was considered a ‘cool’ genre during their teenage.

Most participants liked the kind of music which allowed them to dance and sing along; thus, they preferred entertaining music. A participant stated, “During the teenage time, I liked the kind of music which allowed me to dance and sing, but now I prefer calmer and lyric songs that are not so high pitched” (Ashot, personal communication, April 7, 2021). Participants also stated that even though they now like slow music, their teenage years were dominated by dance and high-pitched music. Participants preferred music which they could play in their cars with their friends, merely to have a fun time.

One of the participants also listened to Russian, French, and Italian pop music since birth in the Soviet Union, and Russian pop music was highly widespread during her teenage years. Another participants stated, “My mother is a pianist, and my father is an opera singer. And from my childhood I remember that I often listened to this music” (Vache, personal communication, April 9, 2021). It shows what a person listens to during his teenage affects his music taste development. Teenage is a complex stage of life, where a person is developing his personality, taste, and identity. I found out that there are a lot of factors, such as parents, peers, and social surroundings that shaped my respondent’s tastes as a teenager.

Current Music Taste

All the participants were asked about what genre of music they are listening to currently. Few of them said that they once used to listen to American pop, but now they are not concentrated only on American pop music. They are more into Russian, French, British, and Asian pop music. One of them mentioned, “From French pop music I liked artists such as Jo Dassin, Mirey Matie, Patricia Kaas, while from Italian pop music artists I listened to Pippo, Toto Cutugno, Al Bano & Romina Power, so these kinds of music” (Anna, personal communication, April 5, 2021). Although other participants also mentioned pop music, they said that the improvement in rock and classical genres of music had paved the way for their preference, and they now idolize more classic and rock music artists as compared to pop artists.

Some of them said that they do not have a setlist of genres and do not only focus on a specific genre. They listen to any form of music according to their moods, such as during excitement they like to listen more of rock music while during a relaxation mood they like to

listen to the classical genre of music. The choice of music seems to be affected by the temporary state of the mind. From the literature review Keo (2013) and DeNora (2000) also mentioned that people change their music taste. This hypothesis was confirmed during my research because almost all the participants noted that their music taste change based on their moods and feelings. One of the participants was amazed to notice that in this childhood, he used to listen to rock music daily and with great enthusiasm. He remembers every rock music artist's name. But recently, he is too tired of it that he now hates listening to rock music anymore:

But now I have realized, actually, like, until six months ago, I couldn't listen to rock music anymore. There was one point that I just could not listen to it, not because it was not good music, but I was so tired of it. I do not know Dua Lipa, for example, or like Billy Eilish, I used to hate them, hate their music (Narek, personal communication, April 2, 2021).

Only one participant said that he currently listens to more jazz music. Due to his parents' preference, he used to like the classic genre of music and liked more 90s songs during his childhood. However, after shifting home from one place to another, he made friends who tend to listen more jazz music. After hanging out and be together with them, this participant started changing his taste from classical to jazz music. He mentioned that he gained new friends; made a lot of new connections. He started to listen to the music that most of his friends used to listen to. So, he noticed that he started to listen to more jazz music because his friends liked that genre.

It was inferred from the participants' interview that rock music gives them more pleasure than other genres. In addition, rock music is easily accessible, particularly thanks to the creation of online platforms providing famous rock music songs. When we compare my respondents' teenage years and today's musical preferences, we can clearly see that almost all participants' musical tastes have changed over time.

Theme 2: Media

When asked if participants have noticed that some trendy apps such as Tik Tok, YouTube, Spotify, Sound Cloud, Apple Music, etc., had an influence on their change of music

taste, most of the participants replied that these trendy apps, especially Tik Tok, help them listen to a lot of artists who are not that mainstream, changing their playlists.

A participant stated, “Thanks to Tik Tok. I never used to listen to, for example, One Direction or Ariana Grande or Taylor Swift, but now I enjoy their music and appreciate it” (Narek, personal communication, April 2, 2021). While most people think that the kind of music that they can hear on Tik Tok is not that good, they still tend to listen to it as the music is catchy when combined with interactive content.

Some of them also stated that Apple Music, Sound Cloud, and YouTube suggest them a lot of songs that are similar to the songs they are listening to, influencing their change of music taste. A participant stated, “YouTube actually has a pretty good recommendation algorithm where they will often suggest things by an artist I don't know” (Armen, personal communication, April 2, 2021). One of the participants also stated that once she discovered new songs on YouTube, she understood that she really liked rock music.

After the YouTube, most of the participants were influenced by Sound Cloud, since it also suggests them a lot of songs similar to the songs they are listening to. This strategic way of releasing music online combined with the way people consume music demonstrates the impact of technology and social media on changing one’s musical tastes. When asked if other forms of media like TV, films or radio shaped what participants listen to and how, most of the participants replied that they do not listen to the radio much, but they tend to listen to songs from TV shows and films that they are currently watching. A participant stated, “If I am watching the show, I tend to listen to the music from that TV show” (Vache, personal communication, April 9, 2021).

A participant also highlighted that the emotional component in soundtracks of movies changes their music taste. She stated, “That’s very potent and powerful because you emotionally connect with the characters and with the film with the story, and the soundtrack becomes dearer to you” (Inga, personal communication, April 1, 2021). One of the participants also stated that some very good old Armenian films with good soundtracks, which changed her music taste. A lot of participants also stated that they began using Tik Tok and started watching TV shows during COVID-19, which exposed them to several types of music and changed their music taste. However, one of the participants noted that while she discovered a lot of music with the help of films that she watched, she cannot say that it because she stuck to the same genre of music she used to listen to. Moreover, one of the participants also stated that she preferred to tune to the

radio during her teenage years to listen to her favorite genre since there was no internet access to her.

One of the participants told me that after watching a music video or choreography on TikTok, the most unique loyal and new fans will search for that song and keep listening to it on repeat. Hence, this is a modern time when users listen to new songs based on their latest broadcast and this also change their music taste. With TikTok, users can discover songs they have never heard before. This is different from other media streaming platforms, such as Spotify, Facebook, and more. The preferable music platform depends on your activity on your phone so that you can understand the style of music. This shows that there is no doubt that TikTok and YouTube has made a big impact not only on record companies who want to promote the music of their artists, but also influenced the music taste of the modern generation. TikTok and YouTube are also creating a new line of influencers who can integrate their models into their latest songs.

From the interviews we can conclude that in the field of music, the rapid development of media in recent decades and the increasing adoption of new technologies in society have transformed trends and the general population into consumers. From pop stars to classical soloists, most music professionals understand this and go out of their way to perform on television, invited to participate in radio and internet interviews to bring you new songs or performances. Subscribers further increase the music coverage and media exposure. Otherwise, it will be very difficult to sell and distribute music and musicians in today's environment.

Thus, it can be identified that media really has an influence in shaping and even changing one's preference for a certain music genre. It is also confirmed by the literature, which shows that the rapid growth of applications like Tik Tok, YouTube, and Sound Cloud is being used heavily by people, where artists can now change the musical taste of individuals through directly communicating with them and persuading them to like their music (Cole, 2019).

Theme 3: Individual Attributes

Personality

When asked what characteristic traits participants have, are they introvert/extrovert, curious, or like to experience unfamiliar things, half of the participants replied that they are

introvert (shy and reserved), while half of the participants replied that they are a mixture of introvert and extrovert (outgoing or socially confident). A participant reported:

Sometimes I feel like I need to isolate myself from others, and at that moment I am introverted and do not want to communicate with others. But sometimes I want to talk to my friends to go for a walk with them and spend most of my time with others (Inessa, personal communication, April 1, 2021).

They mostly stated that they are a mixture of extroverts and introverts because they do not like attending huge parties and do not like being alone. A participant who was ambivert stated, “I mean, it’s not like I don’t want new things in my life, but it’s not like I would go to Spain tomorrow just to live a spontaneous life” (Narek, personal communication, April 2, 2021). However, it must be noted that the advent of COVID-19 might have influenced how participants answered this question or how they view themselves, serving as a possible limitation.

Openness to experience is another personality trait which refers to the degree of how much a person is interested in seeking new experiences in life (Rentfrow et al., 2011). Participants’ curiosity and openness to experience music also corresponded with introverts or extroverts since introverted people reported to lack curiosity and openness to experience. In contrast, people who were a mixture of both introverts and extroverts reported having high curiousness and openness to experience.

A participant who was introverted stated, “I am an introvert. Definitely. Um, I think that my music consumption probably ties into that because, you know, I like to have the headphones on, especially when I’m out in public” (Armen, personal communication, April 2, 2021) People who identify as extroverts or those who are outgoing or socially confident, are more open to experience and tend to listen to more than one genre of music for the sake of curiosity and for discovering more genres (Rentfrow et al., 2011). Participants who were identified as extroverts experienced more forms of music, thus, kept on changing their musical taste. They are always searching for new songs, new bands, new albums, new artists, and new genres since they enjoy discovering what is happening in the world.

However, it was also observed that participants tend to stick to their favorite genre, despite exploring new music or having a high tendency to be open to other types of music. A

participant reported, “Regarding the music taste openness, I can say that I like to discover new bands. But again, I like to listen to only rock music” (Liana, personal communication, April 9, 2021). It shows that while people explore new music, their favorite genres do not change, and they still tend to listen to songs from their favorite genre. It is mainly due to the emotional connection they have with their favorite genre, despite the presence of several other types of music.

Since extroverts tend to listen to other kinds of music due to being open to experience, it cannot be disregarded that personality traits do not affect one's music preference. However, when it comes to the ‘change’ in music taste, personality traits do not play a big part.

The reason people always jump to support their favorite music track or genre may be due to the reason that it resembles their identity and attitude. For example, a participant stated, “Sometimes I have a bit passionate, you know, characteristics in me, which matches with rap music that I listen to at times” (Tigran, personal communication, April 3, 2021). It is a fact that personality is relatively stable over the course of life; therefore, it does not prompt a change in one's music taste per se.

Although, certain personality traits, like openness to experience and extroversion, can make people pursue more types of music due to the factor of being curious and interested in experiencing unfamiliar things.

Mood

When asked if participants listened to the same genre of music when they are both happy and sad or if they have noticed that their mood can be a factor in the change of their music taste temporarily, most participants stated that when they are happy, they can actually listen to any music whether it is happy or sad.

More specifically, they listen to happy music while they are happy to boost their mood further. However, most of the participants stated that they do not like to listen to any music when they are sad because it makes them even sadder.

A participant stated, “If I am depressed and there are very serious problems in my life at that moment, then I do not listen to any music” (Inessa, personal communication, April 1, 2021). More specifically, participants do not like listening to happy music when they are sad. A lot of

participants also reported having their separate playlists for when they are sad and for when they are happy.

It was also observed that most participants choose to listen to their favorite songs very carefully while they are feeling intense sadness since they fear that they will develop an association with them. It was mainly because participants did not want to ruin the good feelings, they had previously attached to their favorite songs by listening to them while sad.

Similarly, it was reported that the songs participants listen to while they are sad, they do not prefer to listen to those songs while they are happy. For example, a participant who liked Billy Eilish's songs to be sad reported, "Sometimes at the office, they play Billy Eilish, and I'm like, please turn off this music because I connect that to my sad and bad moods" (Narek, personal communication, April 2, 2021) It shows how people may develop strong associations between their moods and a certain type of music.

It was also reported that when participants feel sad, they like to listen to songs that contain more meaningful lyrics since they could actually understand the lyrical content while they are sad. However, when they feel happy, they tend to listen to songs that contain more rhythmic tones since they could actually enjoy the song.

A participant stated, "When I am sad, I like to listen to classical music which has some lyrical tunes in it, but when I am happy, I like to listen to jazz music, especially the rhythmic ones" (Tigran, personal communication, April 3, 2021). Participants also stated that they listen to rock music while they are sad since the lyrics of most rock songs somehow act as a catharsis, conveying that not everything is bad in a bad situation.

A participant stated, "I continue listening to rock music, but when I am sad, I choose specific songs that have very happy lyrics" (Varduhi, personal communication, April 3, 2021). It shows that listening to high-energy and upbeat music also greatly helps people reduce their negative effects, improving their mood to a considerable extent.

Therefore, it was mainly found out that people change their music taste based on their feelings. Their taste in music likely changes as per their state of mind, moods, and feelings. People mostly choose not to listen to happy songs when they feel depressed, whereas when people feel excited and happy, they tend to listen to songs with cheerful effects (Keogh, 2013).

Theme 4: Personal Relationships

Siblings

Half of the participants were the only child of their parents and had no siblings. Instead, when asked about them that they like to listen to the same genre of music as their brother or sister, they said that they tend to listen to songs that their cousins most likely to hear. One of them said:

I have a cousin whose music taste greatly affected mine, but when I was a teenager back then. She used to listen to a lot of rock when I was listening to only Russian pop culture, and she used to show me the music she loved, and I grew up by loving that kind of music too (Inga, personal communication, April 1, 2021).

Those who had siblings stated that due to material age difference there was a big difference in the music preference with that of their brothers' and sister. The younger ones are more likely to listen to slow and relaxing music, while the elder ones tend to listen more to pop and jazz music.

One participant was the only male child, and he had two sisters. He said that the girls were more interested in listening to songs from female artists like Taylor Swift, Miley Cyrus, and more. Similarly, one participant said that she had two brothers, and they both tend to listen to more music of the male artists. Thus, this suggests that the preference for music is also directly linked to the genders – girls prefer female artists while boys prefer male artists.

However, this was not the case with other participants. There were contradictory responses given by them. One told that her music taste somehow matches with his brother's preference:

I have a brother, and his music taste is pretty much similar to mine. There is two years difference between us, and I can say that we like almost the same genre of music. He listens to more pop and rock music, and so do I (Liana, personal communication, April 9, 2021)

From the responses of young participants, it can be inferred that classical, pop, and rock music is still the most preferred category of music among young people, especially between brothers.

Friends and Classmates

When asked about what music preference participants' friends and classmates have, the answers were quite expected. Most of them told that they developed to listen to the same genre of music like that of their friends. Being in the university, while doing assignments together or preparing for the exams together, friends and classmates tend to listen to the same songs. Not only the same genre, but participants use to like and love the same music singers also. Taking an example, one of them said:

My best friend Vladimir Vysotsky and I also started to listen to his songs too. She played his music so much that unconsciously I started to listen and like that artist. This is just one example, but honestly, due to my friends, I explored new artists whom I love and listen to since now (Liana, personal communication, April 9, 2021).

Not only at the college/university stage, but students in schools also developed the same taste of music like that of their class fellows. However, at some point, the preference was different among them. One mentioned that his taste was more into English and European pop and hip-hop songs, while his friends like to listen more of English and European rap music.

This was not only the case at school or university level, but in the workplace, colleagues develop the same taste of music because they all sit and work together under one roof, as one of them said: "Even at work, or when I'm coming home, or when I'm going somewhere I always listen to music, even in the house when I'm working, I listen to the same songs that my colleague loves to listen" (Vache, personal communication, April 9, 2021)

When it comes to teenagers, the results show that they tend to listen to those songs that their friends love to listen to. This helps to define their social identity and the musical tastes and desires of adults. The interview results helped to develop three identical components: one element is mainly distinct by 'classical music' the second is demonstrated by 'pop music and hip-hop'. The third factor is rap music. Another factor is that country music appears in all

models, including singers, songwriters, or narrative music (i.e., six of the seven models). Half of the searches are a new factor in the new era and new style of electronic music. There seem to be at least four or maybe five-sound music selection factors.

In short, the results showcase that their friends' musical preferences played a huge role in change of participants' musical tastes because they tend to listen to the same music genre as their peers used to listen to.

Parents

After asking participants what genre of music their parents like to listen to, I received a mix of responses; the answers varied from jazz, folk, classical, and blues genres, other than that, country, pop, soundtracks, sacred, opera, rap, soul, and electronica genres were also mentioned by few participants that their parents like to listen. Moreover, these genres were mostly related to those parents who gained some higher education. Those who never completed their studies after passing out from college were only restricted to folk genres of music.

Moreover, traditional English, European, and Russian were some of the significant preferences among the parents. One of them stated:

I usually listen to only English songs like in English or classical music, but not the Russian or Armenian pop culture. My dad also used to listen to mostly Armenian and Russian music, but I have never listened to Armenian, and I do not currently listen to Russian too (Varduhi, personal communication, April 3, 2021).

Moreover, those who did not receive higher education and were not rich tend to listen to songs as per their current psychological moods as one of the participants told: "My parents' characteristic traits have changed a lot, I became more extroverted, and their music tastes really influenced mine" (Inessa, personal communication, April 1, 2021).

Parents of participants noted differences in preferences for musical genres. The results combine this theme, revealing four musical options characterized by reflexivity and complexity (including classical, jazz, folk and blues), strong and rebellious (rock, alternative, heavy metal), upbeat music (country, pop, soundtrack, sacred music) and live rhythmic music (rap, soul, electronic music). The themes reveal that parents are not more into modern English/European

hip-hop, rap, or pop music but they have now changed their taste to upbeat, rhythmic, and strong music preferences.

The results in this section reveal a series of links between complex factors and their attributes. Some of my participants identified complex extracts of music as instrumental rather than electric, biased, or loud, and in the context of feelings, they are viewed as aggressive, brainy, exciting, multifaceted, calming, passionate, and external. They said that the most complex genres are classical, world rhythm, traditional jazz, and Celtic. Interviews show that several participants changed their preference from loud music to soft music as loud songs are considered as distorted, electric, divisive, thick, and aggressive rather, whereas soft music is regarded as relaxing, romantic, intelligent, or inspiring.

Thus, in theme 4, the information about participants' parents' musical tastes helped me to understand that almost in all cases the musical tastes of my participants in their childhood matched with the musical taste of their parents. However, during their lifespan, when they went to school and university their tastes changed and they preferred to listen to the same genre of music as their friends.

Conclusion

In this thesis, I asked total ten participants, each with different age, gender, and professional occupation. I identified 4 useful themes from the interviews – life course, individual attributes, media, and personal relationships out of which life course seems to be the most important as it defines the life path of an individual.

Moreover, I focused and explained different sociological factors that contribute to the development of musical taste. Some of these factors include family education, age, social class, media, personality traits, mood and emotions, and seasonal changes.

The findings showed that age plays a very important role in the development of a personal taste for music. Age is linked to differences in musical taste. For most people, their taste in music develops in childhood and remains the same because it is pleasant to be around familiar things and adapted to their experiences.

Due to the conducted research, I found that exposure to different types of music is highly dependent on the popular music of the people around you. As a result, people listen to this music more frequently in their daily life, and people are often exposed to the music through the usual

means. People who once loved classical music do not like it anymore, as more rap, rock, and pop appear. People still listen to music created in the 19th century, but their preferences for this type of music have changed a lot over time due to social influences.

The study also highlights the influence of media on the development of musical taste. Few musical units focus on forming new cultural subgroups. These people use social media to find, influence, and build these subgroups, thus giving them an identity. The media help the group promote and support their efforts to change people's taste for music. It can be seen as a social building process as a lot of music is now easily accessible on modern social media.

The study of certain personality traits, such as the growth of 'openness to experiences' throughout adolescence, is associated with changes in personal taste in music. Open experience is a personality trait that expresses an individual's curiosity, love of diversity, respect for aesthetics, and desire for strange things (Rentfrow et al., 2011). Out of curiosity, diversity, aesthetics, and more genres, young people tend to listen to more than one genre of music. The qualitative research analyses showed that these people tend to experiment with more forms of music and therefore constantly change their taste for music for a short period of time. People who liked pop music could experiment with classical music and start loving classical music. However, this trait diminishes with age, which may be the reason why our musical tastes become more rigid with age.

It can be inferred from the study that people change their taste for music based on their feelings. They can now listen to all kinds of music day and night via their smartphone. Our musical tastes can change with our moods, emotions, and feelings (Keogh, 2013). For example, people often choose to hear sad stories in depression, but they tend to hear stories with happy tones when they are excited and happy. Listening to upbeat and energetic music can significantly help people reduce the negative effects, thereby improving their mood (Keogh, 2013).

Additionally, the interview results showed that younger generation preferred blues, folk, jazz, and classical music simultaneously as the older ones. Later in the summer, they rediscovered their passion for rap or hip-hop, electronic or dance music, and soul or funk music. Likewise, during the harsh winter and fall seasons, people tend to like serious and complex music (Krause & North, 2018). Still, during the lighter spring and summer seasons, people are more active, rhythmic, and more energetic. Such seasonal preferences in music implies a

seasonal change in choice that is less permanent, and which would soon revert back to the previous choice of an individual (Krause & North, 2018).

After interviewing ten different ages and gender of persons with different professional occupations, I found many similarities and many dissimilarities in their responses.

When asked what music attendees listened to as a teenager, many responded that they listened to pop, rock, alternative rock, and country music. Most of the participants said they would listen to all kinds of music rather than just one genre. Many attendees also enjoy listening and singing to music, as it is very popular with teenagers, and most of the high school students listen to and sing music. This shows that it is necessary to develop an identity in adolescence. Due to the aggressive nature of rap music, intense music (like rap music) empowers people.

Many attendees also said that TikTok became popular during COVID-19, exposing them to different types of music and changing their musical tastes. However, one participant found that although he found a lot of music in the movies he watched, he could not tell because it required the same kind of music he had heard before. The combination of this strategic way of publishing music online and enjoying music demonstrates the impact of technology and social media on changing personal musical tastes.

When asked about the characteristics of the participants, whether they were introverts, extroverts, curious, or liked to experience unusual things, half of the participants answered that they were introverts, and half of them were extroverts. The curiosity and openness of music participants are also in sync with introverts or extroverts, as introverts report a lack of curiosity and openness to music. In contrast, respondents who identified as introverts and extroverts show great curiosity and sincerity.

Out of curiosity, extroverts are willing to listen to more genres and explore more genres. These people tend to experiment with various forms of music, and as a result, their musical tastes are constantly changing. As they love to find out what is going on in the world, they are always on the lookout for new songs, new bands, new albums, new artists, and new genres.

During the research I have noticed that since people often listen to other types of music because they are willing to accept the experience, it cannot be ignored that personality traits do not affect an individual's musical desires. However, in terms of "changes" in musical taste, personality traits are not important. Maybe people always support their favorite song or genre because it is similar to their attitude and personality traits.

Moreover, experimental proof ensures that music preference is influenced by friends, peer groups, and in society overall. However the qualitative data that I have conducted showed that not every time the change in music taste is only related to the choice of friends with similar musical tastes, but the particular desires of many forms of music are also related to the creation of external behaviors. However, the effect of a friend's outward behavior on the relationship between musical preferences and outward behavior has not been fully investigated and needs further investigation.

After asking the participants what genre of music their parents like to listen to, I have received a mix of responses; the answers varied from jazz, folk, classical, and blues genres, other than that, country, pop, soundtracks, sacred, opera, rap, soul, and electronica genres were also mentioned by few participants that their parents like to listen. Moreover, these genres were mostly related to those parents who gained some higher education. Those who never completed their studies after passing out from college were only restricted to folk genres of music.

Based on the interview results, we have learned that different types of music enhance people's desire for privacy and complement the environment people find themselves in to create intimacy. As we calm down and move into the middle age, the late musical era is dominated by 'sophisticated' ("jazz and classical") and 'unpretentious' ("country, folk and blues"). Overall, the study shows that using music on a daily basis can be a useful strategy for dealing with emotions. Besides, individuals can listen to relaxing happy music when experiencing some down times and can make the best of these satisfactory songs. People with different personality traits prefer to focus on claiming their previous musical preferences and are willing to switch to a musical style and complain that music hurts during illness. This suggests that these people may not be using music in a functional way, but in a "dysfunctional" one. Music as a powerful emotional stimulus can lead to the current cycle of positive or negative cognitive emotions and generally maintains balance, happy, or depressed emotions.

The study achieved its objectives since it managed to identify the sociological factors that contribute to individuals' change in music preferences over time. As predicted, the study found that age was linked to changes in music preferences. When individuals are young, they tend to align their music preferences with that of their family. As they age, the preferences change as they are influenced by their peers and the need for identifying the type of music that suits them best. The study also predicted that education and social status influence an individual's music

preference, which was replicated in the study's findings. Folk and popular music were common preferences for individuals with poor academic performance and low social status while classical music was highly preferred by the affluent individuals and those with higher academic performance. Besides, when people from low social class became richer, their music preferences also shifted to classical music.

Another prediction that the study made was that family background and culture also influenced changes in people's music preferences over time. The study did not find a clear link on how culture and family background influenced people's music preferences over time. However, it found that the influence of culture and family background on one's music preferences depended on age. Children are more likely to follow their family and culture in determining their choice of music, while teenagers are likely to have a different music preference to their family and culture. The study had also predicted that gender has some influence on the type of music preferred by individuals. However, the findings did not present any significant information to suggest that gender influenced people's change in music preference over time. Instead, it was shifts in people's moods that changed their preferences. The conclusion was that both males and females listen to the same type of music, but depending on their moods, they may prefer certain music genres over others. For instance, depressed individuals would not choose listening to happy music while people in good moods, both females and males, will choose listening to happy music instead. The findings presented will help researchers in understanding how sociological factors such as age, social class, and education influence people's shift in music preferences over time, which can provide a background for future studies in determining the reasons for such behaviors. The finding that gender does not influence people's music preferences will also be helpful in addressing the stereotype that females are inclined to music that elicit emotions while men are inclined to music that elicit violence and aggression.

Although the study achieved its objectives of understanding the main sociological factors that contribute to individuals' change in music preferences over time, further research is needed to ensure the generalization of the findings presented and improve the study's reliability. One of the recommendations for future study on the topic is the need for using a larger and diverse sample size. Future studies on the topic should use a larger and diverse study sample size to increase the study's reliability and accuracy. A diverse population including both English-speaking Armenians and non-English-speaking Armenians would ensure that the findings are

reliable enough to the larger population. The other recommendation for future study on the topic is the need for changing the study's setting from online to a physical location that can be accessed by every individual instead of tech savvy individuals alone. It will help in minimizing selection bias.

Thus, it should be also noted that the literature review and the finding of interviews supported each other and that the four most important sociological factors (life course, media, individual attributes, and personal relationships) that I highlighted in my research paper influence on people's change of music taste. The study's relevance is that it will help understand the main sociological factors that influence an individual's change in music taste. Understanding those factors will further help explain how certain music genres relate to various social classes. It will also be important in explaining how people of different social classes connect with certain music genres. Another relevance of the study is that it will help contribute towards understanding why certain groups of people develop specific cultural norms and abide by them. Developing a deeper understanding on such issues can help improve the available knowledge on individual groups and the realization of a more cohesive society. Besides, music is important for language development and reasoning. Thus, the study can provide a foundation for researchers to understand how music preferences among different groups can act as a communication tool between them and other peers in the group. The study is also relevant since it can contribute towards studies examining music's influence on behavior. The presented findings explaining why people's preferences for music change over time can provide important data for music's influence on behavior by providing evidence highlighting reasons why those changes happen.

Limitations

The study's main limitation was that it used a small sample size. A sample size of ten was quite small to arrive at the findings. Besides, using a small sample size led to a higher variability in the study's findings, which affected its reliability. Using a small sample size also affected the study's reliability by increasing the researcher bias, particularly non-response bias that occurred since some participants did not have an opportunity to participate in the study. The other limitation was the setting. The study was conducted in Armenia, with the selected participants being English-speaking Armenians. Using English-speaking Armenians as the sample population for identifying the study's participants also contributed to non-response bias since they represent

a low percentage of Armenian population. This aspect may also help to reduce bias in the qualitative research. Using Zoom and Microsoft Teams as the preferred methods for interviewing the participants also affected the number of people that the study could reach since only those with access to internet could participate in the study. It meant most people in the rural areas where accessing the internet is a challenge were inappropriately left out of the study. Apart from the small sample size used, the other limitation of the study was participant bias. Qualitative research designs like the one used for the study are prone to participant bias. In some instances, the participants may have provided responses just to match what the study was about, which may have affected the findings reported.

References

- Ball, P. (2011). Schoenberg, Serialism, and Cognition: Who's Fault if No One Listens?
Interdisciplinary Science Reviews, 36(1), 24-41.

- Bonneville-Roussy, A., & Eerola, T. (2018). Age trends in musical preferences in adulthood: 3. Perceived musical attributes as intrinsic determinants of preferences. *Musicae Scientiae*, 22(3), 394-414.
- Bonneville-Roussy, A., Rentfrow, P. J., Xu, M. K., & Potter, J. (2013). Music through the ages: Trends in musical engagement and preferences from adolescence through middle adulthood. *Journal of Personality and Social Psychology*, 105(4), 703.
- Chan, T. W., & Goldthorpe, J. H. (2007). Social stratification and cultural consumption: Music in England. *European Sociological Review*, 23(1), 1-19.
- Cole, S. (2019). The impact of technology and social media on the music industry. *Econsultancy*.
- Cvetičanin, P. (2020). Education as a factor in the development of musical taste. *Facta Universitatis, Series: Teaching, Learning, and Teacher Education*, (1), 131-146.
- DeNora, T. (2000). *Music in everyday life*. Cambridge University Press.
- Jacoby, N., Margulis, E. H., Clayton, M., Hannon, E., Honing, H., Iversen, J., & Wald-Fuhrmann, M. (2020). Cross-cultural work in music cognition: Challenges, insights, and recommendations. *Music Perception*, 37(3), 185-195.
- Keogh, B. (2013). On the limitations of music ecology. *Journal of Music Research Online*, 4.
- Krause, A. E., & North, A. C. (2018). 'Tis the season: Music-playlist preferences for the seasons. *Psychology of Aesthetics, Creativity, and the Arts*, 12(1), 89.
- Mesnager, C. S., Rafiq, A., Dixon, S., & Brixtel, R. P. (2011). Music discovery with social networks. In *Workshop on Music Recommendation and Discovery* (pp. 1-6). New York: Association for Computing Machinery.
- Meyers, C. K. (2012). Influences on music preference formation. *Pure Insights*, 1(1), 7.
- Morgan, D. L. (2017). Research design and research methods. *Integrating qualitative and quantitative methods: A pragmatic approach*. London, England: SAGE.

- Omigie, D. (2019). Musical Taste: Neuroscientist Diana Omigie on what musical taste is, how our musical preferences are formed and what can change them. *Serious Science*. Retrieved from <http://serious-science.org/musical-taste-9601>
- Peterson, R. (2005). Problems in comparative research: *The Example of Omnivorousness*, 33(6), 257-282.
- Prior, N. (2013). Bourdieu and the sociology of music consumption: A critical assessment of recent developments. *Sociology Compass*, 7(3), 181-193.
- Rahi, S. (2017). Research design and methods: A systematic review of research paradigms, sampling issues and instruments development. *International Journal of Economics & Management Sciences*, 6(2), 1-5.
- Rentfrow, P., Goldberg, L., & Levitin, D. (2011). The structure of musical preferences: A five-factor model. *Journal of Personality and Social Psychology*, 100(6), 1139-1157.
- Roy, W. G., & Dowd, T. J. (2010). What is sociological about music? *Annual Review of Sociology*, 36, 183-203.
- Sharakhina, L. V., Mikhailov, N. V., Selyankina, K. D., & Semkina, A. S. (2020). Digital Technologies in Development of Modern Music Industry. *IEEE Conference of Russian Young Researchers in Electrical and Electronic Engineering (EIConRus)* , 71-76.
- Shepherd, J., & Devine, K. (Eds.). (2015). *The Routledge reader on the sociology of music*. Routledge.
- Söderman, J., Burnard, P., & Hofvander-Trulsson, Y. (2016). Contextualising Bourdieu in the field of music and music education. *Bourdieu and the sociology of music education*, 1-12.
- University of Cambridge, (2013), Musical ages: How our taste in music changes over a lifetime. *Science Daily*. <https://www.sciencedaily.com/releases/2013/10/131015123654.htm>
- Van Eijck, K. (2001). Social differentiation in musical taste patterns. *Social forces*, 79(3), 1163-1185.
- Webster, J. (2019). Music on-demand: A commentary on the changing relationship between music taste, consumption, and class in the streaming age. *Big Data & Society*, 6(2), 2053951719888770.

Appendix A- Questionnaire

Introduction/ General Questions

- What is your name?
- What is your gender?
- What is your birth year?
- What genre of music did you use to listen to when you were a teenager?
- What genre of music do you currently prefer to listen to?
- Has your taste in music changed over time? If yes, how?

Mood and feelings in change of music taste

- Do you listen to the same genre of music when you are both happy and sad? In other words, have you noticed that your mood can be a factor in change of your music taste during short period of time?

Media influence in change of music taste

- Have you noticed that some trendy apps such as Tik Tok, YouTube, Spotify, Soundcloud, Apple Music, etc., had an influence on your change of music taste?
- Have other forms of media like tv, films, or radio shaped what you listen to? How?

Personality traits in change of music taste

- What characteristic traits do you have? Are you an introvert/extrovert? Are you curious? Do you like to experience unfamiliar things? (Please specify)
- How would you describe yourself with regards to musical openness?

Social issues in change of music taste

- What is the educational level of your parents?
- Is the income of your family sufficient enough to not only cover the everyday expences but also to travel and spend the money on leisure.
- What genre of music do your parents like to listen to? (Did they often play their favorite music when you were teenager?)

Social Perception and societal influence in the change of music taste

- Do you have siblings? If yes, then what kind of music they like? (Have you noticed that their music taste affected in changing your taste of music?)
- Do/Did you listen to the same genre of music as your best friends or classmates use/d to listen to? If not, why?

Conclusion

- Are there any other questions regarding the subject that you would like to be discussed during the interview?

Appendix B- An overview of respondents

<i>Respondent Number</i>	<i>Gender</i>	<i>Age</i>	<i>Place of Residence</i>	<i>Occupation</i>	<i>Level of Education</i>
1	Female	49	Armenia	Teacher	Master's degree
2	Female	28	Armenia	QA Engineer	Master's degree
3	Male	27	Armenia	Web developer	Master's degree
4	Male	41	Armenia	Instructor	Master's degree
5	Female	32	Armenia	Project Manager	Bachelor's degree
6	Male	36	Armenia	Ballet Dancer	Bachelor's degree
7	Female	23	Armenia	Videographer	Bachelor's degree
8	Male	54	Armenia	Farmer	High school graduate
9	Male	33	Armenia	Dentist	Master's degree
10	Female	39	Armenia	Musician	Bachelor's degree

Appendix C- Coded transcripts

Page	Line	Comment scope	Comment text
1	1	(49 years old	Age
1	1	teacher	Profession
1	6	My name is Inessa	Personal information
1	6	I am female	Personal information
1	6	I was born in 1972.	Personal information
1	10	I was born in the Soviet Union	Personal information
1	11	I was listening to Russian Estrada, more precisely Valeri Lyontev, Alla Pugachova, Lev Leshenko, Irina Alegrova,	Teenage music genre
1	13	Russian pop music	Teenage music genre
1	17	I listen to more American music because my children like and listen to that genre of music.	Current music genre

Page	Line	Comment scope	Comment text
1	24	I also currently listen to that genre of music, but unlike them I prefer more pop-rock music rather than hard metal.	Current music genre
1	26	I listened to not only Russian pop music but also French and Italian music.	Teenage music genre
1	27	I listened to these kinds of music because during Soviet times you had access to those kinds of music, and you could hardly find American music playing on the radio or TV.	Teenage music genre
1	29	From French pop music I liked artists such as Jo Dassin, Mirey Matie, Patricia Kaas, while from Italian pop music artists I listened to Pippo, Toto Cutugno, Al Bano & Romina	Current favourite artists

Page	Line	Comment scope	Comment text
2	2	I liked the kind of music which allowed me to dance and sing	Reason for teenage music genre
2	3	I prefer calmer and lyric songs that are not so high pitched and do not contain active and loud elements in it.	Reason for current genre
2	9	If I am depressed and there are very serious problems in my life at that moment, then I do not listen to any kind of music	Moods and feelings on music
2	12	, if I am just sad and I know that it will not last long, for example if I broke my favourite cup and I know that after a couple of hours my mood will change and I will forget about it, I can listen to music, and more specifically to happy music in order to boost my mood.	Mood and feelings on music

Page	Line	Comment scope	Comment text
2	16	When I am happy, I actually can listen to any kind of music whether it is sad or happy.	Mood and feelings on music
2	27	, I can assume that media really has an influence in shaping and why not even in changing your preferences for the music genres.	Media influence on music taste
3	4	I do not like to travel, explore new things.	Personality traits
3	6	I am calmer and do not like radical changes in my life. I do not like to talk to new people, I like my small circle of friends.	Personality traits
3	11	Both of my parents have higher educational level.	Parents' educational level
3	14	we can afford money for travel, education and other extracurricular activities	Family income

Page	Line	Comment scope	Comment text
3	15	We have savings, which allow us to spend on other thing rather than only on everyday expenses.	Family income
3	19	My parents listened to Armenian folk music	Parents' music genre
3	24	Oftentimes, when we were at school, they found some leisure time and enjoyed their time by playing music.	Parents music genre
3	29	Yes I have both sister and brother	Siblings
3	29	The age difference between me and my sister is 2 years and she preffered almost the same music as I did.	Siblings' music genre
4	1	age difference between me and my brother is 12 years and he	Siblings' music genre

Page	Line	Comment scope	Comment text
		already preferred American pop	
4	3	. And he played that music all day long and I unconsciously started to like this genre. He was in love with Sbrina, Smoke band and I can say for sure that his taste had a huge influence on me.	Sibling music influence
4	13	I can say that he shaped his music taste with the help of his friends because he listened to the same music as his friends and classmates listened to and on the other hand the market and media also had influence because he bought the cassettes, which were available in stock and which was also trendy.	Brother music influence
4	19	Yeah, we liked to have gatherings together with my close friends and played the music, which	Friends' music genre

Page	Line	Comment scope	Comment text
		we “explored” lately.	
5	1	28 years old	Age
5	8	I am Inga	Personal information
5	8	I am female	Personal information
5	8	I was born in 1993.	Personal information
5	11	: I used to listen mostly to rock, yeah, alternative rock.	Teenage music genre
5	13	It depends on the mood, but mostly, you know, now I listen to pop music and sometimes again alternative rock and classic, also country.	Current music genre
5	16	I used to listen to only rock, but now it's changed.	Music taste change
5	17	I like different genres of music and I listen to mostly all of them.	Music taste change

Page	Line	Comment scope	Comment text
5	25	. I listen to sad music when I am sad and sad or happy music when I am happy.	Moods and feelings on music
6	5	, I can definitely say that Tik Tok has changed my music taste a lot.	Media influence on music taste
6	6	right now most of my music is pop. Thanks to Tik Tok. I never used to listen to	Media influence on music taste
6	11	depending on what movie or TV show I am watching or what anime I am watching, my tastes change too.	Media influence on music taste
6	17	It changes depending on what I am watching and with whom I'm spending most of my time with.	Media influence on music taste
6	22	I consider myself to be an introvert and I am extremely	Personality traits

Page	Line	Comment scope	Comment text
		curious person.	
6	23	I will always be open to some new things to experience, especially in music and experiences too.	Personality traits
6	27	I like sitting at home most of the time	Personality traits
6	28	I can stay there for hours and not get socially awkward or something.	Personality traits
7	4	I think they both had master's degree.	Parents' education level
7	8	I have enough income to travel	Family income
7	8	I have some savings	Family income
7	9	I can actually spend as much money as I would like to	Family income

Page	Line	Comment scope	Comment text
7	14	my mother used to listen to a lot of Russian and Armenian pop music.	Parents' music genre
7	14	when I was a child, I used to listen to it also and I loved it.	Parents' music genre
7	17	My dad also used to listen to mostly Armenian and Russian music	Parents' music genre
7	22	I have a cousin	Siblings
7	22	I have a cousin whose music taste greatly affected mine but when I was a teenager back then. She used to listen to a lot of rock when I was listening to only Russian pop culture,	Siblings' music genre
7	23	She used to listen to a lot of rock when I was listening to only Russian pop culture, and she used to show me the music she loved,	Sibling music influence

Page	Line	Comment scope	Comment text
		and I grew up by loving that kind of music too. That immensely changed the way I looked at music and the music in Europe and US	
7	26	I also have sister who lives with me	Siblings
7	26	I also have sister who lives with me but her taste and mine are kind of familiar	Siblings' music genre
8	1	my sister and I have six years of gap between us, I am the older one.	Sibling age difference
8	2	my cousin, we are the same age.	Sibling age difference
8	5	Yes, exactly. Our tastes were absolutely different.	Cousin music taste
8	12	my classmates and best friends liked Armenian pop music	Friends' music genre

Page	Line	Comment scope	Comment text
		and I did not like that kind of music at that time.	
9	1	27 years old	Age
9	1	Web developer	Profession
9	7	my name is Narek	Personal information
9	7	I was born on April 25, 1992	Personal information
9	7	I'm male.	Personal information
9	10	phases. So at first I was listening to pop music. And then I got into rock music. And then I got into country music.	Teenage music genre
9	20	recently, I'm more into rock music	Current music genre
10	11	. And on the other hand, there are some songs, mostly rock music that I listen to when I'm	Moods and feelings on music

Page	Line	Comment scope	Comment text
		feeling good.	
10	12	so yeah, music definitely, I mean, my mood definitely has influence.	Moods and feelings on music
10	18	I think probably Twitter influenced what I listen to	Media influence on music taste
10	27	So yeah, yeah, social media can definitely have influence and it actually influenced.	Media influence on music taste
11	9	I'm a mixture of extrovert and introvert	Personality traits
11	11	I'm very reactive to things.	Personality traits
11	11	I'm not sure if I like to experience new things a lot	Personality traits
11	14	I think I'm friendly.	Personality traits
11	14	I make decisions very quickly	Personality traits

Page	Line	Comment scope	Comment text
11	24	both of my parents have a master's degree.	Parents' education level
11	25	our income is like middle class income.	Family income
11	25	We have some money for leisure expenses	Family income
12	1	my dad is a huge fan of classical music.	Parents' music genre
12	8	My mom, she likes everything.	Parents' music genre
12	15	But yeah, now, I like mostly what they listen to.	Parents' genre
12	20	I have two sisters.	Siblings
12	21	the music I listen to, for example, Taylor Swift, I played it way too many times that they started liking it as well. So now	Siblings' music genre

Page	Line	Comment scope	Comment text
		they listen to that music as well.	
12	28	our music does influence each other.	Siblings' music genre
13	8	I really don't know what their favorite music genre is because the only time we listen to music together is like at a birthday party when we're dancing.	Friends' music genre
14	1	41 years old	Age
14	1	Instructor	Profession
14	7	I am Dr. Armen Kyureghyan	Personal information
14	7	I am male	Personal information
14	7	my year of birth is 1979.	Personal information
14	13	alternative music or modern rock	Teenage music genre

Page	Line	Comment scope	Comment text
14	19	I listened to pop music	Teenage music genre
14	25	now I prefer music that tends to be a little less guitar heavy than some of the music that was popular back in the 90s.	Current music genre
16	15	I pick specific songs that were seemed to really get at my feelings of pain and frustration or yearning.	Moods and feelings on music
16	23	I tend to take things a lot more personally	Personality traits
16	29	I'd want to listen to the cure, or some kind of sad music to self soothe, to make myself feel better, or to make myself feel like,	Moods and feelings on music
17	28	It works great as a predictor of whether a song will be something I like or not.	Media influence on music taste

Page	Line	Comment scope	Comment text
18	8	sometimes I'll get new ideas from there by seeing what's being played on radio.	Media influence on music taste
18	13	I am an introvert.	Personality traits
18	14	I like to have the headphones on	Personality traits
18	17	I am definitely open to new experiences	Personality traits
18	18	I want to discover new things in terms of music and I don't want to feel like I'm getting old and ossified.	Personality traits
18	26	Neither of my parents had a totally stable salary job. They were both self-employed.	Family income
19	1	My mom only had a bachelor's degree.	Parents' education level

Page	Line	Comment scope	Comment text
19	3	And my dad didn't have a college education. So he just had a high school education.	Parents' education level
19	9	no, I don't.	Siblings
19	12	there's a little bit of overlap between what saved some of my best friends in high school and college and I would listen to so there were there were a few kinds of acts in common. There were a few kinds of points of similarity and a few types of times when I went to concerts with the friends of mine.	Friends' music genre
20	1	32 years old	Age
20	1	project manager	Profession
20	9	my name is Varduhi	Personal information
20	9	I was born in 1989	Personal information

Page	Line	Comment scope	Comment text
20	10	my gender is female.	Personal information
20	13	I like to listen to Armenian Estrada.	Teenage music genre
21	2	my personality is very calm.	Personality trait
21	2	I will never argue with someone, I will never shout on someone	Personality trait
21	4	I like to listen to rock music	Current music genre
21	24	I continue listening to rock music but when I am sad	Moods and feelings on music
21	25	when I am happy, I can allow me to listen to sad music.	Moods and feelings on music
22	1	, YouTube played a huge role in shaping my music taste	Media influence on music taste
22	5	when it comes to Tik Tok I can say that it also has a huge influence	Media influence on music taste

Page	Line	Comment scope	Comment text
22	16	And I do not like to get into debate with someone	Personality trait
22	17	I am an introvert person	Personality trait
22	21	I like to discover new bands.	Personality trait
22	22	I like to listen to only rock music	Personality trait
23	2	We have some savings, but it is for very bad days, because you do not know what will happen tomorrow. And we save that money for future	Family income
23	5	both of my parents have bachelor's degree	Parents' education level
23	9	No, I actually do not have siblings.	Siblings
23	19	they listen to Armenian	Friends' music genre

Page	Line	Comment scope	Comment text
		music, Armenian Estrada music,	
23	25	They liked the same music as I did. And we kind of shared our musical taste	Friends' music genre
25	1	36 years old	Age
25	1	ballet dancer	Profession
25	8	my name is Tigran	Personal information
25	8	I was born in 1985	Personal information
25	9	my gender is male	Personal information
25	12	My mother is a pianist, and my father is an opera singer. And from my childhood I remember that I often listened to this music and this music kind of shaped my musical taste.	Teenage music genre
25	18	Now I listen to both jazz and classical music.	Current music genre

Page	Line	Comment scope	Comment text
25	23	when I'm sad I like to listen to the classical music which has some kind of lyrical tunes in it, but when I'm happy I like to listen to jazz music	Moods and feelings on music
26	5	it's really difficult for me to say that media had an influence on me because I do not listen to Tik Tok. I do not listen to YouTube.	Media influence on music taste
26	8	I mostly prefer life music	Personality traits
26	18	Yeah, I actually discovered a lot of music with the help of films that I've watched and they somehow became a source of my new playlist	Media influence on music taste
26	24	I am kind of an introvert person	Personality traits
26	24	I do not like to	Personality traits

Page	Line	Comment scope	Comment text
		spend lots of time outside with friends, chilling, drinking	
26	28	. I do not like to discover new genres	Personality traits
27	1	. I really like classical and jazz, and I don't find rock music, rap music or some pop music to be good stuff.	Personality traits
27	8	Both of my parents have master's degree	Parents' education level
27	9	the income of our family is sufficient enough to travel to spend on leisure	Family income
27	13	when I became teenager, I started to discover new artists, new classical artists, and I really liked it	Teenage music genre
27	18	I actually have two brothers	Siblings

Page	Line	Comment scope	Comment text
27	20	They like classical and jazz music too	Siblings' music genre
27	23	my friends mostly listen to pop music, or rap or rock music and no one actually listened to classical music	Friends' music genre
27	25	we did not share the same music taste	Friends' music genre
Page	Line	Comment scope	Comment text
29	1	videographer	Profession
29	1	my name is Anna, I am female, and I'm 23 years old.	Personal information
29	13	I really liked pop	Teenage music genre
29	17	I love more indie and classical music	Current music genre
30	1	I may make myself listen to some happy beats in order to	Moods and feelings on music

Page	Line	Comment scope	Comment text
		distract myself because it affects my mood a lot.	
30	5	I love to listen to classics, not classical music, but like Beatles, I love R & B and hip hop when I'm happy	Moods and feelings on music
30	15	I noticed how especially TikTok has an influence on the change of people's music taste, but not on mine.	Media influence on music taste
31	27	I have found some of my most favorite tracks from movie soundtracks	Media influence on music taste
31	17	: I'm quite well, I'm calm in a way and a bit feminine	Personality trait
31	6	they have their PhD	Parents' education level
31	6	our income it's sufficient for	Family income

Page	Line	Comment scope	Comment text
		not only meet the ends, but also to travel, leisure time, spa or whatever	
31	16	He influenced me a lot in terms of like Demis Roussos	Parents' music genre
31	22	Enrique Iglesias has certain songs which my dad liked.	Parents' music genre
32	1	I have a sister	Siblings
32	2	But she doesn't like my musical taste at all	Siblings' music genre
32	4	I don't think that our musical tastes are affected by each other's.	Sibling music influence
32	6	19 years	Sibling age difference
32	10	I share some musical tastes with some of my best friends and they become infected from the music that I like	Friends' music genre

Page	Line	Comment scope	Comment text
32	1	farmer	Profession
32	7	My name is Ashot, I am 54, and I am male	Personal information
32	10	I liked to listen to Armenian folk music	Teenage music genre
32	12	I still listen only to Armenian folk music	Current music genre
32	20	when I am sad I like to listen to songs that contain more rhythmic elements in it	Moods and feelings on music
33	1	We have a radio station that plays only old Armenian folk music and I listen to that radio station, while I am harvesting or doing other stuff	Media influence on music taste
33	22	I am very positive person by nature. I don't like to discover new things in my life	Personality trait

Page	Line	Comment scope	Comment text
33	23	I cannot allow me to travel	Personality trait
33	25	And I am also very introvert and with regards to my musical openness I would definitely say that I do not like to discover new songs	Personality trait
34	1	Both my dad and my mom finished only their high school	Parents' education level
34	13	No, I was the only child in our house	Siblings
34	19	me and my friends/ classmates shared the same music taste. We liked listening to Armenian folk music	Friends' music genre
37	1	dentist	Profession
37	8	My name is Vache, I am 33 years old, and my gender is male.	Personal information
37	12	I liked to listen to rap music	Teenage music genre

Page	Line	Comment scope	Comment text
37	23	They liked pop music, they liked jazz, classical music	Friends' music genre
37	28	I listen to only this pop rock music and sometimes indie rock music	Current music genre
38	13	because I like to listen to happy music when I am sad because It makes me to feel better, this kind of music cheers me up. But when I am happy I can listen to both sad and happy music	Moods and feelings on music
39	4	when it comes to Tik Tok I can definitely say that it's changed my music taste because now I listen to not only Pop music and Rock Music	Media influence on music taste
39	11	: I am very extrovert person. I like to discover new things, to travel, to meet new people	Personality trait

Page	Line	Comment scope	Comment text
39	12	When it comes to musical openness I can say the same in this case too, because I like to discover new things	Personality trait
39	19	My parents have master's degrees	Parents' education level
39	24	Yes, I have a brother	Siblings
39	25	two years difference between us	Sibling age difference
39	27	both of us currently like to listen to a rock and pop music	Siblings' music genre
40	4	their music tastes really influenced on mine.	Friends' music genre
41	1	Musician	Profession
41	7	My name is Liana, I am female, and I am 39 year old	Personal information
41	11	Armenian traditional folk	Teenage music genre

Page	Line	Comment scope	Comment text
		music	
41	22	jazz and classical music	Current music genre
42	5	I have a certain playlist that I like to listen to when I am happy and it is mostly very active, nenergizing music	Moods and feelings on music
42	12	basically rock music is the one and only genre that I listen to when I am sad	Moods and feelings on music
42	29	most of the time I listen to the same genre of music and the recommendations that YouTube brings are basically very close to the music I like	Media influence on music taste
43	3	I am very introvert	Personality trait
43	5	I like to meditate a lot	Personality trait
43	6	, I am very conservative but in terms of discovering new artist	Personality trait

Page	Line	Comment scope	Comment text
		of the same genre I am very open	
43	14	My parents have only Bachelor's degree	Parents' education level
43	19	my parents do not have a stable job, the income differs	Family income
43	21	our income is lower the average of income that people have	Family income
43	24	My parents listened to Armenian folk music	Parents' music genre
43	27	Every time I visit them as a guest I notice they play this music in the house. They constantly listen to the music	Parents' music genre
43	30	sister	Siblings
44	6	American trendy pop and rap music	Siblings' music genre
44	15	I remember we liked to	Friends' music genre

Page	Line	Comment scope	Comment text
		gather in the backyard of the university and discuss the lyrics of the songs, sing along with them	
44	16	jazz music	Friends' music genre